



# NEST PROJECT

NETWORKING FOR SMART TOURISM DEVELOPMENT



**Albania** ●  
**Italy** ●  
**Montenegro** ●

Catalog of new experiential paths of "smart tourism destination":  
66 suggestions in Albania, Montenegro and Italy (Puglia and Molise).

## Networking for Smart Tourism Development

Project No. 96 / 1st Call for Standard Project  
CUP N. F31I18000200007

WP T3 - D.T3.4.3

### “Selection of ideas”

Catalog of new experiential paths of “smart tourism destination”:  
66 suggestions in Albania, Montenegro and Italy (Puglia and Molise)

#### WP T3 - Lab experimentation, launch of pilot cases and initiatives of sensitization in the area

This WP starts from WPT1 results and aims to experiment with services and technologies defined in WPT2 and to investigate their effectiveness as means of promotion for smart economic development and competitiveness in the tourism sector. Strategies and actions: a) A joint laboratory for Smart Tourism will be tailored to several representative industries; e.g., agro-food, sports, and cultural heritage, as cross-border thematic Labs; b) A participatory approach will be promoted to favor multi-stakeholder involvement (General public, Public authorities, and local agencies, Business support organizations, SMTEs and entrepreneurs). These groups will be involved in the co-design process of the thematic Labs, also valorizing commonalities and peculiarities of all regions involved to promote less-known destinations and all-year-round paths. c) Training programs will empower tourism entrepreneurs in digital skills and help them develop new skills in destination management and sustainable tourism. d) Customized digital solutions for the tourism industry will be experimented with in the thematic Labs and investigated through a set of experiential tourism paths in three pilot sites (one per region). All partners will be involved: Tecnopolis as WP leader will manage and coordinate all WP activities; EURelations will ensure entrepreneurs, professionals, and local public authorities involvement; the University of Salento will contribute to the definition of new experiential paths, transferring the smart destination model and related assessment tools; the Albanian Ministry of Finance and Economy and the Ministry of Economic Development of Montenegro, as government bodies, will act as a direct link to the public authorities and institutions, they will involve companies in the training program, and contribute to the definition of new experiential paths; the Independent Forum for the Albanian Women will specifically contribute to the involvement of women entrepreneurs, thus promoting gender balance.

#### Activity T3.4 - Capacity building initiatives for entrepreneurs and related assessment

It is widely acknowledged at both European, national, and local levels that the lack of knowledge, experience, and skills has seriously hindered tourism development. There is a vast need for new skills development, including destination management, sports tourism, and green tourism, which is not adequately supported by the actual initiatives. This activity aims to fill these gaps to increase the tourism sector's competitiveness while adapting to new technologies, new market demands, and changes in tourist behavior and expectations. Capacity building initiatives on smart destination management will be designed and implemented for entrepreneurs, tailored to each thematic context, specifically addressing needs and mismatches emerging from activity T3.3. Special attention will be given to the involvement of women entrepreneurs, ensured by IFAW. Online/on-demand seminars will be proposed on specific topics, as well as onsite workshops. As a result of this activity, a customized program will be offered for each country, with workshops and seminars for around nine entrepreneurs covering 40 hours. Then, a selection of the most promising entrepreneurial ideas and innovative business opportunities for Smart Destination Management will be performed. Companies will be accompanied in the definition of the Smart Destination Management path. Consultancy will be provided on smart services and new technologies for the development of a smart destination.

#### Deliverable T3.4.3 - Selection of ideas and companies to support in the definition of the Smart Destination Management

This deliverable includes the call for ideas, the ideas and companies selected for mentoring and a report on the results achieved at the end of the mentoring period.

*The selection of the ideas was handled by the partners of the NEST Project:*

- Ministry of Finance and Economy of Albania (AL)
- Ministry of Economic Development of Montenegro (ME)
- EuRelations EEIG (IT)
- Tecnopolis Science and Technology Park Scarl (IT)
- Independent Forum for the Albanian Women (AL)
- University of Salento (IT)

## Index

Preface	6
Introduction	7
Consultation guide	8

## Albania

A round trip around Shkodra Lake	12
Back in Time	14
Dare heritage & sports destinations with it in health (Cultural Heritage)	16
Dare heritage & sports destinations with it in health (Sport)	18
Discovering the tourist landscape through cycling	20
Discovery of cultural sites, adventures in the nature and testing of the eno-gastronomic taste	22
Following the touristic paths enlightened by lady Edith Durham the Albanian Alps	24
From one Natural Monument to another	26
Itinerary of Cultural Heritage and Eno-gastronomic	28
North-East Albania and beyond	30
Pack Rafting, Hiking and Culinary in Albania	32
Rhapsody trip	34
Sport and Nature on the route Tirana-Peza-Fjolla Lake	36
Tourism and Sports in Qafeshtama National Park	38
Trail of Colours - High Scardus Trail	40

## Italia

All nature	44
Along the Via Galdina, stories of cheeses and ancient sanctuaries	46
Apulia vintage style: emotions through the five senses	48
Archeos a journey between personal and universal history	50
Archaeo-yoga. Yoga and wellness discovering the archaeological park of Monte Sannace	52
Between ancient routes and Adriatic walks	54
Bikes kilometers of stories and explorations by bike-tour of the contemporary	56
Biking along the Apulian Aqueduct Cycleway	58
Close to Nature	60
Connecting the dots: connecting to the cultural roots of sustainable food of Molise through technology	62
De re coquinaria	64
Discovering the biferno river aboard the canadian canoe	66
FELIX Countryside	68

Fishing Tour Molise	70
Food and culture	72
GEA-Archeotrekking in the ravines	74
Holidays in Molise - Sea, hills and mountains	76
Matese Sports Park	78
Moleasy molise smart outside the common places	80
Molise to be tasted, admired and pedaled	82
Murgia hills and rural villages on foot and by bike	84
Murgia Bike experience	86
Natura smart - trekking & climbing between Biferno "Rocca"	88
One day as an oenologist in Alberobello	90
Peucetia slow experience: archaeology, nature and fun	92
Rails of history journey into the underground Taranto	94
Renovation of the FerrHotel Bari (Bari Railway Station): Tourism Hub	96
Smart Family	98
Sport and Rocks (Parco delle Morge)	100
Stories of millstones and mills	102
Taras bike tour: km of stories and explorations by bike	104
The Island, the sirens, the navigators	106
The "Lame" road	108
Transhumance and enogastronomy the tratturo Celano-Foggia	110
Transhumance and enogastronomy the tratturo Lucera-Castel di Sangro	112
Transhumance and enogastronomy the tratturo Magno	114
Trekking and nature in the village	116
The welcoming mountain, the healing mountain	118

## Montenegro

Adventure - Albania & Montenegro	122
Cultural and historical heritage of Budva and Durres in Albania	126
Family and tradition	128
From blue to green and back	130
Glamping in the Dinaric Alps of Montenegro and Albania	134
Hike & Bike Montenegro	136
Katuni keepers of tradition	138
Meet the culture of Unique West Balkans	140
Meet the spirit of the place	142
Peace for eyes relax for soul	146
Roads of the North	148
Tourist tour Boka bay - Lovćen	150
Vicy - Vintage Cycling Tour	152

## Preface

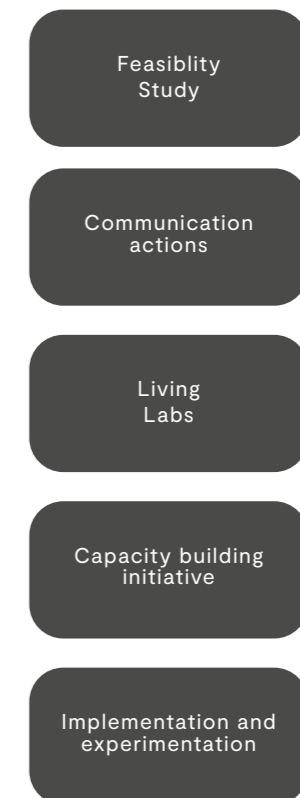
This document intends to give prominence and visibility to the proposals that, during the NEST project, came from the participants in the Capacity Building Paths (one per country) and to the selection of new proposals and key initiatives for innovative itineraries, to be subsequently included in the final result of the project. The ideas were generated, through a public call, during the capacity building activities for operators in the tourism sector, a path designed and realized by the partners of the NEST Project, with the contribution of the participants to the activities.

The NEST project generated two cross-border itineraries: one dedicated to cultural heritage and the other to sport and nature. This catalog was the informative and creative basis for creating the two itineraries, representing an example of how the three countries could collaborate for a joint tourist offer.

The full description of the two itineraries is available in a separate document.

## Introduction

In its quality of WP T3 leader TecnoPolis has designed, coordinated, and summarized the group of the final activities dedicated to Pilot cases and articulated in:



All the details and information can be found on the project web site (<https://nest.italy-albania-montenegro.eu/>) or requested to the project partners.

This document represents the main result of the activity named Capacity Building Initiative that involved about 80 participants in the three countries (Albania, Italy and Montenegro) on smart and experiential tourism. At the end of the path, participants have been required to present some innovative itineraries in less known areas or including small villages and particular experiences linked to local traditions.

## Consultation guide

The initiatives presented in this catalog are listed in alphabetic order and divided into three national blocks (Albania, Italy and Montenegro).

According to the project suggestions, they belong to two groups: one collecting ideas centered on cultural heritage and agrifood, the other on sports and nature.

For each initiative, the catalog contains:

- Name of the path
- Proposer (individual or company)
- Itinerary (places touched by the path)
- Description (how the itinerary can be lived by tourists)
- Target (categories tourists: children, teenagers, millennials, families, adults, over 65)
- Reasons for choosing that path
- Experiences proposed (classified according to this list: Meal at a restaurant or agritourism, Tasting of local products, Eno-gastronomic laboratory, Visit and experience in agri-food companies, Visit and experiences in artisan shops and local companies, Excursion on foot, by bike, or other ecological means, Artistic exhibition or artistic laboratory, Guided visit to historical-artistic-architectural interesting sites, Sport activity, Other)
- Contacts
- Additional information
- Photos

## Introduction

The web site of the project is:

<https://nest.italy-albania-montenegro.eu/>

For more details about the catalog design, please contact:

- **In Albania**  
Ministry of Finance and Economy of Albania, anxhela  
[anxhela.bushati@financa.gov.al](mailto:anxhela.bushati@financa.gov.al) or [iris.tela.al75@gmail.com](mailto:iris.tela.al75@gmail.com)
- **In Italy**  
Tecnopolis Parco Scientifico e Tecnologico  
[parco@tno.it](mailto:parco@tno.it) or [a.annicchiarico@tno.it](mailto:a.annicchiarico@tno.it)
- **In Montenegro**  
Ministry of Economic Development of Montenegro  
[ranko.zekovic@mek.gov.me](mailto:ranko.zekovic@mek.gov.me)

General information on the Italy - Albania - Montenegro Cooperation Program and Projects can be obtained from the Italy-Albania-Montenegro Joint Secretariat (<https://www.italy-albania-montenegro.eu/contact-us>)

Corso Sonnino, 177 – 70121 Bari (IT)

+39 080 5406545

[js@italy-albania-montenegro.eu](mailto:js@italy-albania-montenegro.eu)

For details or direct contact with specific initiatives, please contact the project partners at the addresses specified above.



**ALBANIA**

# A ROUND TRIP AROUND SHKODRA LAKE



## Proposed by Pegasos Travel

*Pegasos Travel is an Albanian Company licensed in field of tourism since 2003. They are specialized in incoming domestic and outbound tourism. Their main strategy is to provide customers satisfaction.*

*The company has a prepared team, with a strong background in tourism, marketing and foreign languages. Management staff is experienced in tourism and management. Launched in management skills and prepared team have made them a successful agency, who made having a good relationship with customers and partners their primary duty.*



## Itinerary

- Shkoder
- Mokset hill
- Koplik
- Kratul fortification
- Shiroke
- Zogaj

The tour starts in Shkoder, set on the banks of a sparkling lake at the foot of the wild and rugged mountains of high Albania. Its mighty fortress, Rozafa, still rises proudly over the Drin and Buna Rivers as a symbol of Shkodra's will to survive.

The oldest wall of the Shkodër castle dates from the first millennium BC. After visiting the castle and the museum, continue towards the area of Koplik. Lunch in Agritourism Kantina Kopliku. After lunch hike over the Mokset hill to visit the Hellenistic fortifications that serves to control the lake and the fertile plains around it. From the Mokseti fortification, located on top of a hill with a height of 252 m, tourists can see the Castle of Samobor (Montenegro), a few hundred meters away on the opposite side of the lake, and many fortified settlements and castles in the area of Mbishkodra, such as the Castle of Hoti and the Castle of Marshej. Further east and south-east the view extends to Podgora Castle, Balilajve Prison, Kratul Castle and Shkodra Castle to the south.

The Kratul fortification ruins lie over the village of Boks. On the plain south of the village's outskirts, near the left banks of Kir river, are located 160 tumuli of Shtoj, which date back to the early Bronze Age. The following day the tour crosses the border with Montenegro, to visit the ruins of the ancient town of Doclea. During the Roman period, Doclea was the most significant urban center in the area of Montenegro as we know it today, at the crossroad of several main roads that led to Shkodra.

After the visits of the roman ruins, visit the archaeological Museum of Podgorica and continue toward one of the local wineries for lunch and wine tasting. The climatic and geographical conditions in the surroundings of Shkoder Lake, within close distance to Adriatic coast provide a favorable environment for the grapes.

The most common autochthonous varieties are Kallmet, Shesh i zi and Vranac used for red wine, and Krsta, Shesh i bardhe and Debine for white wine. Continue the tour by visiting the medieval fisherman's village of Vir Pazar, with its natural park We keep following the lake coast through the Shiroke-Zogaj area that is considered the richest area for birdwatching.

Over 70% of Albania's bird population is found in Shiroke-



Zogaj Lake area. Their number increases during autumn, which is the perfect time for birdwatchers to enjoy the water birds spectacle.

A breeding colony of the Dalmatian Pelican lives in this lake. Wetland species that live in the area include owls, ducks, geese, gulls, birds of prey, waders, and passerines. Shiroka, Zogaj, Bregu i Ranës, Bishtiqendia, Shegan, Grili, and Sterbeqi are considered areas of rare values.

The ride goes along the south shore of the lake below Mount Tarabosh. In Shiroka we will pass the remains of the lake-side villa of King Zog, the last King of Albania in the 1930s. Then we will continue on to the isolated fishing village of Zogaj, where you will have the opportunity to meet a local carpet weaver and get to sneak a peek at how traditional Albanian carpets are made. The cycling will be about 15 km (round trip) along a smooth, level, and recently paved road. Several stops along the way will offer birdwatching opportunities and even a refreshing swim in the lake if weather allows.

## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- ✓ Other → birdwatching

## Why to Choose it?

The Shkoder Lake basin harbors a rich cultural and historical heritage of different epochs and forms. Traces of the first human communities appeared in the Paleolithic period, while archaeological finds from a cave on the Shkoder Lake coast imply on the first traces of spiritual life from the Neolithic period.

Numerous civilizations have come to this region one after the other and left their traces – Illyrian, Hellenic, Roman. An extraordinary number of archaeological sites, fortresses, monastery complexes, authentic architectural craftworks, are located on the shores and in the islands of the Shkoder Lake, dating from various epochs that followed one another in this region.

In this itinerary, we will try explain historical context in which those processes were developed and look back to cultural contents that formed wealth and diversity of cultural layers of the Shkoder Lake.



# BACK IN TIME



## Proposed by Dea Lines

*Dea Lines Agency, based in Durres with 20 years of experience in tourism, operates in domestic tourism, in cooperation with neighboring countries that bring tourists to Albania, through licensed professional guides to promote the values and heritage of the country intertwined with tasting of local food and local drinks.*



## Itinerary

- Durres, Roshnik of Berat
- Shkodra, Koplik, Zogaj

### Itinerary N. 1

Welcoming tourists in Durres, and visiting the 3000-year-old city. In the Roman amphitheater of the 2nd century AD, a historical presentation is made through an application downloaded to each tourist via a Tablet. Back in time visit to Roshnik, village of Berat, a village rich in nature.

Visit to the small winery of the Alpeta family, where homemade Rakia is tasted with peppers used as small glasses and other drinks. Special cultivated wine. Lunch is consumed in their backyard with local organic garden dishes. Visit to the old town of Berati which is under UNESCO heritage. Return to Durres.

### Itinerary N. 2

Visit to the city of Shkodra with a professional guide, where visit the magnificent castle with its history before Rome and after.

Visit to a factory for the handicraft production of Venetian masks where you can see up close how their work is done. Visit to Koplik in a family known for the cultivation of the Salvia Nord sage plant, where the cultivation takes place as it is done in the fields for its collection.

Departure towards a family agrotourism Kopliku to try and taste the local drink Raki and wine. In the afternoon return to the village of Zogaj and visit the house of the Qotaj Family where handicraft carpets are made by the female inhabitants of the area with the loom method inherited over the years. Return to Durres.



## Target

- x Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

dealinestravel@gmail.com  
www.dealines.al

## Why to Choose it?

Tourists will have the opportunity to visit local highlights, as well as experiencing the local culture through food and wine tasting, visits to farm houses, and attending handicrafts workshops to engage tourists in traditions that have been going on over the years.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# DARE HERITAGE & SPORTS DESTINATIONS WITH IT IN HEALTH: A CROSS-DISCIPLINARY PILOT PROJECT IN TOURISM



## Proposed by Edlira Xhemo

The proposed itinerary shall be carried out in collaboration with a recently settled innovation agency center, Krea' Lekt, and its FabLab, Krea' Fab, together with its newly founded multi-disciplinary Living Lab, Krea' Lab. As the agency and its labs are opening firstly in Tirana, by this project the labs shall open the branches also in other towns and localities of Albania, to help boost for economical local development and sustainability, according to needs and specificities of each locality, permitting multi-axial research and development activities in collaboration with local public and private institutions, organizations, businesses and individuals.

## Itinerary

- **Kanina Castle in Orikum**
- **Ancient fortification of Beltoja in Shkodra**

### Itinerary N. 1

Kanina Castle, 6 km away from the city of Vlora, dated back to the 3rd century. Roman, Byzantine, Attila Huns, Normans, Anjouans, Slavs, Ottomans, Venetians, Italians, and Germans flocked to it. They looted, burned, exterminated and caused the emigration of the local inhabitants. This is probably the reason why in Kanina some of the tribes came from the bay of Labëria and other Arberian territories.

Lunch or dinner will take place at a special eno-gastronomy restaurant with medieval ancient unique menus, nearby the Kanina Castle in Orikum. Additional tours may include: the Llogara National Park, a visit to Vlora, with its beach and other ancient heritage sites nearby, and tours at Corners' Special Offers in terrain, based the tourist's choice.

### Itinerary N. 2

The town of Beltoja is an Illyrian fortified settlement, lying on a hill in the southeastern part of Shkodra Castle.

It underwent two historical phases: Beltoje I - Prehistoric walls (XII - X centuries BC); Beltoje II - Walls of the civic period (III century BC). It is mentioned in Albanian historiography since the early pre-urban period and belongs to the first phase of iron in the centuries: XI - VIII - VII BC. It was a fortified place like Gajtan Castle, Shkodra and Danja.

It was also inhabited by the medieval rulers of Shkodra, the Balshaj, who turned Shkodra into a medieval capital. Lunch or dinner will take place at a special eno-gastronomy restaurant with medieval ancient unique menus, nearby the Beltoja Castle in Shkodra. Additional tours may include: the Theth National Park, a visit to the Shkodra Lake, and tours at Corners' Special Offers in terrain, based the tourist's choice.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

kreatfab@gmail.com

## Why to Choose it?

Different tours are proposed for different purposes and different target groups, aiming to revitalize the territory through modernization and digitalization of the ancient and medieval heritage fortresses for a multi-task usage: for official institutional events, such as reunions, conferences, seminars, trainings; for children; for all other tourist groups.

Specific eno-gastronomy services will be offered on sites by local restaurants.

The eno-gastronomical offer shall be combined with a research and development digital platform for its standardization, to could be applied also in other sites. As tourists get used to the main cultural heritage sites for official and personal aims, both combined with the eno-gastronomical offers, there shall be also other offers: (a) Special Package Offers; e.g., for hosting in new innovative 3D printed hostels; and Virtual-Health care packages offers. (b) Corners Special Offers: grandma's little secrets; local round-tours for cultural heritage offers; local businesses and artisans offers.

Tourists will have the opportunity to get acquainted to local businesses products, sports, environment, cultural, gastronomical and agricultural heritage, by visiting the Corners that will be developed in close collaboration with local public and private actors of tourism. Also tourists will experience arts animation services with free degustation and souvenirs.

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✗ Excursion on foot, by bike, or other ecological means
- ✗ Artistic exhibition or artistic laboratory
- ✗ Guided visit to historical-artistic-architectural interesting sites
- ✗ Sport activity
- ✗ Other



Sport



Nature

# DARE HERITAGE & SPORTS DESTINATIONS WITH IT IN HEALTH (D.H.S.D.W.I.H.)



## Proposed by Edlira Xhemo

The project shall be carried in collaboration with a newly being settling innovation agency center: Krea' Lekt and its Fab Lab: Krea' Fab, together with its newly founding multi-disciplinary Living Lab: Krea' Lab. As the agency and its labs are opening firstly in Tirana, by this project the labs shall open the branches also in other towns and localities of Albania, to help boost for economical local development and sustainability, accordingly to necessities and specificities of each locality, permitting multi-axial research and development activities in collaboration with local public and private institutions, organizations, businesses and individuals. Krea' Lekt has European and international partners such as HumanTeam Agency in Paris; Center for Buisness and Economy Promotion in Durrës; Bio-economy and Digital economy European projects and networks; Rehab Lab european project partners and Sports University of Tirana; Alb SciTech Po-Diplo Hub and its European and international partners; Council of Europe sections for the promotion modernization and development of ancient and medieval heritage and routes; different albanian, international and european research centers for nutrition and ortho-molecular integrative medicine; other international partners for 3D printing and advanced technology in constructions; albanian arts organisations for animation.

## Itinerary

- National Park of Llogara

According to the time-line of the official events the Tour's timeline shall be devised between 2 DMO-s of the itinerary. For other tourist groups, according to their own chosen time-line. Places to visit: unique 3D printed environment friendly hostels for sheltering in personal rooms only, with totally recycling ecological materials.

### 1st Partial time-line of the Sports & Nature Tour in National Park of Llogara:

#### A - during the official event:

1. National Park of Llogara: its sports and nature offers for camping training activities, its special package offers and its corners' special offers.

Llogara Park is located about 40 km southeast of the city of Vlora, on the spatial border between the Adriatic Sea and the Ionian Sea. Near the Llogara Pass, there are hardwoods with very interesting crown shapes in which the influence of currents is felt. The park runs from an altitude of 470 m to an altitude of 2018m. Near the Llogara Pass there are many interesting trees and crown shapes as a result of the tides and wind. A stunning example is the "Flag Pine", a rare natural monument with scientific and tourist values. This park offers attractive weather and landscape and characteristic areas with dominant points. Its vegetation consists mainly of conifers such as black pine. Llogara Park is also of great importance as a tourist destination and serves as a transit bridge to the Ionian coast. It has great potential for developing eco-tourism, air sports, excursions and travel. This is a climatic place because it mixes both mountainous and fresh marine climates. For sports enthusiasts this park offers many opportunities.

2. Special eno-gastronomy restaurant with local food for sports diet unique menus.



### B - during the post-event free time of the day, tours at the Corners Special Offers' sites in the terrain;

3. special eno-gastronomy restaurant with medieval ancient unique menus, which shall be situated nearby the National Park of Llogara in Kanina Castle in Orikum,
4. tours at Vlora town, its beach and its sports offers, also visits to ancient heritage sites nearby,
5. tours at Corners' Special Offers in terrain accordingly to the tourist's choice.

## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

krea1fab@gmail.com

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Additional Information

Participation is done via the Touristic Agencies and Operators; Academical and all other organisations, Institutions.

# DISCOVERING THE TOURIST LANDSCAPE THROUGH CYCLING



Proposed by  
**Vladimir Marku,**  
"ARBER" Guesthouse



## Itinerary

- **Shiroke - Zogaj - Muriqan - Ostros - Virpazar - Tuz-Hot**  
(Tour along the shore of Lake Shkodra)
- **Koplik - Tamare - Vermosh - Guci - Plave - Bioce - Podgorice - Tuz-Hot**



## Target

- x **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- x **Over 65**

## Contacts

+355 68 6506061  
markuvladimir@yahoo.com

## Why to Choose it?

In cooperation with Montenegrin and Italian colleagues we will carry out 2 bicycle tours to explore the magnificent landscapes, culture and values of traditional cuisine of the Albania-Montenegro border area.

During these two tours, mountainous, hilly, plain and lake terrains will be explored and tourist elements will be identified which will be promoted during and at the end of the project.

- Making of two fantastic tours for cycling in the area Albania-Montenegro
- Preparation of two guides, their publication and making available to Albanian and foreign travel agencies
- Reflection of all tourist spots.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other



## DISCOVERY OF CULTURAL SITES, ADVENTURES IN THE NATURE AND TESTING OF THE ENO-GASTRONOMIC TASTE OF ALBANIA EXPLORED IN A 5-DAY TOUR



### Proposed by Adriatik Hotel

As a 64-year-old historic Hotel, Adriatik Hotel has become a tourism landmark in Albania. With many years of experience in this sector since the time of privatization in 2003, the hotel has been evaluated and maintained the standards as "5-star hotel" and has been continuously evaluated with "luxury" awards for the quality of service over the years. The hotel has 70 rooms, has 2 restaurants overlooking the sea, an outdoor pool among the largest in Durrës, private beach, a luxury SPA and 4 conference rooms with a capacity from 20 to 400 people. The hotel welcomes tourists all year round and is frequented mainly by foreign tourists.

The first stop is in Durrës, to visit the Roman Amphitheater, built in the 2nd century AD during the reign of the Roman emperor Trajan and discovered by accident in 1966 by the archaeologist Vangjel Toci.

A visit to the olive oil processing factory "Three Friends" follows, offering a wonderful view of nature and the environment surrounded by hundreds of years old olive groves, and the acquaintance with the centuries-old history of the olive oil processing tradition in this country.

The Cape of Rodon combines the exploration of virgin nature through hiking on the narrow paths surrounded by a rich flora, contemplating the Adriatic Sea and discovering sites of historical importance such as the Skanderbeg Castle, located by the sea to the right coast of the cape, and the Church of Saint Anthony. Wine lovers will have the opportunity to visit one of the best wineries in Albania such as Uka Winery and Uka Farm. The main varieties are Kallmet, Merlot, Cabernet Sauvignon and Mavrud. Delicious foods traditionally cooked with organic farm products, coupled with the unique taste of wines produced with the best winery techniques, make this an unforgettable eno-gastronomic experience.

During the visit we will have the opportunity to know the history from the beginning of this venture and its transformation into one of the most visited attractions of this sector.

Kruja Castle, built in the 5th century, is a symbol of the resistance of the Albanian people against the Ottoman occupation. The journey continues in the narrow alleys of the hundreds of years old bazaar of Kruja, where we can find traditional and handicraft objects from traditional folk costumes to authentic antique souvenirs.

For lovers of traditional cuisine, cooking classes are offered about traditional Albanian meals, such as pie or baklava or various casseroles. Dinners will be accompanied by Albanian folklorist music and dances: professional dancers will teach you the basic steps of traditional dances of different regions.

### Itinerary

- Durrës
- Cape of Rodon
- Castle of Kruja



### Target

- x Children
- x Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65

### Contacts

+355697275784  
guide@adriatiktours.com  
www.adriatikhotel.com

### Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

The itinerary combines a visit to historical places with eno-gastronomic experiences to discover the Albanian traditions.

Tourists will have the opportunity to get acquainted with centuries-old history and traditions, expressed by local food and wine tasting, cooking classes of traditional meals, and dancing classes with Albanian folklorist music.



# FOLLOWING THE TOURISTIC PATHS ENLIGHTENED BY LADY EDITH DURHAM THE ALBANIAN ALPS



## Proposed by Institute of Education, Heritage and Tourism (IETT)

*IETT is an independent cultural and scientific centre, which aims support for education, heritage and tourism in Albania and beyond. It was founded in 2013, and its main office is in Tirana, Albania. The activities of IETT lie on different sectors of education of all levels (pre-school, primary, high school and university), formulating textbooks, refining curricula, organizing qualifications and trainings for teachers, headmasters and university lecturers; working on various publications etc. In the field of historic and cultural heritage, aims at preserving the material, spiritual values, the research and documentation of them, their restoration and publications related to them. IETT has an active role in the field of tourism by supporting initiatives that enhance opportunities, supporting tour guides and tourism activities, also offering instructions and relevant partnerships that promote environment protection and cultural diversity of Balkan people and beyond.*

## Itinerary

- Tamarë - Cem Rive
- Tuz - Cem Waterfall
- Koplik
- Drishti
- Shkodër
- Velipojë

The journey starts at the springs of Cem river in Tamara, continues along the Cem River to the municipality of Tuzi (Montenegro), and stops at the waterfall of Cem «Niagara» to enjoy the extraordinary views of beautiful Cem, plantations, waterfall, Lake Shkodra using the observation points located there.

We continue the journey to Koplik, during which we enjoy the beauties of Shkodra Lake. We stop at the Kopliku canteen, where we will see up close the wine production process and where we will learn more about the enogastronomic wealth of the area. During the visit through the vineyards, tourists will be introduced to three grape varieties, one of which is Kallmeti, an indigenous variety. Then the visit continues in the interior of the canteen in the laboratories where the wine is processed, fermented and aged; then visitors will enjoy wine tastings with local food. We continue the journey with a visit to the castle of Drishti, which was built in the Roman period as a settlement on the road Shkodra-Kosovo. The journey will continue with a stop at the Venetian mask factory, one of the most important in the world of its kind.

We follow the river Buna and conclude the itinerary at the Franc Jozef island, Velipoja. This small island is located in the delta of the river Buna and depending on the alluvium sometimes it become peninsula. Here we will also learn the history of its formation.



## Target

- x Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65

## Contacts

tourism@iETT.al  
info@iETT.al  
iETTAlbania@outlook.com

## Why to Choose it?

The journey starts along the paths enlightened by Lady Edith Durham, combining natural and cultural heritage sites. Live demo will be proposed to tourists, to have them immersed in local history and experience traditions from the area.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



Sport



Nature

# FROM ONE NATURAL MONUMENT TO ANOTHER



## Proposed by Development without Borders

"Development without Borders" Center is a non-profit organization. Our center aims: to promote contemporary standards for the development of the regions, in line with the potentials they carry; to provide technical and professional assistance regarding the development of tourist capacities; improvement of living conditions, territorial management standards, development of the national and regional financial sector; modernization of local government; to increase the effectiveness of municipal service delivery; to reduce poverty and increase employment; promotion and orientation of the development of different businesses, identification of real opportunities; to conduct studies and analyzes; to compile development projects.

Study and promotion areas are Koplik - Zagore - Vrith - Razem - Bratosh - Grabom - Tamare - Selce - Lepushe - Theth - Leqet e Hotit, Liasic carbonate rocks.

Wonderful geological and natural landscape of the Albanian Alps. They are represented by shallow layered carbonate deposits of the fossil-rich Jurassic (Lithiotis) and Foraminiferen Orbitopsella praecursor as well as coal layers in the marl shales. Under these deposits there is also Doger-Malmi limestone.

- Rrapsh Jurassic Pyramid (Karst Phenomena)

Karst phenomena are very developed in the Albanian Alps. They appear in different natural forms, such as Pyramids, Caves, Caverns, Water Fountains, etc. Karst pyramids represent wonderful natural phenomena and represent local geoTopes of the Rrapsh-Starje Area.



## Target

- x Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- x Over 65

## Contacts

+355 67 609 6111  
qendrazhvillimi@gmail.com  
mpepa63pc@gmail.com

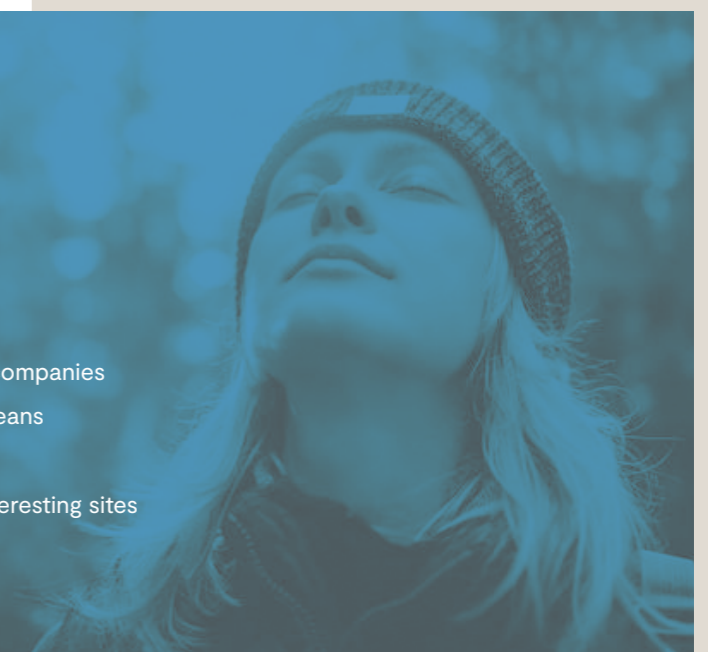


## Itinerary

- **N.1 (bike tour):**  
Koplik - Zagore - Razem -  
Bratosh - Rrapsh - Grabom - Tuzi
- **N.2 (bike & foot):**  
Koplik - Tamare - Strelce - Lepushe  
Pitkin cave - Harapi cave - Theth

## Experiences

- ✓ Meal at a restaurant or agritourism
- x Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other



# ITINERARY OF CULTURAL HERITAGE AND ENO-GASTRONOMIC. TIRANA-FARKË-PETRELE



## Proposed by Municipality of Tirana

The Directorate of Promotion and Development of the Tourism Industry operates within the General Directorate of Promotion of Tirana, under the Municipality of Tirana. This directorate is responsible for good administration of any issues related to program design and development local policies for concrete projects of the tourism industry in Tirana, promoting increasing and expanding services, promoting the entire territory of Tirana in the regional international tourism market as well as improving the climate of the local tourism business in compliance with applicable laws and regulations. Also, the Directorate of Promotion and Tourism Industry Development is responsible for implementing strategies, policies and plans of the respective field throughout the territory of the Municipality.

Farka was an early Illyrian settlement. The two streams near Farka cross the main road named "Vram", which was a branch of the ancient Egnatia road.

According to a legend, the name of the village Farkë comes from the fact that on its South border with the village Lundër, there was a blacksmith who produced tools, weapons and coins of ancient times.

In Farka tourists will visit the Pottery 'The Elder' and the Pottery 'Agron Fusha', who have a tradition of making products from working the mud. Pottery is an art that does not need machinery, but only the hands of an artist to shape the mud. Then visit the vineyard and winery 'Shehi'. The visit will continue to the Tomb of the Bride, located in the village of Mullet, near the Church of Maxhara.

The tour continues from Farka to Petrela, where the castle of Petrela can be visited as a medieval fortification. From Petrela Castle, we follow the path to the ancient settlement of Persqop, visiting also the monumental Tomb of Persqop. It is thought that the Monumental Tomb dates back to the 3rd century BC. In the area of Petrela there are many restaurants with traditional cuisine where you can have lunch such as Bujtina Mera.

## Itinerary

- Tirana
- Farkë
- Petrelë



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

[www.visit-tirana.com](http://www.visit-tirana.com)

## Why to Choose it?

The route Tirana-Farkë-Petrelë beautifully combines the cultural heritage with an eno-gastronomic path, promoting both the historical side and that of the local cuisine.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



Sport



Nature

# NORTH-EAST ALBANIA AND BEYOND



## Proposed by **Festim Hoxha** Tour and Guides Organizer

*For several years I (Mr. Festim Hoxha) have opened a summer restaurant near the river Drini i Zi.*

*During the exercise of this activity I had numerous requests for camping from foreign visitors.*

*Various trainings regarding the tourist service held by various local and foreign organizations.*



## Itinerary

- Path of Drini i Zi river
- Korab Path

### Itinerary N.1: Path of Drini i Zi river

This Path starts from Ohrid – Struga – Golloborde – Topojan Bridge – Muhurr – Kukes. An extraordinary itinerary where you can follow the whole course of the river Drini i Zi, various mountains, Lake Ohrid, etc.

### Itinerary N.2: Korab Path

From this trail you can pedal in 3 different countries (Albania, Northern Macedonia and Kosovo). Through such a trip you can enjoy the stunning views offered by the Korab Mountain.

Through these two proposed paths, Dibra, Kukes, Librazhd, Dibra e Madhe, Ohrid, Struga and Prizren will have a greater incentive in the further development of tourism.

Also, cycling enthusiasts will find two very interesting attractions to pedal.

The Drini i Zi Path will engage a number of different interest groups. The accommodation structures of each area that crosses this path have a real possibility for this clientele to be theirs as well. There should be close cooperation between the guides of the two countries.

Bicycle shops / services in areas of interest will also have an increase in sales or service delivery.



## Target

- x Children
- x Teenagers
- x Families
- ✓ Millennials
- ✓ Adults
- x Over 65



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other





Sport



Nature

# PACK RAFTING, HIKING AND CULINARY IN ALBANIA



## Proposed by Active Albania

Active Albania is a tour operator that offers unique vacations combining nature, culture with physical activities. Given the growing trend of adventure tourism, was created with a focus on developing active tourism in Albania by promoting sustainable tourism in line with the sustainable development objectives of the United Nations World Tourism Organization (UNWTO).

### 1 Packrafting in Shkodra Lake

Packrafting is a new innovative activity that combines land and water travel.

Packrafting is basically a portable mini dinghy that can be carried in a backpack and inflated. It has features similar to a kayak and can be used to ride on lakes, rivers and lagoons.

- No impact in the environment – packrafting is carried in backpacks, collected on the edge of lake / river / lagoon and carried around.
- Goes to places where cars do not arrive.
- Does not create noise pollution as engines are not included.
- No chemical / oil pollution as engines are not included.
- Very safe
- Packrafting is fun and entertaining We will have the opportunity to show people some of the deepest and most incredible landscapes and places in Albania, which are difficult to reach in other ways, while doing something unique and exciting!

### 2 Valbone - Theth Crossing

Crossing from Valbona to Theth in the Albanian Alps is a journey that takes you from one idyllic alpine village to another. It is one of the most spectacular day trips in Europe. The road, an old mule trail, passes through the slopes of Nernuna, a landscape of rocky peaks and deep ravines divided between Albania, Montenegro and Kosovo.

## Itinerary

- **Packrafting in Shkodra lake**  
(largest lake in the Balkan Peninsula)
- **Ferry ride in Koman Lake**
- **Valbona - Theth pass hiking**



## Target

- x Children
- ✓ Teenagers
- x Families
- ✓ Millennials
- ✓ Adults
- x Over 65

## Additional Information

Further services available Online Booking, email and phone support, traveler insurance.

## Contacts

+355 675000097  
mirjan@activealbania.com  
www.activealbania.com



## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity Packrafting, Hiking
- x Other

# RHAPSODY TRIP



## Proposed by Alfred Marku - chef at the Rapsodia Restaurant

RESTAURANT RAPSODIA, located in Lezha, started its activity in 2006. The premises for the opening of the restaurant started several years ago during the 12-year experience in Italy of the chef Mr. Alfred Marku. Rhapsody has a unique menu, which consists of a sweet and elegant combination of cuisine in the extremes of traditional and modern. Rhapsody is one of the first pioneers in Albania that brought the modern gastronomic current to the country. In the umbrella of the restaurant are also Baxho Rapsodia and AAC (Association of Agricultural Cooperation) Ants thus ensuring a complete cycle of local production by farmers and distribution in addition to culinary projects, Rhapsody is also included in cultural and social projects at the national and international level, representing Lezha with dignity, awarded several prizes.

## Itinerary

- Skenderbeg Memorial
- Mrizi i Zanave Agroturizem
- AAC Ants
- Lezha Castle
- Rhapsody
- Princ Hotel
- Lezha Craft Center
- Birdwatching Kune-Vain
- Hunting hotel
- Cheese factory Rapsodi
- Vasili Ceramic Studio
- Balldren Church
- Kallmet Winery
- Hani i Lekës
- Ethnographic Museum of Lezha

The Skenderbeu Cemetery Museum-Memorial is an important cultural institution, that lies in the heart of the ancient city of Lissus. Lunch will take place at "Mrizi i Zanave", an agritourism restaurant in Fishta, near Lezha, offering traditional cuisine with products exclusively from the area. Named after the poetic work of Gjergj Fishta, its motto is the rejection of daily order, calmness, reflection, which is reinforced by the Path of Thought, a path in nature, where the verses of the poet Gjergj Fishta are carved in wood. The Lezha Castle, of Illyrian origin, has a strategic position rising on top of a hill that controls the Drini valley to the Gulf of St. John in the Adriatic Sea. From there you can see a very beautiful view of the plain of Lezha and the Adriatic Sea. Tourists will have dinner at the restaurant Rapsodia. After an overnight stay at Princ Hotel, the next day begins with a visit to Lezha, a well-known area for handicrafts, inherited across generations, and costume design. Tereze Gega is an old artisan, who artfully produces the worm of silk. Lezha handicrafts have also been selected by the Vatican for the clothing of its clergy.

From there, we move to Kune Vain Lagoon - a system of wetlands, which includes lagoons and marshes, sea waters and coastline, land below sea level and typical coastal forests, Mediterranean shrubs, watercourses and agricultural and pasture land. Kune Island is a protected IBA (Important Birds Area) area. The main species that give it this status are Ardeidet and Phalacrocoridet. Also globally threatened species such as wild ducks (Phalacrocorax carbo), sea turtles (Caretta caretta), and Mediterranean seal (Monachus monachus) are less commonly seen in these areas. The pelican (Pelecanus crispus), in this area, is considered quite random or "extinct". Lunch will take place at Hotel i Gjuetise, on the Island of Lezha. Built in the late 1930s, it aimed to promote the tourism of hunting enthusiasts. The area around was declared a hunting reserve, thus becoming the first protected area in Albania. Rhapsody Dairy is part of Rhapsody Restaurant, established in the village of Krajen in Lezha: it is a success model for supporting farmers in need through the collection of fresh milk.



Vasili ceramic studio, located in the village of Krajen in Lezha, includes a store, storage space and a dense heated room containing the ceramic wheel and oven. The studio creates plates, cups, plates, serving trays and a variety of dishes for oil, honey and others.

The last day begins with a visit to the church of Shna Prendes, officially known as Saint Friday, built on the rocky hill of a medieval settlement. Kallmeti Winery was initiated in 2006 by initiative of the three Gjini brothers. Their wine is produced entirely from Kallmet grapes, cultivated in its area of origin, in Kallmet and the surrounding villages. Tourists will have lunch at Hani i Lekës, an agritourism located in a mountainous area of Lezha. The guesthouse offers meat, cheese, eggs, cottage cheese and other by-products. The nearby tourist attraction is the Church of St. Ndoi, about 400 years old, and the Franciscan Assembly, as the first school of its kind, where the great Gjergj Fishta studied. The last stop is at the ethnographic museum of Lezha, which includes a great variety of cultural values, costumes, handicrafts and handicrafts in different historical periods.

## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✗ Artistic exhibition or artistic laboratory
- ✗ Guided visit to historical-artistic-architectural interesting sites
- ✗ Sport activity
- ✗ Other

## Why to Choose it?

The itinerary is designed as a 3-day tour, with mixed groups and activities (tourist visits, workshops, testimonies, reports, blog contributions for intelligent tourism) with visits to cultural monuments, natural monuments, leading restaurants in the area, agribusiness and agri-food and handicraft enterprises.



## Contacts

info@rapsodia.al  
www.rapsodia.al

# SPORT AND NATURE ON THE ROUTE TIRANA-PEZA- FJOLLA LAKE



## Proposed by Municipality of Tirana

The Directorate of Promotion and Development of the Tourism Industry operates within the General Directorate of Promotion of Tirana, under the Municipality of Tirana. This directorate is responsible for good administration of any issues related to program design and development local policies for concrete projects of the tourism industry in Tirana, promoting increasing and expanding services, promoting the entire territory of Tirana in the regional international tourism market as well as improving the climate of the local tourism business in compliance with applicable laws and regulations. Also, the Directorate of Promotion and Tourism Industry Development is responsible for implementing strategies, policies and plans of the respective field throughout the territory of the Municipality.

The route Tirana-Peza-Lake Fjollës highlights one of the most beautiful areas of the green crown of Tirana, offers in addition to the necessary spaces for tourism and abundant material for recognizing biological characteristics and merging ecological biodiversity.

In this park in Peza e Madhe is also the lake of Fjolla, which is 4 km away from the national road and from the dam to the bottom of the lake the distance is about 1 km. The lake is named after the valley below the castle of Dorezi, which is called the valley of Fjolla.

Fjollë - Dorëz area, with an area of 207.6 ha, consists of several diverse ecosystems such as forest, land, lake and is considered rich in natural habitats.

Peza Park is a tourist area where the visitor can be an active participant in various sports and cultural activities such as cycling, canoeing, tree planting, camping, painting exhibitions, etc. that focus on civic awareness of nature and the environment.



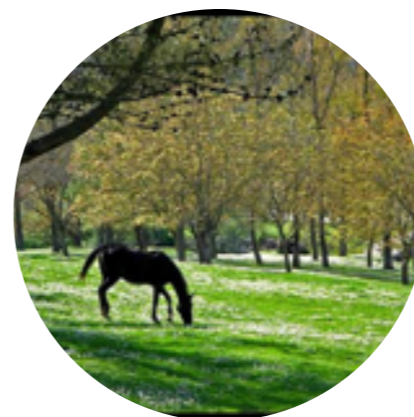
## Itinerary

- Tirana
- Peza
- Fjolla Lake



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65



## Why to Choose it?

The departure will be from Tirana by Mountain bike type bicycles thus giving you the opportunity to enjoy an impressive panoramic ride. The road has a length of 19 km and is a relatively easy route and does not necessarily require special cycling preparation.

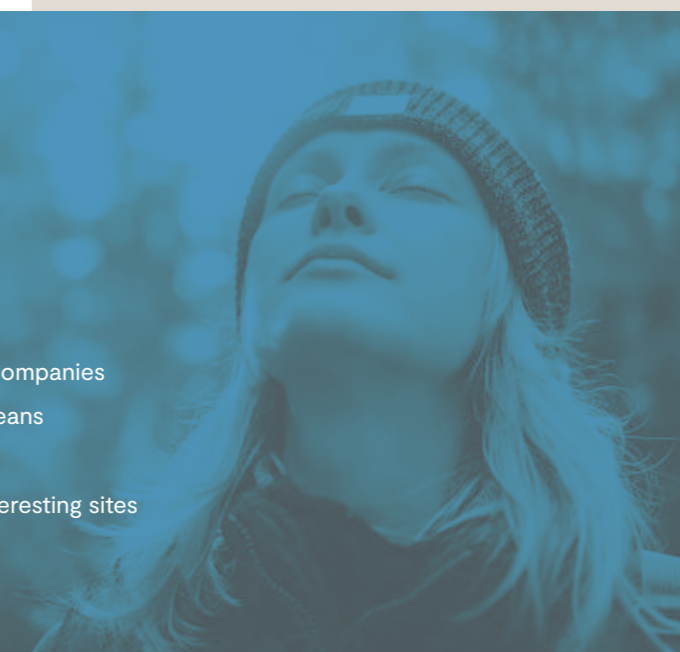
The tourist can also visit Peza Park, one of the most beautiful of the green crown of Tirana, which offers in addition to the necessary spaces for tourism and the merging of ecological biodiversity.

Continue by bike to Fjolla Lake which is one of the most beloved spots for locals. This lake is quite beautiful, clean and with a distance of 3.7 km from Peza e Madhe. Optionally you can continue with Hiking / Walking to the castle of Dorezi which is located about 2.6 km from Lake Fjolla.

Afterwards, lunch is served in the restaurants of the area, which are distinguished for their traditional cuisine. The restaurant we would suggest is "Il Paese" which in addition to diverse gastronomy offers a lawn where you can enjoy cooking to the sound of music.

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other



# TOURISM AND SPORTS IN QAFESHTAMA NATIONAL PARK



## Proposed by Shkreli Resort

*Shkreli Resort operates in the tourist market since 1996 and has been built from the largest mountain resort in the country, in order to promote the national park of Qafeshtama, mountain tourism and sports. Qafeshtama national park is one of the tourist treasures that Albania has, and what makes even most preferred to visit this park is the short distance from Tirana or Durres on asphalt roads crossed by every kind of vehicle. "Qafeshtame shpk" has participated in many fairs, as well as it is being advertised every day through social media, promoting this area so interesting and healthy, but unfortunately still unknown to the locals.*

In the 70's, "Shkreli" camp was built as the government camp of Qafeshtama National Park for the healing values offered by air and water in this area, turning it into a natural sanatorium for the treatment of respiratory diseases. In 1996, this camp was transformed into "Shkreli resort", where it is now a resort recently reconstructed with contemporary conditions. The protected area of this park has an area of about 20 km<sup>2</sup>, declared as such since 1966. It is located about 25 km northeast of the city of Kruja and passes through the county of Cudh. Qafa (1'230 m) serves as a bridge between the Kruja area and the Mat Lake in the north. The area is bordered by the Bovilla basin to the south, and is ecologically connected to the whole. The area is distinguished by its natural values and lush forests. Also, Its sources are known for its healing values, where the Kroj of the 'Queen Mother' is distinguished, about 1100 m above sea level, located between the pine and beech forest of the National Park. It received the name in the 1930s. History shows that a truck used to cross the Tirana-Qafeshtame river every day to supply this wonderful water for the Royal family of "Zogu", hence the name "Kroi I Nenes Mbretereshe" hydro monuments) (Qiriazzi & Sala, 2006). The water of the springs of Qafeshtama is evaluated as light, poor in mineral salts, but rich in magnesium, Yeti, which cures health.

The itinerary that we present to you, will pass on the old path that connects the main point of Qafeshtama Park with the natural wonders of Lake Bovilla.

Lake Bovilla is located about 15 km northeast of the town of Tirane. It was formed about 15 years ago in the upper part of the river Terkuza, located between two mountain ranges, Kruje - Dajt and Skenderbe - Mountain with Pits, this area extends in the areas of Kruja and Tirana. The area around Bovilla has a stunning beauty with the Bovilla waterfall, the Bovilla ridge and the surrounding rocks. Many travel agencies and operators use this terrain for hiking, cycling, mountain climbing and rock climbing. In addition to young people, many tourists passionate about nature and adventure take part in their itineraries.

## Itinerary

- **Meal at the restaurant "Shkreli"** with tasting of traditional Albanian products
- **Walking / cycling excursion from the center of "Shkreli Resort"** in Qafeshtama National Park, in the direction of Bovilla Lakes



Itineraries vary in degrees of difficulty and age, from the simplest to the most difficult, to enable all age groups to participate in this activity.

Arrival at "Shkreli Resort" in Qafeshtama National Park. Lunch in the restaurant with traditional products and various tastings of dishes offered by the restaurant "Shkreli". The supplies of the products will be from the inhabitants of the area such as vegetables, fruits, meats, dairies, local drinks of the area (dried brandy and wild plum) as well as the traditional sweets prepared with the nuts of the area. Accommodation in the hotel of "Shkreli Resort", after breakfast, get acquainted with the guides and a short training on the itinerary that will be developed. Preparation of the group. Departure to Lake Bovilla according to the itinerary, the walk is characterized by some landscapes and natural beauty of the area such as dense forests, the tops of the Skenderbeu mountain range, the famous caves of the area and finally the crystal clear waters of Lake Bovilla.

## Target

- x **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

## Why to Choose it?

The walk is about 4-6 hours depending on the age groups that will form the group. Mountain Climbing: 400 m +/- . The guides are certified by the Ministry of Tourism.

The trails are created and approved by the Park Protected Areas Agency.



## Contacts

+355 696060000  
shkreliresort@gmail.com

# TRAIL OF COLOURS HIGH SCARDUS TRAIL



## Proposed by LoveAlbania

*LoveAlbania is a volunteer-based promotional platform for Albanian nature and culture. LoveAlbania was founded by a group of nature-loving young people who, with the desire to see "the other Albania", laced up their hiking shoes and set up their tents to sleep in the fields and mountains of Albania. Our exploration inspired others to join us and this inspired our vision to share with other young people all the beautiful Albanian gems that lie beyond paved roads. We made this possible through social networks, specifically through our page @lovealbania.al on Instagram. Our community today gathers 16,000 followers and our space is used to promote Albanian nature, culture and agritourism.*



## Itinerary

- Shishtavec (Kukës)
- Çaje
- Radomire

The Trail of Colours of High Scardus Trail is one of the oldest pastoral trails in Europe which gets its name from the colourful flowers that cover the valley in spring. The trail extends throughout Albania, Kosovo and North Macedonia. The tour on the Albanian part of the trail starts at Shishtavec (Kukës) which can be reached by car or local buses from Tirana. The entire Shishtavec - Çaje - Radomirë trail takes 15 hours of hiking (or less if combined with horses and bicycles), with one overnight stay at the Musaj Guesthouse in Çaje.

Shishtavec is the starting point of the hiking, which passes through Kallabak Peak (2,174m) and Kallabak Lake. After a short stop at the Herb Shop of Mahmut Noka, the travellers will find themselves at the beginning of the Trail of Colours. The trail takes about 7 hours of hiking to be completed. There are also horses in the area and tourists can be offered the option to ride them for a part of the trail. Bikes can also be included in the future. Day one is concluded with the arrival at the village Çaje and accommodation at the guesthouse "Bujtina Musaj".

The second day starts with a visit at the Çaje waterfall and then departing the village to continue hiking. After several hours of climbing, the travellers will come face to face with view of Mount Korab, the highest peak in Albania. After a short break, the descent to the final destination of the tour -village of Radomirë- begins, which is reached after 8 hours from the starting point.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65

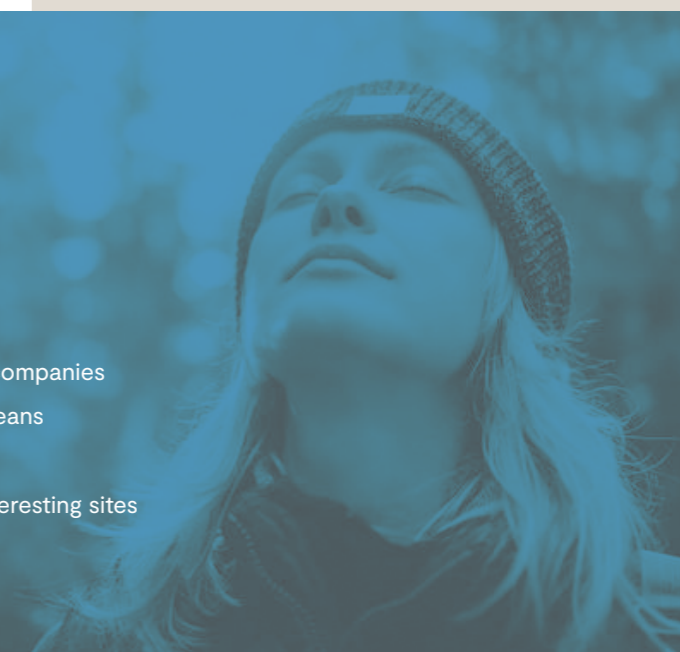
## Contacts

+355 67 46 93 003  
lovemyalbania@gmail.com  
Instagram: lovealbania.al



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other





**ITALIA**



Sport



Nature

## ALL-NATURE



### Proposed by JustMO'

*JustMO' is a cultural enterprise that originates from the desire to combine different professional skills and propose ideas, projects and opportunities that have the cultural growth of communities and territories at the center of their interest and strength. They keep their roots in their name: Molise. From its history and its millenary culture they learned that the human heritage of knowledge and know-how shapes the form and substance of the territories and their culture. They want to contribute to define the substance of our future and that of our communities, by accompanying them in the merge of new and ancient knowledge, in the discovery of new languages and in the opening towards other cultures.*

### Itinerary

- **Internal areas around Fortore in Molise:** Campolieto, Cercemaggiore, Gambatesa, Gildone, Jelsi, Macchia Valfortore, Monacilioni, Pietracatella, Riccia, Sant'Elia a Pianisi, Toro, Tufara.
- **Drainage basin of Fortore in Molise:** Ripabottoni, Colletorto, Santa Croce di Magliano, Rotello, Montorio Nei Frentani, Montelongo, San Giugliano di Puglia
- **Monti Dauni:** Celenza Valfortore, Carlantino, Casalnuovo Monterotaro, Casalvecchio di Puglia, Torremaggiore, San Paolo di Civitate, Serracapriola, Lesina

The internal areas around Fortore are characterized by a low level of anthropization, together with the presence of sites belonging to the Natura 2000 Network. The sites of European relevance and the Special Protection Zones in this area show high landscape-environmental qualities.

Trekking routes are developed based on the period of the year and the ecological characteristics of the targeted species.

The drainage basin of Fortore in Molise is of high naturalistic interest. The artificial reservoir around the Occhito Lake is undergoing a slow process of renaturalization, assuming the characteristics of a wetland and becoming relevant for its the naturalistic profile. It attracts several species of water birds, such as the teal, the wigeon, the coot, and the great crested grebe, and nesting birds, such as the red kite, the black kite, and the colorful sea jay. It is noticeable the presence of the rare and elusive otter among the mammals.

The Gargano National Park, including the areas around the lakes of Lesina and Varano, with its coastal dunes, is protected area of utmost importance within the ecological framework of the Apulian territory. The dune systems, with a typical and valuable vegetation, and the two lagoons are particularly relevant at the national and international level for their aquatic avifauna, where many species of water birds stop and winter. Along the coast of sand dunes separating the lagoon from the sea, it is sometimes possible to observe the reproduction of the rare loggerhead turtle (Caretta caretta), a pelagic marine species that comes to the quietest coasts to reproduce. In the lagoon and its characteristic Fantine there is a population of European marsh tortoise; the unique dune vegetation is also relevant for the area.

- **Dune and lake of Lesina;** mouth of Fortore river
- **Lakes of Lesina and Varano**
- **Gargano National Park**



### Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

### Additional Information

ALL-NATURE has a strong versatility and ability to adapt to different contexts and places, at the national the and international level. It can be combined with other cultural, enogastronomic, archaeological tours already available in the area. It can offer several workshops and experiences in nature (day trips and educational trips), work with schools to bring students closer to the environment and the wonders of biodiversity. It can provide environmental consulting, fauna monitoring, environmental impact assessments, recovery of ecosystems, management of protected areas.

### Experiences

- x Meal at a restaurant or agriturismo
- x Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- ✓ Other

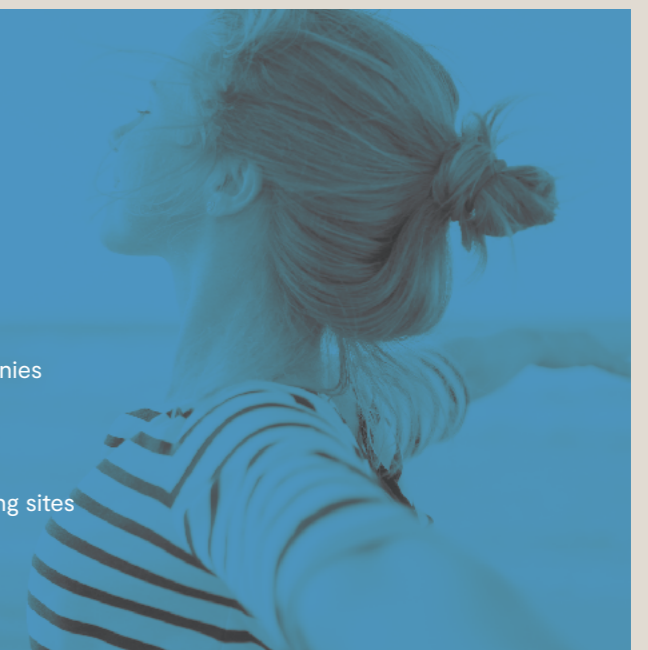
## Why to Choose it?

All-Nature offers trekking activities led by professional zoologists and botanists focused mainly on the observation of fauna and flora within the territories of Puglia and Molise. It offers specialized guides for daily activities of birdwatching, herping, mammal watching, wildflower watching and thematic activities of education and dissemination about nature.

The proposed itinerary is recommended to all those having a strong inclination towards the natural world or who want to understand the faunistic and botanical background of an area, guided by experienced professionals. People interested in reading the territory through new eyes are the main target of this itinerary, to spend time in the nature and directly experience it, get in touch with environmental elements and biodiversity, focusing on the observation and photography of wildlife.

### Contacts

[www.justmo.org](http://www.justmo.org)



# ALONG THE VIA GALDINA, STORIES OF CHEESES AND ANCIENT SANCTUARIES



## Proposed by Nicola Del Vecchio

After his studies at the University of Gastronomic Sciences, Nicola del Vecchio took over the family's lands, now neglected, and created Alba Società Agricola, a multifunctional farm between Campolieto and San Giovanni in Galdo, with the ambitious goal of redeveloping the territory starting from a healthy, sustainable and quality agricultural production. The company, at the moment, revolves around the company micro-dairy in which raw goat and sheep milk (grazing) is processed for semi-mature and aged cheeses, primosale and ricotta but, in addition to this, agricultural production and a system of tourism promotion are added. based on educational paths on the farm and in the surrounding area.



## Itinerary

- San Giovanni in Galdo and its temple
- Alba farm

The itinerary begins with a visit to the Italic sanctuary of San Giovanni in Galdo. The rural temple, a few hundred meters away from the medieval village, built just before the social war, confirms the settlement importance of a now marginal area of Molise, but once extremely populated. It is a prostyle temple with a pronaos and a single row of columns surrounding the sacred cell, which is still visible today.

The raised podium has two entrances and toothed decorations, with circular and fluted columns. The temple has returned important materials that testify to the richness of the territory and of the Samnite populations who lived in the area and who benefited from the happy position near the *trattural* path Cortile - Centocelle and the *tratturello* further downstream. After the visit to the temple followed by a specialized archaeologist, the route continues on via Galdina (which can be covered on foot with a short path if the weather conditions allow it) to the Alba farm.

The farm, located in the countryside of Campolieto but a few kilometers from the town of San Giovanni in Galdo, manages about 80 hectares of land among woods, olive groves and arable land. Over the years, the company has set up a micro dairy for the processing of raw milk, educational gardens, a chicken coop in the woods with laying hens and a laboratory for processing farm products.



## Additional Information

The path is in close contact with nature, the short trekking on via Galdina and the use of compostable and biodegradable tableware for the tasting of farm products are important elements linked to environmental sustainability. The route is accessible to all. There are sloping sections, which can be overcome with a little of help, even for people with mobility difficulties or in wheelchairs. The experiential activity makes it an easily enjoyable path even for people with limited vision. Each element of the route is designed to enhance local resources, from the promotion of a little known but extremely important archaeological site, to the disclosure of the history and tradition of an extremely undervalued and unknown internal area of Molise. Furthermore, the itinerary aims to underline the importance of preserving traditional agri-food productions and promoting them to a wider audience, respecting the artisan knowledge of an ancient art such as that of the production of mixed raw milk cheese produced by grazing animals.

## Contacts

[www.agrialba.farm](http://www.agrialba.farm)

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

The path intends to promote an internal and rather marginal area of central Molise starting from the richness of its historical, material and intangible heritage.

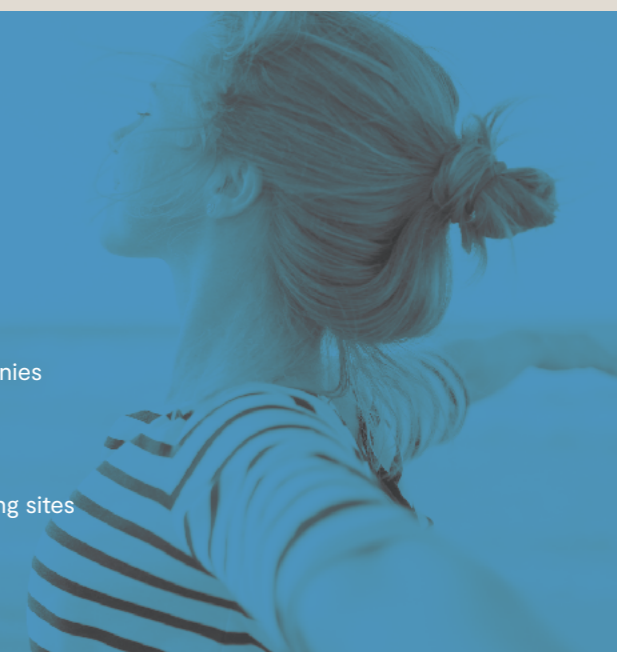
Once a central area of agricultural production, breeding and trade, this part of Molise today follows the tradition thanks to companies like Alba that process the raw materials of the territory following ancient production methods.

The focus on pre-Roman votive food offerings will help understand how much still remains of this food tradition, enhancing local supply chains and local artisan knowledge.

The path is very easy and suitable for everyone but, certainly, the experiential part linked to cheese and the visit to the farm are particularly suitable for families with children and teenagers from urban centers where opportunities for contact with traditional farms are not frequent.

## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- x Over 65





# APULIA VINTAGE STYLE: EMOTIONS THROUGH THE FIVE SENSES



## Proposed by Alta Quota s.r.l

Alta Quota s.r.l. has operated in the tourism sector for over 25 years, at the national and international levels, focusing on the areas of tourism, entertainment, and events.

It presents itself with its branch "incomingPuglia", dedicated to local tourism, promoting experiences and tailored tours across the region, and trying to differentiate the offer by firmly believing in sustainable, slow, and accessible tourism.



## Itinerary

- Bari
- Locorotondo
- Polignano a Mare

The tour starts from Bari: its first stop is Locorotondo, in the heart of Valle D'Itria. Here, after a wine tasting at the Bufano winery, located on the historical terraces that embrace the city, we will continue to the old town of Locorotondo.

One of the most beautiful villages in Italy, it owes its name to the morphology assumed by the first inhabited center.

The old town is charming and incredibly fascinating, with its white houses, cobbled streets, elegant portals, and flowered balconies. Besides the Trulli, the so-called "cummerse" are also typical: small houses with a regular geometric shape and a sloping roof, white-washed, now renovated and offered to tourists as traditional accommodation.

The tour includes a stop at the Conte farm, an old fortified farmhouse, where guests will admire how land is worked, the breeding and transformation of raw materials into cheese, oil, and cold cuts.

An exclusive demonstration class of dairy products will be offered, with the opportunity for guests to enjoy lunch entirely based on local products – with a musical background and traditional dance show. The last stop is in Polignano a Mare, the "Pearl of the Adriatic", where tourists can enjoy a charming historical center overlooking the sea. Hometown of the singer Domenico Modugno, who became famous with his "Nel blu dipinto di blu".

Of great natural interest are its sea caves, while the old town and the remains of Roman rule such as the bridge of the Via Traiana (still viable) crossing Lama Monachile represent historical landmarks. The old town is rich in Arab, Byzantine, Spanish, and Norman traces, as well as the remains of the four towers of defense that surrounded the old town. The whole tour will be conducted with Alfa Romeo vintage cars, who will accompany tourists with the traditional roar of their engine, enveloping them by their soft leather seats.



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- ✓ Over 65

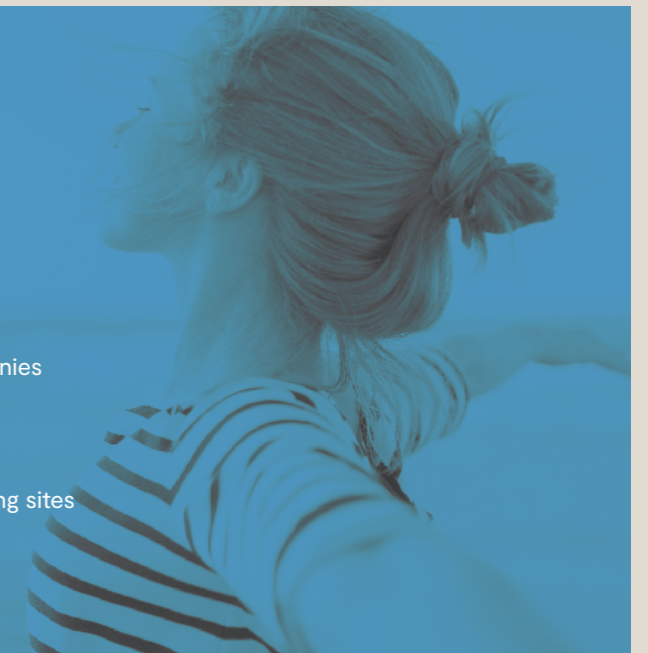
## Why to Choose it?

The itinerary aims to give a complete sensory experience to the targeted tourists, who are expected to be able to understand and live the experience to its fullest. This itinerary promises unique experiences for both domestic and foreign tourists, experiences that can stimulate and involve the five senses, addressing interest in art, history, customs and traditions, cuisine and local agricultural products.

Tourists will touch with their hands everything that the guided tours offer and during the individual experiences they will learn to appreciate the authenticity of our land.

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# ARCHEOS A JOURNEY BETWEEN PERSONAL AND UNIVERSAL HISTORY



## Proposed by Iridea

*Iridea was born to respond to the natural human need to share experiences, letting oneself be amazed by what is interesting, beautiful, healthy or simply tasty. Furthermore, being together in an atmosphere of harmony and relaxation promotes psychophysical well-being and facilitates learning different and new ways of looking at oneself and others. Iridea is characterized by a joyfully holistic approach to the person and the world: health is harmony between body, mind and spirit. It is possible to achieve this harmony in several ways, all covered by our associative activities: seminars and training courses; working groups and practical experimentation; exhibitions, theatrical, musical and poetic representations; publications; animated tastings, participation in network projects. Iridea: energies at the service of happiness.*

## Andria

The historic center of the city is characterized by a suggestive and dense maze of streets and narrow alleys overflowing with monuments of great value. It is considered the largest ancient center in southern Italy and was built as a walled city in the medieval period. The storyteller will guide the tourists' path to rediscover the most important architectural elements of the center: the three bell towers, the cathedral, the clock tower, Casalino alley, also renamed "the smallest street in the world".

## Montegrosso

The village takes its name from the homonymous hill that overlooks it from its 397 meters high and is located on the Murgia Hills about 15 km from Andria. It has retained the appearance of a graceful agricultural village, Montegrosso, consisting of a small procession of houses and the massive structure of the ducal palace, whose hall preserves an important fresco depicting the ancient properties of Duke Belgioioso, the famous tenant of the residence. The village also boasts the presence of some hypogea, typical of the area.



## Itinerary

- Andria
- Montegrosso

## Target

- x Children
- x Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- x Over 65

## Contacts

[www.facebook.com/aps.iridea](https://www.facebook.com/aps.iridea)



## Additional Information

A constant of the project is the strong contact with nature. In particular, it is intended to accompany the tourist on a path that, parallel to the transition from urban to rural, leads him to experience a journey from the outside world to the inner world.

By doing so, the principles of sustainability are favored because we make ourselves aware and protagonists in a lively and unique way that "the essential fills", "slow is beautiful", "nature heals and awakens".

The planned path is inclusive and accessible for the identified target, since at the same time the children will be involved in laboratory activities of manipulation and playful exploration of the village, accompanied by qualified personnel, identified within the Iridea association. The current project can be considered km-zero in all its aspects: food, activities, travel, purchases and finally the overnight stay will all take place on site, thus favoring consumption and the local economy of the village.

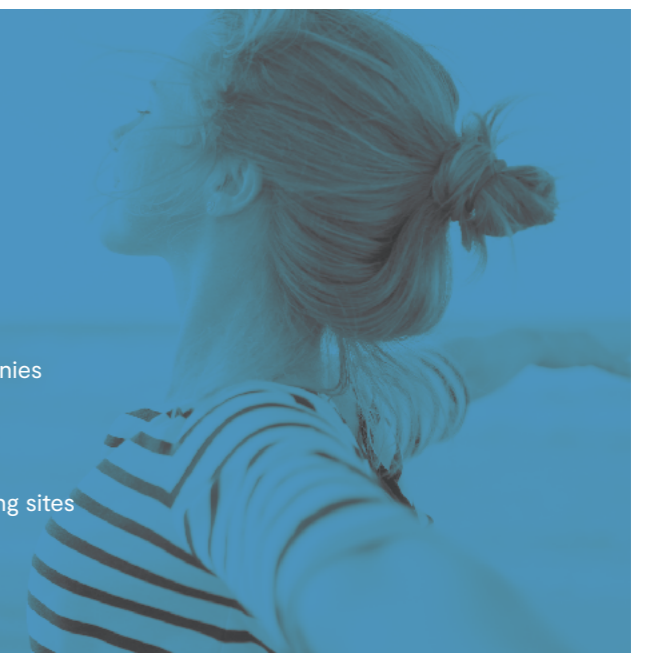
## Why to Choose it?

The path is aimed at a dynamic adult audience eager for new experiences that reconcile relaxation, psychophysical well-being, taste and discovery of unknown and mysterious resources of themselves. The collaboration with associations that deal with children's education and entertainment allows us to make the proposal suitable for the entire family group, so while the children are engaged in playful-recreational activities, parents can safely devote themselves to a suggestive and interactive experience within the various locations identified within the village.

The project has an innovative character since it integrates the typical aspects of tourism with holistic activities aimed at physical and spiritual well-being, thanks to the skills gained within the Iridea association over the course of over 10 years of activity. Even the experience of staying overnight and waking up in a rural setting, guaranteed by the widespread hospitality of the settlers of the village, is a note of quality within a "Smart" vision. All activities will be by reservation, moreover there will be the utmost attention so that there are all the precautions for social distancing due to Covid.

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# ARCHAEO-YOGA. YOGA AND WELLNESS DISCOVERING THE ARCHAEOLOGICAL PARK OF MONTE SANNACE



## Proposed by Nextwork soc coop a r.l.

Based in Bari it operates mainly in Puglia as a tourist services company for incoming tourism. The staff is made up of tourist guides and collaborators capable of realizing experiential proposals, guided tours, thematic itineraries and “edutainment” activities for young people who enhance the cultural heritage of the southern regions.

It deals with the management of integrated activities and projects of the tourist industry, industrial tourism and railroad tourism and of proposals aimed at enhancing the cultural and naturalistic heritage.

The hill of Monte Sannace, in addition to enclosing one of the most important Archaeological Parks of the Puglia region, preserves and enhances an extraordinary naturalistic, environmental and landscape context. Among the rich Mediterranean flora, this park contains one of the most significant centers of ancient Peucezia, hypothetically identified with the ancient Thuriae mentioned by Livio.

The ancient town is located about 5 km north east of Gioia del Colle, in the center of the eastern Murge, on a terraced plateau 382 meters above sea level.

The footpath includes various stopping points in the area of the old inhabited center and the acropolis that allow you to observe roads, fortifications, remains of buildings with shaded areas, designed by dry stone walls, which were once cultivated with almond groves, vineyards and olive groves. A forest of olive trees, therefore, which is already in itself a focus amoenus, in which the Yoga Master of the risata (laugh) will offer gradual emotional and spiritual wellness sessions.

At the end of the activities, a pleasant moment is expected to convivial the base of typical Apulian products.

The activity can continue at the National Archaeological Museum of Gioia del Colle, located in the Norman-Swabian Castle which houses in its rooms the finds from the excavations of the ancient town of Monte Sannace.

## Itinerary

- **Monte Sannace Park**  
Gioia del Colle
- **National Archeological Museum Castle**  
Gioia del Colle



## Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Additional Information

Given the characteristics of the site, the proposal makes it possible to combine an experience of well-being in contact with nature and the discovery of a unique site for the knowledge of the Peucetian civilization.

The type of activities and the path allows you to be able to address a wide audience, from children, groups of families, to young people, adults and over 65. It is preferable to have homogeneous groups to better “personalize” the visit according to the characteristics of the participants.

## Why to Choose it?

A day dedicated to well-being and history and in one of the most fascinating places in Puglia: an evocative public heritage due to its extraordinary archaeological, landscape, environmental and naturalistic context.

An immersion in the Peucetan civilization (VI century BC - III century BC) in which the geomorphological characteristics of the site will allow you to find yourself, it combines breathing exercises, relaxation and yoga practice. laugh.

The frenzy of everyday life will be abandoned for a slow time in which laughing will be the language to oxygenate and loosen all bonds, reaching the well-being of the body and mind.

You will experience the wonderful power of your laugh! The activity is carried out with the collaboration of a tourist guide, a yoga teacher, a supplier of typical Gioia products.



## Experiences

- x Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- ✓ Other Yoga Laboratory



Nature



Sport

# BETWEEN ANCIENT ROUTES AND ADRIATIC WALKS



## Proposed by Molise Costiero FLAG

The purpose of the MOLISE COSTIERO FLAG is to preserve and increase employment in fishing areas while supporting the economic and social restructuring related to changes in the fishing sector, with a view to environmental sustainability and promoting the quality of coastal environment. The "Molise Costiero" FLAG territory extends along the entire Molise coast, starting from the borders with Abruzzo, up to the border with Puglia. It falls entirely within the Province of Campobasso and in particular the territories of competence of the 4 municipalities of the coastal strip: Termoli, Campomarino, Montenero di Bisaccia, Petacciato.



## Itinerary

- Montenero di Bisaccia
- Petacciato
- Termoli
- Campomarino

The area affected by the Molise Costiero FLAG includes the entire regional coastal territory and falls entirely within the Province of Campobasso. The territory affected by the FLAG falls within the Maritime Compartment of Termoli and sees the presence of:

- Multi-purpose port of Termoli, with fishing, recreational and tourist activities, as well as a passing function (boarding point for the Tremiti islands);
- Tourist port "Marina di Santa Cristina" of Campomarino;
- "Marina Sveva" tourist port of Montenero di Bisaccia.

Consequently, the fishing activity is essentially concentrated in the Termoli navy which has a limited number of boats mainly dedicated to small-scale fishing and trawling. The Molise coast is characterized by a low coast interrupted by the promontory on which Termoli stands. It has good environmental integrity. It extends for about 36 km, from the mouth of the Canale Formale del Molino (just north of the river Trigno), which marks the border with Abruzzo, to the mouth of the Torrente Saccione, which marks the border with Puglia; of these, about 14 km are rocky coasts, about 21 km are beaches while the armed coasts have a development of just under 1 km.

The morphotypes present are terraced coasts in the central part, while in the southern and northern parts of the Region there is an alternation of coasts with a narrow straight coastline.

On the Molise coast there are three Sites of Community Importance (Foce Trigno - Marina di Petacciato, Foce Biferno - Litorale di Campomarino, Foce Saccione - Bonifica Ramitelli) and falling within the municipalities of Petacciato, Termoli and Campomarino. They constitute an area of great naturalistic and vegetational importance and represent one of the best examples of dune environments, scarcely anthropized, of the Adriatic coast.

The area of the Coastal Molise FLAG can therefore be considered a homogeneous whole from a geographical, economic and social point of view.



## Target

- x Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

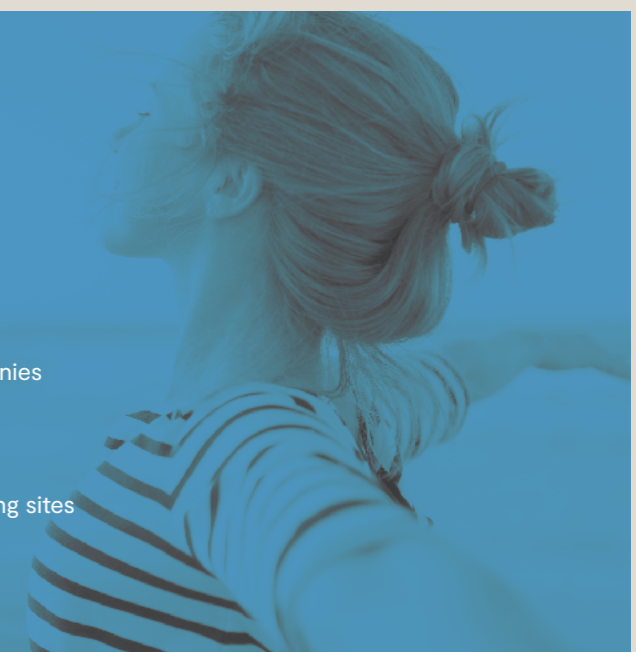
With this proposal, the FLAG wants to create a network of paths that can form a basis for the start of an innovative process of enhancing the value of shared cultural heritage, as resources for the implementation of a new tourist offer, projecting them effectively also thanks to the expert use of digital tools and platforms and an adequate communication and enhancement strategy.

## Contacts

[www.flagmolise.it](http://www.flagmolise.it)

## Experiences

- x Meal at a restaurant or agritourism
- x Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# BIKES KILOMETERS OF STORIES AND EXPLORATIONS BY BIKE-TOUR OF THE CONTEMPORARY



## Proposed by Ethra S.C.R.L.

*Ethra S.C.R.L. is a company specializing in the study, research and enhancement of Cultural Heritage, operating since 2007 in the Apulian area and in southern Italy. The Company avails itself of the professionalism of personnel specialized in various sectors, including archaeologists with specific university curricula in prehistoric, protohistoric, classical and medieval archeology, an art historian and a graphic designer, as well as several external collaborators including experts in museum teaching and tourist guides. The company provides public bodies and private entities with a series of qualified services such as: drafting of archaeological assessment documents in preliminary projects pursuant to art. 25 of Legislative Decree 18 April 2016 n. 50; preventive archeology, urban and extra-urban archaeological excavations; cataloging of archaeological finds in accordance with the directives of the ICCD; didactics of Cultural Heritage for Schools; museum installations and temporary exhibitions; management of archaeological and cultural sites; tourism promotion of the area; organization of cultural events; scientific publications.*

## Itinerary

- **Cathedral of the Great Mother of God by Gio Ponti**
- **Monument to the Fallen in Piazza della Vittoria**
- **Monumental fountain of Piazza Ebalia**
- **Monument to the Sailors**
- **Bar Falanto**

BIKES-Tour of the Contemporary is a sustainable mobility project that aims to promote the cultural heritage of the Taranto area through urban exploration on two routes to discover the testimonies of Taranto in the 1900s; civil construction, contemporary art and twentieth-century architecture of the Borgo Umbertino of the city. Through the enhancement of landscape, cultural, archaeological and food and wine heritage, BIKES proposes a new tourist use of the city of Taranto, slow, eco-friendly and community creator, as suggested by the most advanced European tourist standards. The bike tour crosses the whole city stopping in all the greatest testimonies of twentieth century architecture, from the monumental Cathedral of Giò Ponti to the fiftieth anniversary of its construction, to the war memorial in piazza della Vittoria, from piazza Ebalia, to the Monument to the Sailors, up to Piazza Fontana. The tour ends with an aperitif based on local products by Bar Falanto.



## Contacts

[www.ethrabeniculturali.it](http://www.ethrabeniculturali.it)



## Additional Information

“Tour of the Contemporary” includes urban exploration, evidence of the Taranto City of the 20th century on two wheels. Along the way it is possible to admire the civil buildings, contemporary art and twentieth-century architecture of the town’s Borgo Umbertino. An immersive and exciting experience, in the name of culture, sport and wellness, which will allow visitors to increase their knowledge of the territory, road safety and living in harmony with the environment, becoming ambassadors of the beauties of a city with a thousand-year history. The aperitif is organized by the Falanto Bar which will offer visitors finger food & beer. Bikes promotes urban cycle tourism over distances within everyone’s reach, educating on the correct use of two wheels in the city as an option for sustainable mobility. Furthermore, BIKES promotes local food and wine with the use of recyclable materials in a plastic-free logic. The activities are compatible with the environment and do not require the use of destructive resources. They promote the slow discovery of the material and intangible resources of our territory in the name of taste and well-being. They can be used by families, teenagers, millennials, adults and over 65s with a fair amount of cycling practice. The operators adhering to the proposal for years have practiced, through their production activities, the promotion of the territory and the enhancement of its peculiarities.

## Why to Choose it?

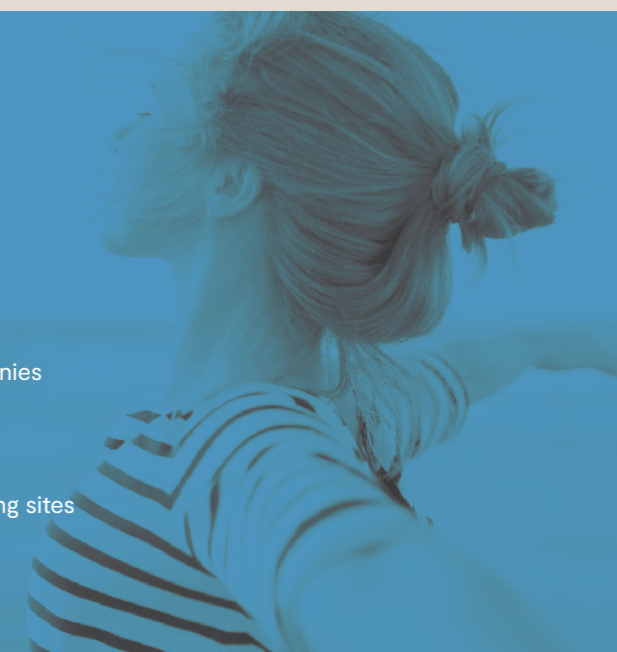
The cycling itineraries of the Tour of the Contemporary are suitable for a very wide audience; the itinerary takes place over a total length of 12 km, at moderate speed with four stops and has a total duration of three hours. Moving from one stage to another is carried out using the urban cycle paths and the safest roads. The group, consisting of a maximum of 20 participants, is led by 2 tourist guides with the qualification of CONI level I technician for hiking cycle, who are placed at the head and tail in order to guarantee control of all users. The message of “Bikes” is positive, dynamic, sustainable, cultured and, at the same time, popular and accessible to all. It is aimed at a wide and diversified audience in terms of age groups, gender, social background, interests. In short, everyone who owns a bicycle can participate in BIKES. Those who do not own it can rent it at very affordable prices at shops affiliated with ETHRA SCRL. The use of personal protective equipment such as helmet, joint protectors and high visibility jacket is strongly recommended.

## Target

- ✓ **Children**
- x **Teenagers**
- x **Families**
- x **Millennials**
- x **Adults**
- x **Over 65**

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# BIKING ALONG THE APULIAN AQUEDUCT CYCLEWAY



## Proposed by Elios Tours Sas

*Elios Tours, since 1973 operates as Tour Operator and correspondent of other Tour Operators in the Incoming sector thanks to its deep knowledge of Apulia. It is specialized in naturalistic, historical-artistic and enogastronomic tourism, proposing a new fruition of the territory aimed at re-evaluating the most proper cultural and environmental aspects.*

*In the program you can find those details of history, art, environment, folklore, gastronomy, handicrafts, which allow you to enter in the heart of the Mediterranean culture and to know the natural wealth of the territory and the peculiarities of local production.*

From north to south, an exciting journey by bicycle to discover the many faces of Puglia. Tracing the route and the history of the Apulian Aqueduct, we cross the Alta Murgia National Park, admiring cultural heritage and small villages, pedaling through the olive groves of the eastern Taranto countryside and crossing the route of the Appian Way, which connected Rome to Brindisi, until we descend into the deep heart of Salento, intersecting several regional nature parks, and close in Santa Maria di Leuca, where the Ionian and Adriatic seas meet in an embrace.

## Itinerary

- **Barletta, Andria, Bosco Scoparello (Ruvo di Puglia)**
- **Ruvo di Puglia, Cassano delle Murge, Gioia del Colle**
- **Gioia del Colle, Noci, Alberobello, Locorotondo**
- **Villa Castelli, Grottaglie, Manduria, S.Pietro in Bevagna**
- **S.Pietro in Bevagna, Porto Cesareo, S.Maria al Bagno, Gallipoli**
- **Gallipoli, S.Maria di Leuca**



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- x Over 65

## Contacts

[www.eliostours.it](http://www.eliostours.it)

## Why to Choose it?

The proposal of Elios Tours, with the bike activity, is particularly suitable for the adult target, nature & sport segment, both individual and group.

In particular, the product is aimed at northern European markets and the regions of northern Italy, particularly interested in cycling tourism and the use of places in a slow way.

The proposed activity is a guided bike tour, with low impact on the territory.

The proposal encourages the development of cyclotourism, a light, sustainable and responsible tourism, allowing the luxury to “observe”, “taste”, “stop”.

The activities described above propose the knowledge of the territory and not its “consumption”.

Elios Tours is attentive to local resources and their enhancement, from an eco-sustainable point of view, respecting the environment and landscape, the inhabitants of the territories, traditions and local customs, typicality, with the attitude of those who are ready to listen, listening to a new rhythm; attentive to the sustainability of the places, the quality of life of its residents avoiding that conflict that manifests itself in destinations with a high concentration of tourists.

Slow tourism becomes, thus, an element of attractiveness, as well as the Apulian version of the soft economy.

## Experiences

- ✓ Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

## CLOSE TO NATURE



### Proposed by DIBA BIO Innovative Farm

*DIBA BIO Innovative Farm was founded in 2015 by three friends from Molise who wanted to enhance natural products through technology. They installed webcams in the gardens and olive groves of their property to facilitate users' participation in the production process and show them the beauty of their land.*

DIBA BIO's gardens are located in Macchiagodena, where the tour begins. The farm's owners will guide the tourists through the gardens, illustrating how they intend to create a business model, especially exploiting their know-how, advanced technologies, and dedicated technologies for remote cultivation. Tourists will have the opportunity to taste local products freshly picked from the garden.

The next stop is Rocchetta al Volturno, where the olive groves are. The area shares the same technological features as the gardens. From there, tourists can start a tour immersed in nature through the national park of Molise, Abruzzo, and Lazio, including a visit to the nearby lake of Castel San Vincenzo.



### Itinerary

- **Macchiagodena**
- **Rocchetta al Volturno**



### Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- x **Millennials**
- x **Adults**
- x **Over 65**

### Contacts

[www.naturavicina.it](http://www.naturavicina.it)

## Why to Choose it?

The tour primarily targets children and teenagers because it is of utmost importance for them to be in contact with nature (hence the name of the project 'naturavicina'), especially in today's world where man does not respect nature.

At the same time, families can discover our territories, where they can spend their vacations or free time in complete relaxation and immersed in nature, and taste healthy and natural food products.



### Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

# CONNECTING THE DOTS: CONNECTING TO THE CULTURAL ROOTS OF SUSTAINABLE FOOD OF MOLISE THROUGH TECHNOLOGY



## Proposed by Authenticon Srls

*Authenticon Srls is an innovative start-up founded in 2018 in Molise with the aim of providing innovative services that enable the digital transformation of companies in the food and wine sector. Authenticon has developed and tested an agri-food traceability system to help companies in the sector to enhance, market and communicate their products in an innovative way. In 2020 it created Casa Pleiadi - Centro Culturale Enogastronomico (Pleiades House - Enogastronomic Cultural Center), where through the company app it collects data on the origin and transformation of raw materials. These data are provided to the end user through QR codes, a tool to disseminate information and multimedia content on the agri-food chain of reference with a view to territorial marketing.*



## Itinerary

- **Isernia:** Guided tour of the following sites: Museo Santa Maria delle Monache, Centro Storico, Isernia sotteranea + Coffee break at Retrogusto Pizzeria Braceria
- **Sant'Agapito:** Itinerant show cooking workshop, lunch and tasting in show cooking

The first stop will take place in the city of Isernia, capital of Molise, of pre-Romanesque origin, rich in history and traces of a past that has deeply marked it.

The traces of the Samnites and of the pre-Romanesque populations of central Italy intertwine with the Romanesque architecture and with the signs of the bombing of the Second World War and with those of the earthquake of 1984. The route inside the historical center does not exceed one kilometer and it is easy to approach. It starts from the southernmost area, from the Museum of Santa Maria delle Monache and continues towards the central square, through the narrow alleys overhung by hanging gardens with fruit trees, vines and olive trees. In the central square we find the cathedral, built on a pre-Romanesque temple still evident and with traces of Cyclopean walls. The route continues to the square of the fraternal fountain, also access point to the underground area for the guided tour.

A few steps from the square the restaurant-braceria "Retrogusto" will end the first part of the tour.

The second part of the tour takes place in the historical center of the town of Sant'Agapito, about 7km from Isernia. The village is located on a hill overlooking the valley behind which stand the mountains of Matese. Sant'Agapito is part of the regional natural reserve "Monte Patalecchio e torrente Lorda". The historical center is small and well-kept, and bears the signs of the past activities of sheep farming and agriculture. The enogastronomic cultural center "CASA PLEIADI" is in the heart of the historical center, it can hold about 30 seats and it is configured to host cultural events, workshops and laboratories of handicraft production.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

The path is focused on the enhancement of the territory and leads the visitor to experience not only the sites and local products but the territory itself as a place of historical values and identities still present in the agri-food production. Through the proposed visits and workshops, tourists will be able to participate in the co-creation of multimedia content on this unique discovery, of which they have become an integral and active part, having known directly the places, the producers, their philosophies of production, their ties with the land and its traditions, contributing to the creation of a community that reinforces the value of sharing and sustainability.

## Why to Choose it?

The decision to propose a multiple activity consisting of guided tours, urban trekking and cooking workshops is designed to attract the interest of an audience of different ages and cultural backgrounds. The idea is to create an event that can both evoke the wonders of the past (museums, guided tours, show cooking of ancient recipes) and propose new interpretations and proposals, including through the use of new technologies (company web app, show cooking of revisited recipes). This route is particularly attractive to young families with children and organized groups of tourists (foreign and local). The path proposes an experiential and innovative approach that aims to solicit an emotional connection with the territory, its founding values and its culture. The innovative storytelling is the central tool of this approach, based on the creation and sharing of authentic content on cultural heritage and landscape intertwining with the enhancement of short supply chains and products that represent a protection of the historic rural landscapes of Molise. This approach wants to highlight how, through technology, it is possible to promote the growth of a conscious community of actors (producers, processors, food providers, retailers, consumers, tourists) around the theme of healthy, local and sustainable food, creating the conditions for a participatory, strategic and effective management of local resources for a better promotion of tourism in the area.

## Contacts

[www.authenticon.it](http://www.authenticon.it)

## Experiences

- ✓ Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other





# DE RE COQUINARIA

## Proposed by The Me.MO CANTIERI CULTURALI a.p.s.

The Me.MO Cantieri Culturali a.p.s. was born in August 2014 to promote study, research and scientific dissemination activities relating to cultural heritage in a broad sense. The association is made up of young professionals of cultural heritage and deals with the promotion and enhancement of the Molise cultural heritage. The initiatives that the Association promotes, aimed at young and old, intend to make the regional cultural places protagonists in the life of citizens and tourists with the aim of making people discover and understand, through the observation of the vestiges of the past, the evolution historical and artistic of our territory. Me.MO. CANTIERI CULTURALI a.p.s. operates within the ministerial sites by virtue of an agreement with the MIBACT Molise Regional Secretariat, and thanks to agreements with local authorities.



## Itinerary

- Larino
- Sepino

### Larino

The Roman town develops in Piano San Leonardo and the most impressive testimony of the splendor of the time is certainly the Roman Amphitheater built between the end of the 1st and 2nd centuries AD. Within the area of the Archaeological Park it is possible to admire the remains of the ancient Roman baths and two splendid Roman floors. On the remains of the spa complex, Villa Zappone was built, a villa in full liberty style dating back to the early twentieth century. Following the attack by the Saracens and the relative destruction of the ancient Larinum, the new urban center, the Medieval Village, was built. The religious heart of the village is represented by the Cathedral Basilica of San Pardo and the Assumption near which the current Palazzo Ducale was erected between 1100 and 1200, which houses the Civic Museum on the third floor.

### Sepino

The archaeological area of Saepinum - Altilia is at the center of a vast and complex population system, which affects the north-eastern side of the Matese Mountains and the Biferno and Tammaro river valleys. The dense network of land connections was dominated by a path that, with the Aragonese domination, would become the Pescasseroli - Candela sheep track. This communication route has allowed, through transhumance, the creation of an important economic system and has represented the main axis for the development of a complex settlement structure that has seen from the fourth century B.C. the creation of a defensive system characterized by polygonal fortifications. One of them, the current Terravecchia di Sepino.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

The immersive event aims to bring a wider audience, usually outside the museum circuit, closer to local cultural heritage. The increase in the use of local museums is supported and conveyed through alternative promotional operations, which can at the same time bring both a public accustomed to the use of museums, and a public sensitive to the spectacularity of historical reconstruction events and multidisciplinary experiences and with a strong propensity to involvement. This proposal will also bring the public closer to learning, enhancing and consuming local products, as products that transmit knowledge of past history but also as a

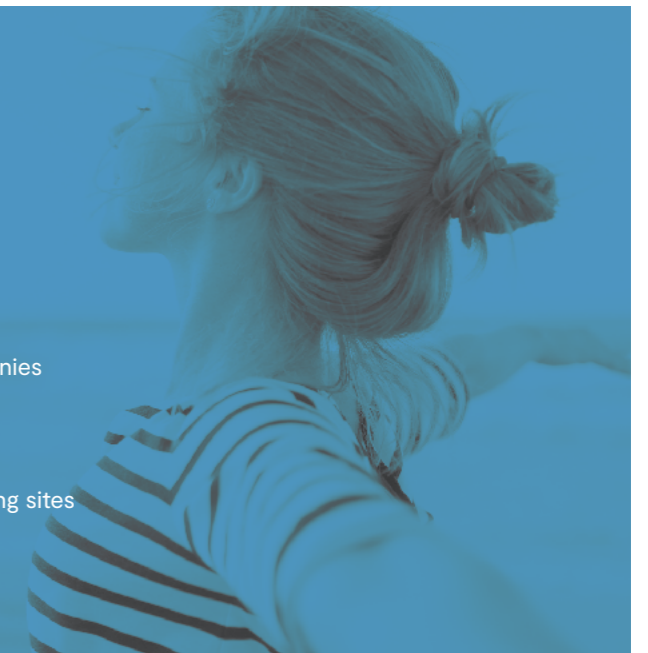
## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

It has long been recognized that the nutrition and food culture of a given society constitute a fundamental card for the knowledge of the latter: a card which reflects in itself the whole of that society and that culture in their peculiarities. Talking about the food practices of the Romans means reconstructing the history and civilization of Rome over a period that spans more than twelve centuries, from the age of the city to the beginning of the sixth century AD. This is why the project aims to accompany the target audience, not only in the architectural dimension of the cultural asset, but through immersion in ancient flavors and aromas also in the daily reality of this ancient people. The immersive reality of the experience will be able to involve a large audience, even those not used to visiting museums.

driving force for the future economy. The project will make use of the collaboration of local companies which, in our area, still maintain the authenticity of craftsmanship, packaging true flavors and knowledge that are still very close to the traditions and recipes from the Roman world. The strength of our historical and artistic emergencies is their human-sized dimension and the distance from the large tourist flows, characteristics that allow a slow and immersive use and attention of the staff towards the user, certainly professional but more familiar and attentive.





Nature



Sport

# DISCOVERING THE BIFERNO RIVER ABOARD THE CANADIAN CANOE



## Proposed by A.S.D Molise Avventura

The A.S.D Molise Avventura is a sports association founded in 2010 by a group of sports enthusiasts. MOLISE AVVENTURA aims to promote outdoor sports activities in contact with nature, for the knowledge and respect of the environment and what surrounds us, and also to propose those socially inclined to collaborate, organizing cultural and sporting events aimed at raising awareness among people, organizations and public institutions. The headquarters are in Bojano (CB) at the foot of the Matese where the Biferno river is born.

The "Molise Avventura" Association aims to: promote cultural, sporting and land protection activities among the younger generations, in particular among the city's school population; promote a process of knowledge and fruition of the urban territory, more precisely identifiable in the area surrounding the Biferno river.

The route of the excursion starts from the sources of the Biferno (Bojano) river up to immerse yourself in the most uncontaminated nature rich in flora and fauna where you can meet white herons, gray herons, selvatic ducks, real Germans, buzzards.

Along the way there will be a stop in a canoe where typical local products will be tasted. The route is suitable for people aged 12 and over.



## Itinerary

- Sources of the Biferno River (Bojano)
- Biferno River Park at La Piana Dei Mulini Colle D'Anchise



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

[www.moliseavventura.com](http://www.moliseavventura.com)

## Why to Choose it?

Glide silently over the calm waters of a river, surrounded only by trees and greenery. Explore, coves and inaccessible stretches of coast. Or it goes along a lake in the middle of the quiet. The Canadian canoe is this and much more. It is accessible to all, from children to more adults where it is 65. It makes it possible to make the most of local resources.



## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

# FELIX Countryside



## Proposed by JustMO'

*JustMO' is a cultural enterprise that originates from the desire to combine different professional skills and propose ideas, projects and opportunities that have the cultural growth of communities and territories at the center of their interest and strength. They keep their roots in their name: Molise. From its history and its millenary culture they learned that the human heritage of knowledge and know-how shapes the form and substance of the territories and their culture. They want to contribute to define the substance of our future and that of our communities, by accompanying them in the merge of new and ancient knowledge, in the discovery of new languages and in the opening towards other cultures.*



## Itinerary

- **Trivento**
- **Santa Maria di Canneto (Rocavivara)**
- **Montemitro**

Trivento is a center of Italic origin, on a hill close to the Trigno river and the royal tratturo Celano-Foggia. After the social war (80 B.C.), the Roman republic changed the appearance of the settlement. The municipality of Terventum was one of the new realities risen on the previous Italic system.

Starting from the beginning of the IV century A.D., the temple of Diana, an ancient building of pagan faith among the most representative monuments of the period, became the place chosen by the new Christian community that embraced the new religious cult, thanks to the evangelization of the proto-bishop Casto.

The center of Terventino had the control of the lands crossed by the Trigno river and its tributaries where, during the imperial phases, numerous centers of country production rose. The gens Floria of Terventum was the owner of lands, artisan activities and villas such as the one in Canneto.

Santa Maria di Canneto is an ancient Benedictine monastery built on a rustic Roman villa. The large rustic residences, scattered in the fertile countryside along the banks of the Trigno river, were articulated in well-defined and functional spaces. The triclinia and cubicula, covered with beautiful mosaics, offered the owner, his family and guests a pleasant stay in the company that produced olive oil, wine, and cereals, as suggested by the articulated production branch of the villa that consisted of a cellar, a kitchen, a press, tanks, a grindstone and a furnace.

The villa is located under the monastery and the church, which express the Molise Romanesque style. Montemitro (Mundimitar) is a village in Molise with about 450 inhabitants, overlooking the Trigno river. It was one of the Croatian colonies founded by Dalmatian refugees who repopulated some centers of Molise in the 15th century.

For this reason, it preserved the Croatian language as its mother tongue. Immersed in this postcard-perfect atmosphere, surrounded by woods, hills and natural trails, a stone house stands that welcomes visitors just looking at it. This is the premise of the social farm "The cherry garden".



It relies on the idea that promoting sustainable lifestyles and production and consumption models - that protect the environment, resources and climate - positively impacts people because human well-being overlaps with the well-being of the ecosystem.

The Cherry Garden aims to improve everybody's quality of life, while creating employment opportunities and social and labor integration for disadvantaged groups.

## Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Contacts

[www.justmo.org](http://www.justmo.org)

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

The relationship between the city and the countryside in the Roman world is particularly evident in the Trientine area where the Roman municipality of Terventum controlled a vast rural area dedicated to agro-alimentary production. The rustic villa of Canneto is an admirable example of those times. This theme gains additional importance today because of the reflections triggered by the COVID-19 emergency. A wide audience becomes interested in the activities of a social farm, which makes it a particularly suitable itinerary for families with children and young people, even disabled in wheelchairs.

This itinerary is also intended to stimulate reflection on the need to support short supply chains and local agricultural production.

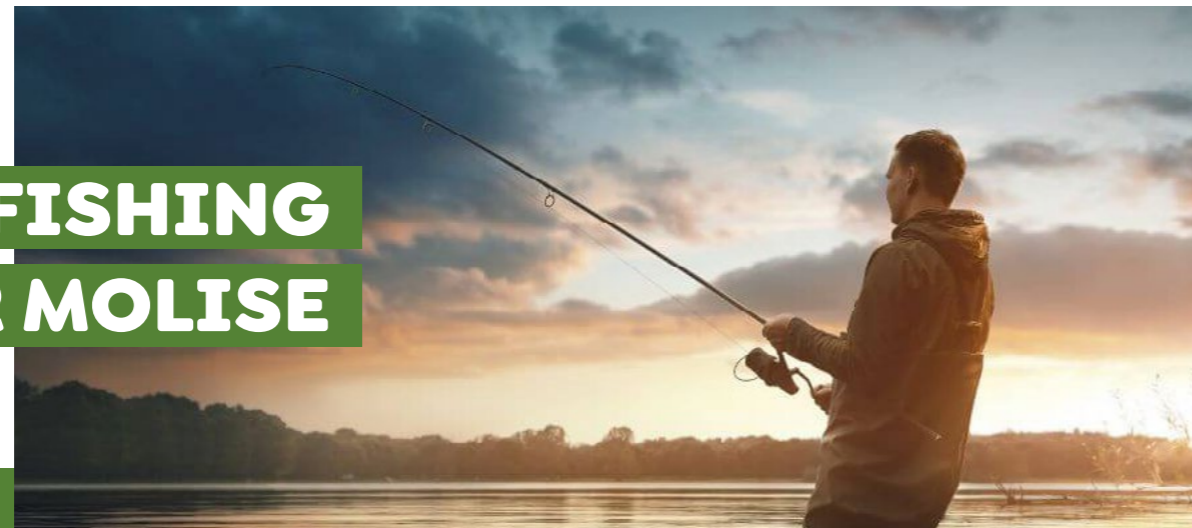


Nature



Sport

# FISHING TOUR MOLISE



## Proposed by PAM - Pesca Ambiente Molise

*PAM "Pesca Ambiente Molise", an amateur sports club that has been operating in the naturalistic and amateur fishing sector for about 15 years in the region, in particular in the municipalities of the Volturno valley. It manages a 2.5 km stretch of river Cavaliere in the municipality of Macchia d'Isernia granted by the Molise Region, within which it has recorded over 1000 visits from outside the region in 8 years.*

*National television broadcasts such as "Striscia la notizia", "Sky, Pescavventura" were also interested in the Reserve.*

The Volturno River and its tributaries such as the Cavaliere River offer a naturalistic scenario of absolute importance in the Italian river landscape. The route we propose would bring fishermen from all over the world to visit our rivers and the ecosystem that surrounds it.

Molise, having more rivers than roads and more fish than inhabitants, is a candidate to be among the few Italian regions to be an exceptional park for river recreation. We will therefore have dozens of routes to suggest and show to enthusiasts, including culinary experiences and visits to points of interest in the province of Isernia.

Fishing would take place in no-kill mode, therefore with the immediate release of the catch (a sport increasingly practiced in the last decade).



## Target

- x Children
- x Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

First of all, it is planned to create a website where to propose the different adventure fishing packages, in these packages B & Bs, restaurants, hotels, managers of local businesses and managers of the indicated river sections will be affiliated. The idea will be to be able to offer the customer packages that can be assembled according to the available itinerary. Aware of the infrastructural limit of communication, a shuttle service will be made available for all customers who wish to be accompanied from the place of arrival (Rome / Naples airports) or (terminal bus).

## Why to Choose it?

The main recipients of this proposal would be children and adults in the age group 12/70 years, the motivation of the proposal is simply the passion of a company that operates in the sector and that constantly receives requests for support and guide service accompanying people during the phases of fishing and those of overnight stay and recreation.



## Contacts

[www.pescaambientemolise.org](http://www.pescaambientemolise.org)

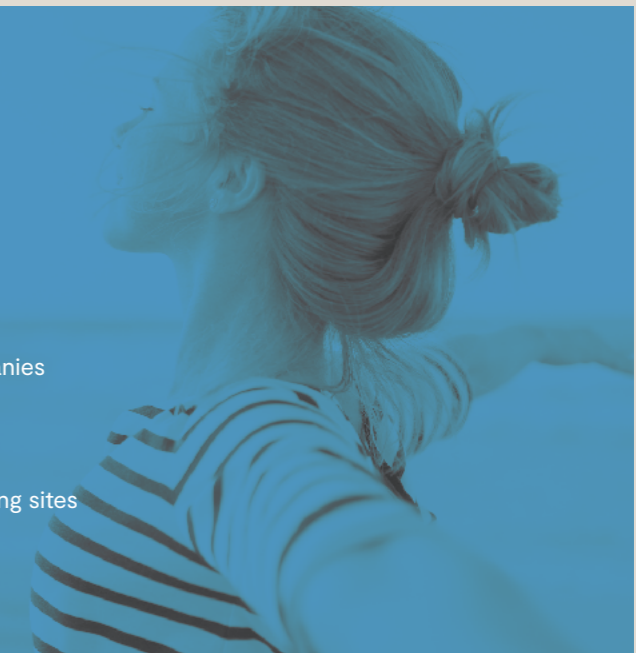


## Itinerary

- **Bridge 25 Arcs Roccaravindola**  
(Municipality of Montaquila)
- **Macchia d'Isernia**  
(Bridge on the river Cavaliere)

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other





# FOOD AND CULTURE

## Proposed by The Me.MO CANTIERI CULTURALI a.p.s.

The Me.MO CANTIERI CULTURALI a.p.s. was born in August 2014 to promote study, research and scientific dissemination activities relating to cultural heritage in a broad sense. The association is made up of young professionals of cultural heritage and deals with the promotion and enhancement of the Molise cultural heritage. The initiatives that the Association promotes, aimed at young and old, intend to make the regional cultural places protagonists in the life of citizens and tourists with the aim of making people discover and understand, through the observation of the vestiges of the past, the evolution historical and artistic of our territory. Me.MO CANTIERI CULTURALI a.p.s. operates within the ministerial sites by virtue of an agreement with the MIBACT Molise Regional Secretariat, and thanks to agreements with local authorities.



## Itinerary

- Venafro
- Pietrabbondante

### Venafro

At the beginning of the third century BC, at the end of the Samnite wars, Venafro appears as the main center of the westernmost sector of the Sannio and enters the Roman administrative system, as praefectura, around the middle of the century. It continues to develop throughout the 1st century BC. and reaches the moment of maximum splendor with the deduction of the Augustan colony, probably in 14 BC. Then there was an urban restructuring according to a system of orthogonal road axes and the construction of the most important public buildings, such as the Roman Amphitheater, now known as Verlasce, and the Roman Theater, which became one of the major spectacle structures in the peninsula, private buildings. Today the artifacts found in the ancient Venafrum are kept inside the Archaeological Museum of Santa Chiara. The ancient history of the city unfolds across the two floors of the museum, which from an important Samnite settlement to Roman times became one of the most flourishing centers in the region, famous in particular for the production of oil.

### Pietrabbondante

The first archaeological researches were carried out around the mid-nineteenth century by the Bourbons when the theater and the minor temple, later called temple A, were brought to light. Sabellic environments for grandeur and architectural refinement and have shown how the whole area was already frequented in the fifth century. B.C.; however, it is in the fourth century. B.C. that there is a monumentalization of the site, evidenced by the remains of the sanctuary with the Ionic temple located in the area on which the theater was later built. Between the middle of the second century. B.C. and the beginning of the 1st century B.C. we witness the construction of temple A, and two chapels to its left, and the unitary project is conceived which will see the construction of the Theater-Temple complex and a representative structure (domus publica). After the third century AD minor settlement forms are documented at least up to the 5th century AD, when the pagan temples still active were destroyed.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

The main objective of this proposal is to enhance the local cultural heritage and at the same time to raise awareness both the local community and an increasingly varied target through strategies aimed at enhancing not only the cultural heritage in a broad sense but also local resources. Only if you fully understand the importance of your own history will you be able to fully enjoy your cultural heritage. A heritage made both of historical and artistic emergencies but also of typical local products. The project makes use of the important collaboration of local companies which, in our area,

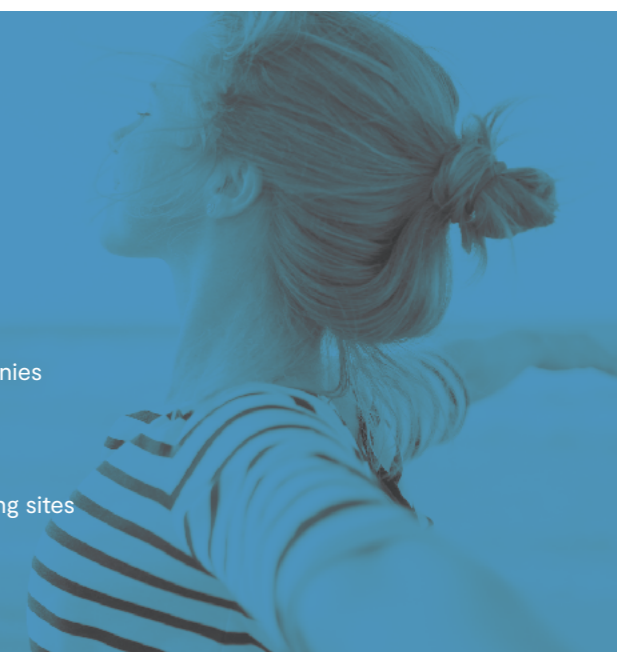
## Why to Choose it?

It has long been recognized that the nutrition and food culture of a given society constitute a fundamental card for the knowledge of the latter: a card which reflects in itself the whole of that society and that culture in their peculiarities. Talking about the food practices of the Romans means reconstructing the history and civilization of Rome over a period that spans more than twelve centuries, from the age of the city to the beginning of the sixth century AD. This is why the project aims to accompany the target audience, not only in the architectural dimension of the cultural asset, but through immersion in ancient flavors and aromas also in the daily reality of this ancient people. The immersive reality of the experience, will be able to involve a wide audience and also not accustomed to visiting museums.

still maintain the authenticity and originality of the craftsmanship made of manual skills and product quality. In many local productions the link with the past is still alive. There are numerous references to Roman and pre-Roman production techniques. The strength of our historical and artistic emergencies is their human-sized dimension and the distance from the large tourist flows, characteristics that allow a slow and immersive use and attention of the staff towards the user, certainly professional but more familiar and attentive.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



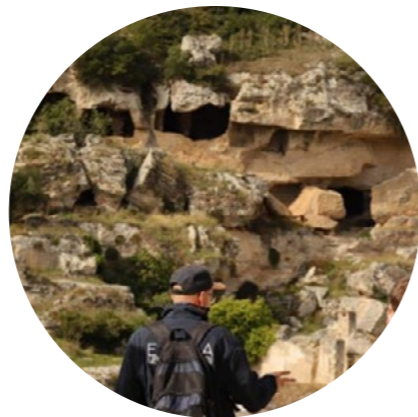
# GEA-ARCHEOTREKKING IN THE RAVINES



## Proposed by Ethra S.C.R.L.

*Ethra S.C.R.L. is a company specializing in the study, research and enhancement of Cultural Heritage, operating since 2007 in the Apulian area and in southern Italy. The Company avails itself of the professionalism of personnel specialized in various sectors, including archaeologists with specific university curricula in prehistoric, protohistoric, classical and medieval archeology, an art historian and a graphic designer, as well as several external collaborators including experts in museum teaching and tourist guides. The company provides public bodies and private entities with a series of qualified services such as: drafting of archaeological assessment documents in preliminary projects pursuant to art. 25 of Legislative Decree 18 April 2016 n. 50; preventive archeology, urban and extra-urban archaeological excavations; cataloging of archaeological finds in accordance with the directives of the ICCD; didactics of Cultural Heritage for Schools; museum installations and temporary exhibitions; management of archaeological and cultural sites; tourism promotion of the area; organization of cultural events; scientific publications.*

An excursion dedicated to the exploration and knowledge of cave houses, rocks and fossils that describe the cultural landscape of the Terra delle Gravine, discovering the Paleolithic and the ecological role of prehistoric man in nature during the most ancient phases of occupation of the ravines. The hikers will be guided on the roof of the Murge canyon, from which with a single glance they will enjoy the panorama that surrounds the Taranto and Metapontine plains, up to the Pollino mountains. Epigraphs and frescoes will help visitors understand the phenomenon of Christianity in the rocky habitat of the Terra delle Gravine. At the end of the excursion, the users will be able to taste typical products offered by Forno 800 which for years has been practicing the milling of wheat with a stone mill, and the processing of bakery products using only raw materials at km 0.



## Itinerary

- **Ginosa, ravine** (Paleolithic-20th century)
- **Ginosa, Murgia north locality**
- **Ginosa, ravine, habitat of the Rock Churches** (13th-14th century)
- **Ginosa, ravine, Rivolta district** (13th-19th century)

## Contacts

[www.ethrabeniculturali.it](http://www.ethrabeniculturali.it)



## Target

- x **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Additional Information

GEA-Archeotrekking in the Gravine is an excursion itinerary to discover the historical, archaeological and environmental heritage of the Ginosa ravine. With the guidance of an archaeologist expert in botany, the hiker will be guided inside and on the roof of the ravine not only in search of the testimonies of life in the rock habitat but also in search of flora and fauna that characterize the ecosystem of the canyon. The itinerary ends with a tasting of local products curated by Forno 800 which for years has practiced the milling of wheat with a stone mill, and the processing of bakery products using only raw materials at km 0. The activities are compatible with the environment and do not

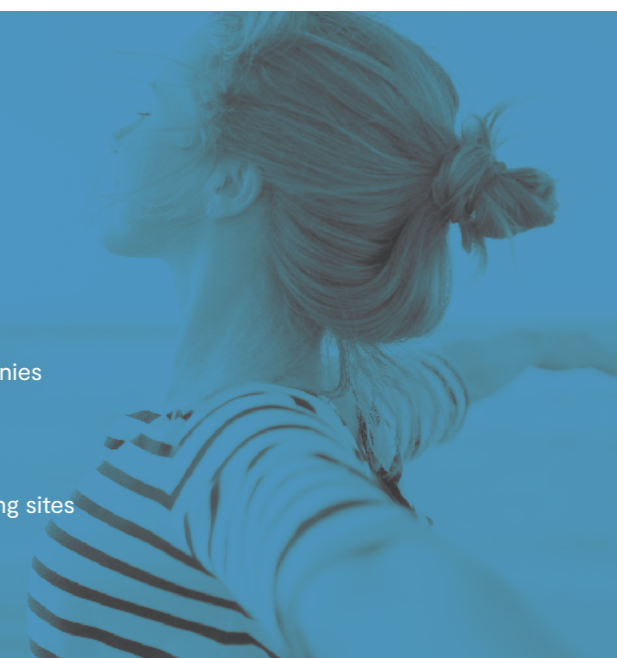
## Why to Choose it?

Guided excursions in the Ginosa ravine have an average hiking difficulty; the route is 5 km long through some rough paths of the ravine. The difference in height is about 50 meters. The route requires a medium physical preparation and clothes suitable for excursions (trekking shoes and sportswear). The activity lasts about 3 hours and there are stops for rest. The guides / archaeologists use languages and approaches suitable for all types of users.

require the use of destructive resources. They promote the slow discovery of the material and intangible resources of our territory in the name of taste and well-being. They can be used by families with children with a minimum age of 10, teenagers, millennials, over 65 with good practice in hiking and are pet friendly; Medium difficulty. Duration approximately 3 hours. It is recommended that you wear comfortable or trekking clothing and shoes. The operators adhering to the proposal for years have practiced, through their production activities, the promotion of the territory and the enhancement of its peculiarities.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other





# HOLIDAYS IN MOLISE (residence formula) SEA, HILLS AND MOUNTAINS



## Proposed by Diomedea Residence Village

*Located directly on the sea, in an area still uncontaminated, surrounded by free-access beaches, olive groves and vineyards, Diomedea Residence Village is the ideal place for those who want to spend a quiet vacation away from noise and traffic.*

*Far from the city center of Campomarino, it is the ideal place for families with children. Having direct access to the beach, without crossing roads, makes it extremely safe, facilitating the stay of the youngest children who can freely go from the house to the beach without any danger.*



## Itinerary

- Tremiti islands
- Sepino

The Tremiti Islands are an archipelago in the Adriatic Sea, north of the Gargano peninsula. The municipality is part of the Gargano National Park and since 1989 they have become part of the Tremiti Islands Marine Nature Reserve. Excursions with a guided tour can be easily organized.

Another tour is proposed to promote discovering nature, art, history and culture through a slow tourism approach. We will walk along ancient paths towards the small archaeological area with the Italic temple dedicated to the goddess Mephitis in San Pietro dei Cantoni up to the fascinating archaeological area of Saepinum-Altilia. We will visit the beautiful Altilia, the Roman city of Sepino in the province of Campobasso and its hidden Samnite settlement, completely immersed in unspoiled nature, among green hills, blooming trees and spring light. We will continue our walk along a short and suggestive stretch of the tratturo Pescasseroli-Candela, always accompanied by expert environmental hiking guides.

Other tours can be organized in cooperation with Molise Avventura, promoting outdoor activities such as trips along the Biferno river and the lakes with the Canadian canoes, or more adventurous experiences like rafting along the Biferno river.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

[www.diomedeavillage.com](http://www.diomedeavillage.com)

## Why to Choose it?

The proposed trekking activities become a tourist experience to walk down new and unexplored paths, crossing lesser-known destinations, far from the main tourist attractions. All tours are suitable for all target groups, and adjustable on request. All programs can be combined with certified local guides who will accompany tourists in the excursions. Food and wine tasting experiences have not been included but they can be organized on request with the option to purchase local products.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

## MATESE SPORTS PARK



### Proposed by Cultural Association Mamerte

*Cultural Association Mamerte is a newborn association that deals with culture, environment, nature and sport in the small town of Sant'Agapito in the province of Isernia. It takes its name from a Samnite divinity, and this same people, its knowledge and discovery have inspired part of the proposed activities both in the naturalistic / environmental field and in the cultural / artistic field. In the sports field, there are already several trekking tours organized with previous cleaning and arrangement of the entire route. The formula of cultural trekking was also experimented, interspersing the stops with artistic performances of various kinds.*

### Itinerary

- Sant'Agapito
- Agnone
- Monteroduni

The intent is to create on the small territory of the village of Sant'Agapito, the offer of various hiking trails, exploiting the infinite network of ancient paths marked by CAI, Italia Nostra but also by new ones freed and rediscovered. thanks to the activities of the Mamerte association.

Also provided is the possibility of sport climbing always carried out as part of the same municipality with the possibility to choose between the different specialties: Climbing in crags, boulder (climbing on boulders) and street boulder (climbing on the walls of the historic center of the town. The event will be organized with the Innatura association which will also provide the necessary material.

A mountain bike path is reported and mapped within the same municipality, called the "round of sources", in consideration of the fact that during the journey at high altitude you can observe different sources of water that descend to the valley to supply the entire country with drinking water.

The ancient Marinelli di Agnone foundry is the second oldest company in the world, it has been involved in the creation of bells for centuries, keeping faith with the ancient technique and over time becoming the official supplier of the Papal state. Inside it is possible to observe the various stages of processing as well as a small museum of the Bell.

Papa Srl is a confectionery company based in Monteroduni, which was recently established and immediately established itself on the national market for the quality and variety of its desserts, on which the work done with high quality sugared almonds and infinite flavors stands out.



### Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

### Additional Information

The sustainability of the project is based both on the possibility of exploiting the various paths already present in the area being the ultimate goal of enhancing them, accessibility, on the other hand, as well as the ease of the routes, is also guaranteed by the possibility of following a digital map of the path that indicates the duration, the difference in height, the panoramic points or points of historical interest.

### Contacts

[www.mamerte.altervista.org](http://www.mamerte.altervista.org)

### Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✗ Visit and experience in agri-food companies
- ✗ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✗ Sport activity
- ✗ Other

## Why to Choose it?

The routes are undemanding both in terms of travel time and in terms of difficulty so they are good for all ages, especially in consideration of the artistic stages that take place in the middle.

There are several restaurants in the area but the intent is to collaborate with the Casa Pleiadi eno-gastronomic laboratory, located in the historic center of the small village, where it is possible to have a meal, taste typical local products, strongly supporting the principle of hypertraceability of ingredients and products used, deriving, in all cases, from 0 km processing. The Pleiadi House itself also lends itself to organizing food and wine workshops especially in the context of 'conservation', or in the preparation of jams, marmalades, etc.

The blackberry harvest day has already been tested in collaboration with Casa Pleiadi wild and preparation of the relative jam.

Possibility of trekking with an exhibition of contemporary art in nature. The exhibition consists of a series of installations specially created by local and international artists. The artists are invited in short periods during the year to carry out performative and installation interventions within the municipal area. The interventions will be carried out through the process of reusing the natural material elements collected on site and the logistics will be handled by the Mamerte association and the association AA. Matese





# MOLEASY MOLISE SMART OUTSIDE THE COMMON PLACES

## Proposed by Moleasy

*Moleasy is a business network formed by five tourism entrepreneurs with a single goal: to share the love, beauty and authenticity of the MOLISE region by offering a unique, unforgettable and above all "real" experience to visitors. Culture, environment, tourist attractions, typical products of agriculture and local craftsmanship express the true essence of the "people of Molise" and of the authentic Italian life far from the cities and mass tourism. Two hundred beds distributed throughout the region, archaeological sites rich in history and beauty, excellent food and wine, quality services and above all a strong roots in the territory. The possibility of offering tours on measure is then the best way to welcome new friends in Molise in the certainty of letting them live an unforgettable experience, full of emotions, and respond to a high profile international request that goes beyond the concept of luxury tourism in its classic meaning of refinement and "evolution".*



## Itinerary

- **Termoli** - Residenza Sveva
- **Altilia** - La Piana dei Mulini
- **Bagnoli Del Trigno** - Domus Hotel
- **Castel Del Giudice** - Borgo Tufi
- **Roccapiprozzi** - Village Le Sette Querce

Termoli - Borgo Antico: a local tourist guide will make the visitor discover the history, the Swabian Castle, the Cathedral and the Trabucco of the Medieval Village. Particularly interesting will be the visit to the 12th century Romanesque Cathedral, which houses the relics of St. Timothy, disciple of the Apostle Paul. Altilia - visit of the archaeological site of Altilia, a Roman site covering about 12 hectares, surrounded by defensive walls with four main gates.

The layout of the city is clearly visible; the most important buildings were its Temples, the Forum, the Basilica, the Baths and its "Macellum" or the covered market. The most intact building is the horseshoe-shaped theater, surrounded by 18th century houses, built in stone obtained from the theater itself! A unique place, permeated by an atmosphere of the Roman era and far from the circuits of mass tourism Colle d'Anchise - La Piana dei Mulini, once a water mill in Colle d'Anchise. At the beginning of the nineteenth century it became a farm and a center for the coloring of wool, later, transformed into a hydroelectric power station.

Today, La Piana dei Mulini is a SCI site, of interest to the European Community, a few meters from the Biferno river, supervised by the Ministry for Cultural Heritage and Activities and hosts a widespread hotel. Various activities can be organized: from tastings of typical products, foraging to rowing and fishing. Bagnoli del Trigno - an enchanting medieval village located near a rocky massif called "la Preta" which is located between the Trigno river and the Velia river. It is dominated by the Lombard Castle. The landscape is picturesque, so much so that the village of Bagnoli is called "the land of fairies" or "the pearl of Molise". Exploring the historic center, entering the alleys of the town up to the ancient Church of San Silvestro, set between two rock walls is an exciting experience.

Castel del Giudice - Borgo Tufi - a village of ancient farms and primitive beauty, transformed and renovated into a widespread hotel at the foot of Castel del Giudice, a virtuous municipality, which has been officially recognized as one of the exceptional and sustainable historic villages of Italy.



In Borgo Tufi, immersed in nature and surrounded by 40 hectares of splendid orchards, we can dedicate ourselves to a truffle cooking class or to one of the other pleasant activities organized according to the season.

Roccapiprozzi - Village "Le Sette Querce" - a rural village land of the ancient Samnites, a people of shepherds and brave warriors whose history is hidden among the millenary structures and walls visible along the numerous and suggestive paths. The history of ancient populations is also revealed in the numerous fortified villages such as that, of Lombard origin, of Roccapiprozzi where the ancient circular tower belonging to a larger defensive complex stands out. The Sette Querce Village offers the visitor workshops, educational farms and visits to the cattle shed, the sheepfold with the large herd of goats and the residence of the donkeys, emblem of the village, which have a well-deserved place of honor. Finally there is a hermitage without electricity and running water, which re-proposes a typical house of the first half of the nineteenth century with wooden furniture and the classic bed with the "sack" filled with maize leaves.

## Target

- x **Children**
- x **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

High-spending customers / tourists (affluent), career adults, Italians and foreigners (European and non-European) to the research of unique and transversal cultural experiences (putting together the tourist offer of different subjects: hospitality, production, agriculture, etc.) perhaps even participating in the creation of the experience itself. Segments able to appreciate an integrated offer of cultural, environmental and tourist attractions. Niche incentive tourism should not be underestimated.

## Additional Information

The RITI Network, a network for the internationalization of tourist businesses, consists of: Albergo Diffuso, Residenza Sveva in Termoli, Albergo Diffuso La Piana dei Mulini in Colle d'Anchise, Spa Hotel Domus in Bagnoli del Trigno, Albergo Diffuso BorgoTufi in Castel del Giudice Rural Village The Seven Oaks of Sesto Campano. The network has adopted its own brand "Moleasy" which promotes personalized tours, based on the needs of its customers, involving all the "actors" of the area to share: Food - Wine - Cooking School, Outdoor, Castles and Villages, Workshops Handicrafts, Archeology, Seas and Mountains, Landscapes, Flora and Fauna, and more ....!

## Contacts

[www.moleasy.org](http://www.moleasy.org)

# MOLISE TO BE TASTED, ADMIRIED AND PEDALED



## Proposed by Masseria Ceccone

Masseria Ceccone is located in the municipality of Campochiaro adjacent to the main road 17 of Molise, which is why it makes it a strategic location for a tourist accommodation company as it is close to relevant sites.:

- Altilia 8 km
- Campitello Matese 20 km
- Paleolithic Museum of Isernia 35 km
- Temple of Hercules in Campochiaro 5 km

Masseria Ceccone has been operating in the area since 1997 and known in the region and outside the region. The property extends over a land that includes an extension of about 15 hectares. The border is the Quirino stream that frames the property for a perimeter of 1000 m. Altilia is an archaeological area of the Roman era located in the Molise region, in the province of Campobasso, and located in the plain at the foot of the Matese open on the valley of the Tammara river. The site, located along the ancient tratturo Pescasseroli-Candela, rises 3 km north of the current village of Sepino, surrounded by medieval walls and located at about 700 m above sea level. A geographic location that is certainly favorable and strategic, because it is located in a an area of crucial economic importance, the plain of Boiano, on a road junction that already connected between the 4th and 3rd centuries BC the Sannio.

## Itinerary

- Ercole Temple
- Altilia



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

The sustainable elements of the project are the safeguarding of the stream guaranteeing constant surveillance of the same from any ecomafie, safeguarding the sheep track and guaranteeing its practicability as well as its enhancement, with the project there is the enhancement of local resources such as tourist guides and the few commercial activities adjacent to the Altilia site.

## Contacts

[www.masseriaceccone.com](http://www.masseriaceccone.com)

## Why to Choose it?

Our design idea for a sustainable sporting and historical tourism is to create a circuit that can be traveled along the Quirino river, this route can be done on foot and by bicycle with pedal assistance and the route can also be extended by continuing on the Pescasseroli candle track, arriving directly at the gates of Altilia where they will be assisted by tourist guides.

The autonomy of the electric bicycles will guarantee the outward and return journey of the route (20km), and above all to any age group and level of athletic training.

## Experiences

- ✓ Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✗ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- ✓ Other



Cultural Heritage



Nature

# MURGIA HILLS AND RURAL VILLAGES ON FOOT AND BY BIKE



## Proposed by Iridea

*Iridea was born to respond to the natural human need to share experiences, letting oneself be amazed by what is interesting, beautiful, healthy or simply tasty. Furthermore, being together in an atmosphere of harmony and relaxation promotes psychophysical well-being and facilitates learning different and new ways of looking at oneself and others. Iridea is characterized by a joyfully holistic approach to the person and the world: health is harmony between body, mind and spirit. It is possible to achieve this harmony in several ways, all covered by our associative activities: seminars and training courses; working groups and practical experimentation; exhibitions, theatrical, musical and poetic representations; publications; animated tastings, participation in network projects. Iridea: energies at the service of happiness.*

## Montegrosso

The village takes its name from the homonymous hill that overlooks it from its 397 meters high and is located on the Murgia about 15 km from Andria. It has retained the appearance of a graceful agricultural village, Montegrosso, consisting of a small procession of houses and the massive structure of the ducal palace, whose hall preserves an important fresco depicting the ancient properties of Duke Belgioioso, the famous tenant of the residence. The village is located at the crossroads of several municipalities such as Andria, Barletta, Canosa and Minervino, as well as of ancient roads such as the Via Traiana and the Tratturi.

## Castel del Monte and Alta Murgia National Park

Commissioned in the thirteenth century by Frederick II of Swabia, with the only three-light window facing the city, the castle, symbol of the city and of all Puglia, is part of the heritage of humanity declared by UNESCO and attracts a significant tourist flow. The octagonal-shaped castle stands on a hill whose territory is part of the Alta Murgia National Park, a steppe with a prevalence of grasses, alternating with small woods, where there are protected species such as the lesser kestrel. On the Murgia there is no shortage of farms, small and medium-sized rural villages, ancient streets of post offices and tratturi, iazzi for the shelter of livestock.



## Itinerary

- Rural village of Montegrosso
- Castel del Monte and Alta Murgia National Park

## Contacts

[www.facebook.com/aps.iridea](https://www.facebook.com/aps.iridea)



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- x Over 65

## Additional Information

Tourists will have the opportunity to be hosted at the bed and breakfasts and by the settlers of the village of Montegrosso, thus favoring the accessibility and enhancement of local resources. The whole route is based on a type of sustainable tourism, since most of the trips will take place by bicycle for the first loop stage around Montegrosso and on foot for the second loop stage around Castel del Monte. The current project can be considered zero km in all its aspects: food, activities, travel, purchases and finally the overnight stay will all take place on site, thus favoring consumption and the local economy of the village.

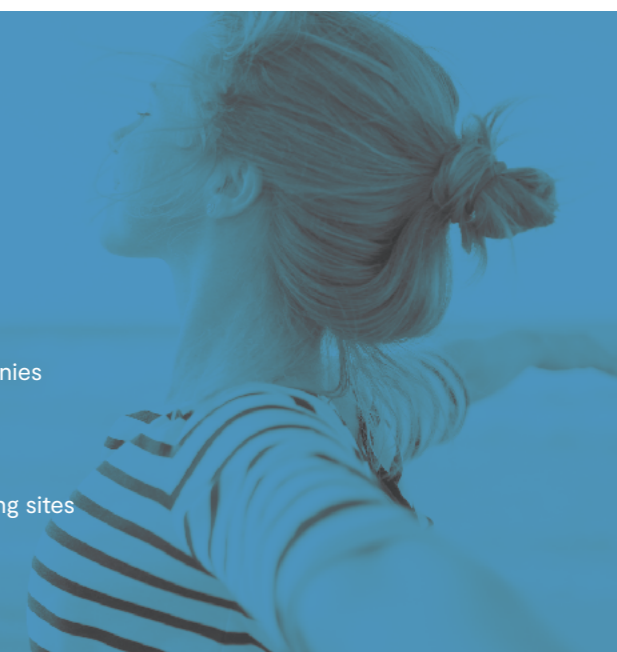
## Why to Choose it?

The route is aimed at a dynamic adult audience eager for new experiences that combine relaxation, psychophysical well-being, sporting activities, taste and discovery of unknown and mysterious resources of the Alta Murgia area and rural villages. The possibility of integrating psychophysical well-being, through sports such as trekking and biking, with the exploration of the suggestive territory, rich in flora and fauna typical of the Alta Murgia National Park, is an innovative tourist experience that contemplates a style of a healthy life that respects oneself and the environment, which adults increasingly need to detoxify from a hectic lifestyle typical of the urban world.

The project has an innovative character since it integrates the typical aspects of tourism with holistic activities aimed at physical and spiritual well-being, thanks to the skills gained within the Iridea association over the course of over 10 years of activity. Even the experience of staying overnight and waking up in a rural setting, guaranteed by the widespread hospitality of the settlers of the village, is a note of quality within a "Smart" vision. All activities will be by reservation, moreover there will be the utmost attention so that there are all the precautions for social distancing due to Covid.

## Experiences

- x Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

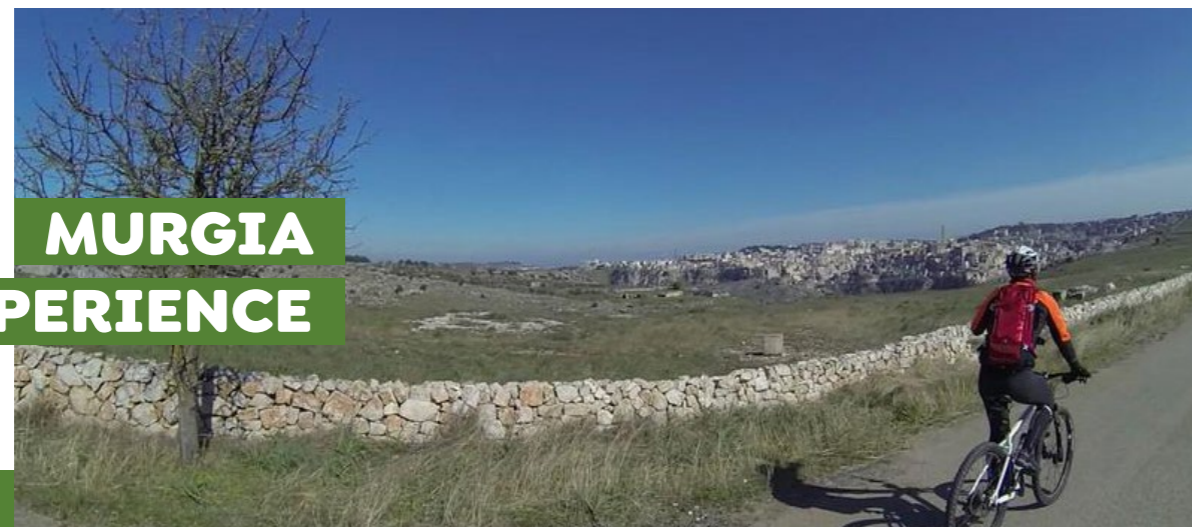




Nature



Sport



## MURGIA BIKE EXPERIENCE

### Proposed by The TourCouture Association

*Marinella Bozzetti, tour guide and tour leader qualified by the Apulia Region. Since 2010 she has been a hiking and environmental guide between Apulia and Basilicata and, in 2019 she became a guide of the Murgia Materana Park. The TourCouture Association - better tourism for better tourists proposes to offer services to tourists throughout the Apulian territory through a network of operators carefully selected according to the principles of sustainability and social responsibility with respect to the tourist product offered. It offers proposals designed especially for those traveling with children and for those who have a particular sensitivity to environmental issues. It specializes in active tourism and has a bike rental with muscular and electric bikes based in Altamura.*

### Itinerary

- **Itinerary n.1** - Altamura bike experience (Agritourism Murà, Altamura Historical Centre, Pastry Shop Monastery Santa Chiara (the wood-fired oven di Gesù, or Dairy Factory Dicecca), Mercadante Forest)
- **Itinerary n.2** - Discovering the man of Altamura and the geology of the territory (Visit Centre Altamura Man, Cave of the Goat, Lunch in Nature)
- **Itinerary n.3** - Il Cammino materano a pedali (Altamura, Santeramo, Farmhouse Scalera, Fornello Rock Site)
- **Itinerary n.4** - Gravina in Puglia, from the water to the wine (Altamura, Gravina Historical Centre, Trail in the Gravina, Colli della Murgia Winery)
- **Itinerary n.5** - The civilization of the Sassi in Matera (Altamura, Sculpture Park La Palomba, Matera)

#### Itinerary n.1

Starting from the Agritourism Murà, a beautiful farmhouse that also houses a riding school, we will ride for about 40 km towards the center of the city of Altamura where our guide will show the beauty of this ancient settlement peuceta flourished in medieval times.

The cultural tour cannot miss a taste of the extraordinary gastronomic products offered by this territory: we will recharge our batteries with a sweet coffee break at the pastry shop Monastery of Santa Chiara, where we will rediscover the traditional recipes of the adjacent cloistered monastery, still active. Alternatively: we'll visit the wood-fired oven Di Gesù where we can try our hand at a workshop for the production of typical Apulian taralli.

After the break, we'll get back in the saddle to return to our starting point, passing through the paths that cross the lush Mercadante forest, the green lung between Altamura and Cassano.

#### Itinerary n.2

Starting from a visit to the Center, where through a 3D simulator you "descend" into the cave to discover the history of the skeleton of a man dating back 150,000 years ago, you then visit the fossil museum to introduce the theme of geology, you continue the journey appreciating the high biodiversity offered by the pseudo steppe and learning to observe the clues of the infinite transformations that this huge platform of limestone has undergone thanks to the slow and relentless work of water have caused. Children, together with adults, will be asked to carry out itinerant workshops and educational games for the recognition of plants and small insects.

Through a short and simple path of about 1.5 km on foot they will reach the cave of the goat where they will face the theme of the discovery of hypogeal environments: in what kind of caves it is safe to enter, what clues we have to understand what are the animals that populate or frequent those environments, the behaviors to adopt. Return by bike or by transfer (dedicated to non-cyclists and children).



#### Itinerary n.3

A pleasant ride between Santeramo and Altamura, in a slow approach to the pseudo-steppe landscape following ancient paths that are now traveled by hundreds of travelers who decide to take the "Materano path".

The ride of 24 km, short and pleasant, includes a stop at Masseria Scalera, where through the taste of cheeses made with passion and tenacity, we will discover two generations in comparison: Vito, who started the whole business and his daughter Mariantonietta, thirty years old, shepherdess of the Murgia. With them you can participate in a laboratory of preparation of a typical cheese, followed by tasting of the specialties of the farm. We will continue to Altamura passing through the rock site of Fornello.

#### Itinerary n.4

From the meeting point in the center of Altamura by bike you arrive in the historic center of Gravina (about 13 km). Alternatively, on the outward and/or return journey, transfer by train/bus. We will then set off on an 11 km route, through the most scenic places in the city, now frequented also by James Bond! We will start with the tour from the historic center of Gravina to cross the places marked by the secular presence of the Orsini, a family that was also the birthplace of a pope, Benedict XIII. We will leave the area of the most modern city to slowly penetrate into the places of rock civilization, but before that, we will reach the ancient archaeological site of Botromagno. A path that will never tire of surprising us with a high level final ... alcoholic! We will move to the Colli della Murgia Winery where, after lunch, we will enjoy a tasting of the excellent wines of this proud winery of the Murgia. Return by bike, train or private bus.

## Additional Information

The following proposals can be enjoyed individually and constitute an itinerary of 4-5 days to discover the Murgia that can have in the city of Altamura hotel services / extra-hotel (or in one of the farmhouses recommended, a few km. from the city center).

#### Itinerary n.5

Pedaling from Puglia to Basilicata... and back! In just 47 km we will cross the borders of Puglia and return to "home"! Leaving from Altamura we will head to Matera along the ancient nineteenth-century road that connected the two cities. The guide will lead the group for a panoramic tour of the city where the group will then stop to enjoy a quick packed lunch in the city of the Sassi and then return within the Apulian borders passing through the scenic Palomba Sculpture Park, an open-air museum curated by Matera artist Antonio Paradiso. Here meeting/workshop with the artist on the themes of art and sculpture proposed in the park. Pedaling from Puglia to Basilicata... and back! In just 47 km we will cross the borders of Puglia and return to "home"! Starting from Altamura we will head to Matera along the ancient nineteenth-century road that connected the two cities. The guide will lead the group for a panoramic tour of the city where the group will then stop to enjoy a quick packed lunch in the city of the Sassi and then return within the Apulian borders passing through the scenic Palomba Sculpture Park, an open-air museum curated by Matera artist Antonio Paradiso. Here meeting/workshop with the artist on the themes of art and sculpture proposed in the park.

### Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✗ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✗ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- ✓ Other

### Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

### Contacts

[www.tourcouture.it](http://www.tourcouture.it)



Nature



Sport

# NATURA SMART - TREKKING & CLIMBING BETWEEN BIFERNO AND THE "ROCCA"



Proposed by Municipality of Oratino

## Itinerary

- Valle del Biferno
- Rocca di Oratino:  
41.5985369136173,  
14.577821050923907

The village, which looks from above like a labyrinth, in the twelfth century was called Loretinum in the fifteenth Ratino, then Loratino and finally Oratino. According to the archpriest of the village at the beginning of the twentieth century, from the Greek root or would derive the Latin Oratenus: "visible everywhere".

Isolated on a cliff in the heart of the valley of Biferno, Oratino has an exceptional Belvedere from which the view is lost in the multitude of small towns on the heights and on whose horizon soar the mountains of Molise and Abruzzo.

In this composite and varied landscape, stands a majestic rocky ridge, called La Rocca. Here, archaeological excavations have unearthed remains of structures and artifacts dating back to the Bronze Age and Samnite era are visible remains of fortified walls. On La Rocca there is a stone tower, witness of a coenoby dating back to the sixth century AD. To a medieval settlement, in the same site, it would be referable the baptismal tub in stone (today exposed to the entrance of the town hall of the country) coming from the church of San Giovanni Ottobonis, already existing in 1241.

This area of the Biferno valley is crossed by a segment of the tratturo Castel di Sangro-Lucera, an ancient route of transhumance. Always in the fluvial area, falls the naturalistic site of the wood Difesa Vecchia, that from the village degrades up to the banks of the river, where there is the natural source Bivaro, characterized by a peculiar floristic variety.

Outside the ancient nucleus of Oratino - in the wide Piazza Giordano - there is the Palazzo Ducale. Born as a fortified castle in the fourteenth century, was transformed into a noble residence in the first half of 1700 by Duke Gennaro Girolamo Giordano. Currently it is private property and you can admire the beautiful stone portal decorated with acanthus leaves surmounted by the coat of arms of the Dukes Giordano. Between the seventeenth and the nineteenth century, the village of Oratino could see printed on the facades of its buildings the grace infused to the materials by local craftsmen.

The portals, balconies, balustrades of the noble residences,



as well as the interior of the churches, are the work of blacksmiths, stonecutters, glassmakers, gilders, painters and sculptors who in their stores have created a harmonious art, learned, by some of them, in the stores of the most important Neapolitan artists, such as the painter Francesco Solimena and the sculptor Giacomo Colombo, thanks to the patronage of the Dukes Giordano.

From the only access door still existing, Porta del Piano, you enter the heart of the ancient village to go to the church of Santa Maria Assunta in Cielo, built on the rock, apex of the oldest settlement. We have news of the building already in 1241. More times remodeled, in particular after the earthquake of 1456, the church preserves in the vault of the nave the Assumption of the Virgin, a fresco by Ciriaco Brunetti finished in 1791. Here are kept the relics of St. Boniface, patron saint of the town and St. Celestino martyr.

## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Experiences

- x Meal at a restaurant or agriturismo
- x Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

## Why to Choose it?

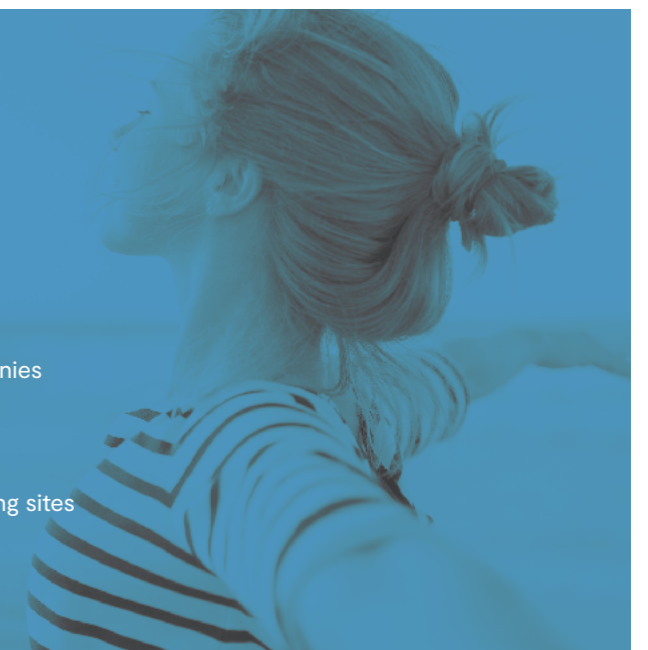
Enhancement of the natural capital of the Biferno area; promotion of eco-tourism in the Biferno area

## Additional Information

Activities of hiking, trekking and climbing in collaboration especially with associations that promote hiking trails in the area:

- [www.moliseexplorer.com](http://www.moliseexplorer.com);
- [www.equitazione natura.le.eu](http://www.equitazione natura.le.eu);
- [www.riccardoclimbing.com/via-cresta-della-rocca-oratino-molise/](http://www.riccardoclimbing.com/via-cresta-della-rocca-oratino-molise/);
- [www.facebook.com/1664596877085361/](https://www.facebook.com/1664596877085361/)

Considering the peculiarity of the place it will be possible to admire the beauty of the village together with the food and wine delicacies to be tasted at famous and characteristic restaurants and local craft activities.



# ONE DAY AS AN OENOLOGIST IN ALBEROBELLO



## Proposed by Nextwork soc coop a r.l.

Based in Bari operates mainly in Puglia as a company of tourist services for incoming. The staff is made up of tour guides and collaborators capable of making proposals experiential, guided tours, thematic itineraries and "edutainment" activities for young people who enhance the cultural heritage of the southern regions. It deals with the management of integrated activities and projects of the industrial tourism and railway tourism chain and proposals aimed at enhancing the cultural and naturalistic heritage.



## Itinerary

- Albea Cellar - Alberobello (Ba)
- Alberobello – Historical center Unesco site

The proposal allows you to discover a millenary tradition in Puglia such as the wine-growing one and at the same time visit the historic center of Alberobello, a Unesco heritage site for a public eager to go to the roots of local culture and traditions. It is especially dedicated to Over 50 and single travelers, even millennials who are looking for authentic and original experiences. The activity takes place in the premises of the Albea Winery, a structure dating back to the early 1900s, a place of wine production and home to a Wine Museum, accessible for motor disabilities. The proposal enhances the culture and products of Apulian viticulture. It involves a local oenologist, profound connoisseur and communicator of the culture linked to the processing of the vine and the grapes. The Albea Winery, from the ancient name of Alberobello, it is a profitable historical reality rooted in the agro-cultural fabric of this part of Puglia. Entirely built in stone, with the winemaking tanks in the ground and the rock, to recall the cisterns intended for the water supply of the characteristic "trullo" constructions, Albea is an integral part of an agricultural center of considerable importance which is characterized by a patrimony of high quality wines, Negroamaro and Primitivo in primis, from which excellent and typical wines of the territory arise.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Additional Information

It is possible to carry out the experience for a minimum of 5 participants and a maximum of 30. The activity can be carried out in the following languages: Italian, English, French, Spanish and German. All activities will be carried out in compliance with the envisaged anti COVID 19 measures. The upper floor of the cellar houses a museum-tribute to the Apulian wine and agricultural culture, which offers the visitor the opportunity to make a visual itinerary to discover the winemaking techniques of the past up to the sophisticated and refined technologies of modern enology that have brought Puglia to the top in the world.

## Experiences

- x Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

The activity takes place in the premises of the Albea Winery, a structure dating back to the early 1900s, a place of wine production and home to a Wine Museum, accessible for motor disabilities. The proposal enhances the culture and products of Apulian viticulture. It involves a local oenologist, profound connoisseur and communicator of the culture linked to the processing of the vineyard and grapes. The Albea Winery, from the ancient name of Alberobello, it is a profitable historical reality rooted in the agro-cultural fabric of this part of Puglia. Entirely built in stone, with the winemaking tanks in the ground and the rock, to recall the cisterns intended for the water supply of the characteristic "trullo" constructions, Albea is an integral part of an agricultural center of considerable importance which is characterized by a patrimony of high quality wines, Negroamaro and Primitivo in primis, from which excellent and typical wines of the territory arise.



# PEUCETIA SLOW EXPERIENCE: ARCHAEOLOGY, NATURE AND FUN

## Proposed by Salento Slow Travel

Salento Slow Travel is an association active since 2011 that deals with promoting Puglia as a destination for slow and responsible tourism. Our team is made up of young cultural operators residing in the municipalities involved in the project, who have a qualified experience in tourist hospitality, communication and cultural tourism planning, as well as an in-depth knowledge of the cultural heritage of the areas of expertise. For the realization of the proposal, the association will deal with the involvement of strategic stakeholders in carrying out the activities, the contact center and reception service, the promotional activities, and the design and production of the didactic material for carrying out the game visit (texts for acting, multisensory boxes, maps, cards).

## Itinerary

- **Lama S. Giorgio - Municipality of Sammichele di Bari**
- **Archeological Park of Monte Sannace - Municipality of Gioia del Colle**

**Lama San Giorgio** is a karst engraving of ca. 40 km, typical of the Apulian territory. It originates in the Murgia Barese in the area of Monte Sannace (Gioia del Colle) and, crossing several municipalities, including Sammichele di Bari, flows into the Adriatic Sea in the "cala San Giorgio" area. The numerous artifacts found along its entire path testify to the presence of several settlements that flourished at least until the Bronze Age, such as the one in the "pentimone" locality, in the territory of Sammichele, which coincides with the medium-high area of the blade, as well as being one of the best preserved features. Lama San Giorgio is also a site of considerable geomorphological, naturalistic and faunistic interest, rich in biodiversity. Characterized by the presence of bush and spontaneous vegetation of particular importance.

**The Archaeological Park of Monte Sannace** stands on a hill between the Apulian municipalities of Sammichele di Bari, Turi and Gioia del Colle, in ancient Peucetia. Subject of numerous excavation campaigns, the site has returned one of the best preserved examples of cities in pre-Roman Puglia. The fruition routes allow you to discover the site from an archaeological and naturalistic point of view. The archaeological one allows you to discover the history of the town from the Iron Age to the pre-Roman period: from the archaic walls that surround the remains of the so-called lower city (remains of houses, roads and burials), the itinerary continues on the acropolis, where, in the classical age, multifunctional public buildings and aristocratic tombs of monumental dimensions arose. The nature trail allows you to appreciate the environmental characteristics of this area.



## Target

- ✓ **Children**
- x **Teenagers**
- ✓ **Families**
- x **Millennials**
- x **Adults**
- x **Over 65**

## Additional Information

This proposal is structured to be used both in a single solution, or alternatively or separately on two different days. In both cases, the movement of participants from one municipality to another will take place independently.

The project activities can also be replicated in the European regions involved in the NEST project: the culture and history of the Peuceti has common features with that of the populations of the ancient Illyrian region (Albania, Croatia); as well as some vegetation species present in the Lama San Giorgio, they are characteristic of the ecological contexts that characterize the regions bordering the eastern coast of the Adriatic.

## Why to Choose it?

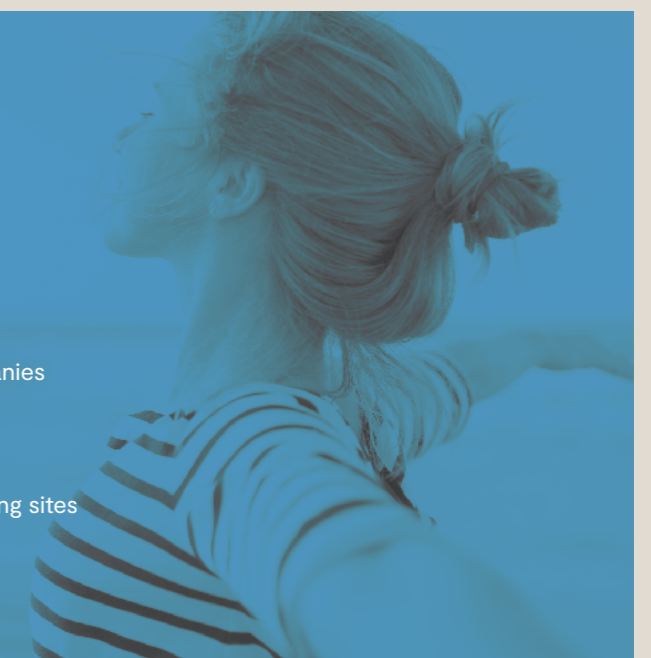
Given the characteristics of the two stages, it was decided to address the proposal to a target of families with children. The active dimension of the first and the playful dimension of the second, can convey, through a simple language, but which solicits imagination and curiosity, contents erroneously considered suitable for an exclusively adult audience. The target identified is made up of families who like to travel with children between the ages of 5 and 8. It is aimed at a public interested in the themes of cultural tourism and sustainable tourism, attentive to the environment and oriented to a type of educational experience, but in a playful and active key. The experience is designed both for residents of neighboring areas and for those who, having arrived in Puglia, intend to get to know the area and its tangible and intangible cultural heritage.

## Contacts

[www.salentoslowtravel.it](http://www.salentoslowtravel.it)

## Experiences

- x Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# RAILS OF HISTORY JOURNEY INTO THE UNDERGROUND TARANTO



## Proposed by Ethra S.C.R.L.

*Ethra S.C.R.L. is a company specializing in the study, research and enhancement of Cultural Heritage, operating since 2007 in the Apulian area and in southern Italy. The Company avails itself of the professionalism of personnel specialized in various sectors, including archaeologists with specific university curricula in prehistoric, protohistoric, classical and medieval archeology, an art historian and a graphic designer, as well as several external collaborators including experts in museum teaching and tourist guides. The company provides public bodies and private entities with a series of qualified services such as: drafting of archaeological assessment documents in preliminary projects pursuant to art. 25 of Legislative Decree 18 April 2016 n. 50; preventive archeology, urban and extra-urban archaeological excavations; cataloging of archaeological finds in accordance with the directives of the ICCD; didactics of Cultural Heritage for Schools; museum installations and temporary exhibitions; management of archaeological and cultural sites; tourism promotion of the area; organization of cultural events; scientific publications.*

Guided itinerary in the Underground Taranto, a complex of archaeological sites in the city of Taranto, which includes the area of the Greek necropolis in the heart of the contemporary city and the hypogeal paths of the monumental chamber tombs of the Hellenistic age. The itinerary ends with a visit to the crypt of the Redeemer, an extraordinary hypogeal place of worship that still preserves the Byzantine frescoes of the 12th century AD. A journey through time, which can be traveled on foot, which will lead visitors to discover the unexpected wealth of the Greek Polis, led by archaeologists who have brought to light its ancient splendor. At the end of the itinerary there is an aperitif based on local food and wine products.



## Itinerary

- **Archaeological area of Via Marche** (V-III century BC);
- **Genoviva Hypogeum** (4th century BC);
- **Painted chamber tomb** (3rd century BC);
- **Crypt of the Redeemer** (XII century AD);
- **Per Bacco Enoteca, tasting**

## Contacts

[www.ethrabeniculturali.it](http://www.ethrabeniculturali.it)



## Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Additional Information

The underground archeology itinerary of Taranto immerses the visitor in the fascinating history of the ancient polis of Taras. Along the way it is possible to admire monumental funerary hypogea that still preserve the sumptuous architecture of the Hellenistic age. In the Crypt of the Redeemer it is possible to touch the testimonies of the Byzantine Christian cult. In addition, with the guidance of archaeologists, the itineraries provide a rather comprehensive insight into the history of the city of Taranto. The tasting of typical products is organized by Enoteca Per Bacco, an operator who has been collaborating with the undersigned company for years in the supply of Food

## Why to Choose it?

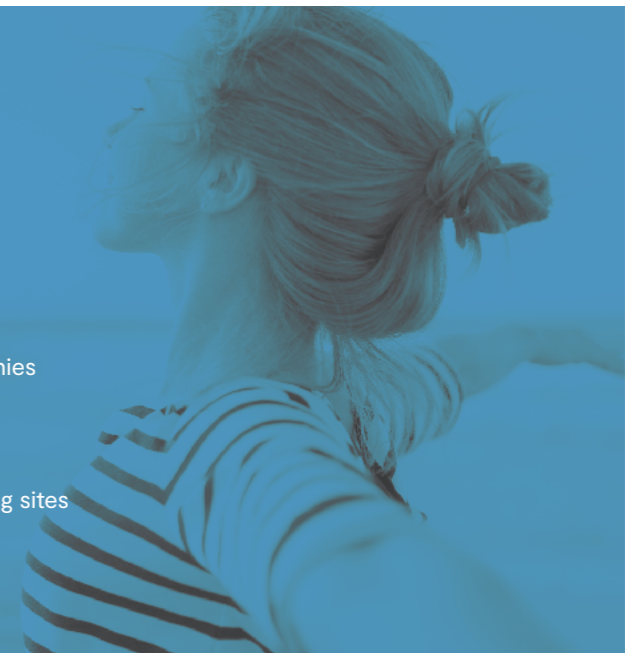
The guided itineraries in the archaeological areas of Taranto Underground are suitable for all targets; access to the archaeological sites does not require special physical skills as the route has no architectural barriers and is the norm from a safety point of view.

The walking route has a total length of 1 km round trip and is walked at a comfortable pace. The guides / archaeologists use languages and approaches suitable for all types of users, even that of the smallest.

& Beverage, which guarantees high quality of wine and food products from local producers. The activities are compatible with the environment and do not require the use of destructive resources. They promote the slow discovery of the material and intangible resources of our territory in the name of taste and well-being. They can be used by families with children, teenagers, millennials, over 65 and are pet friendly; the accessibility of the interior spaces and the presence of toilets accessible to all is guaranteed. The operators adhering to the proposal for years have practiced, through their production activities, the promotion of the territory and the enhancement of its peculiarities.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other





# RENOVATION OF THE FERRHOTEL BARI (BARI RAILWAY STATION): TOURISM HUB



Proposed by Antonio Lepore

The Ferrohotel, a building close to the main railway station in Bari, represents a strategic resource for the Apulian, Molise and Albanian tourism as the city represents the first stop for tourists traveling by train or plane.

The project wants to transform the building into a tourism hub: a space to inform tourists about all the activities and cultural routes, hotels, B&B, concerts, music events, theater shows, food and beverage, available in Bari and in Puglia, Molise and Albania, as well as all other locations of interest for the NEST project.

The Ferrohotel building has to be redesigned to make tourists comfortably enjoy the area, to be equipped with relaxation areas, info-points, small playrooms for children and more.



## Itinerary

- BARI - Ferrohotel



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65

## Additional Information

This complex represents a central and key resource for tourism in our city being located right next to the main railway station in Bari. The elements of sustainability, accessibility and enhancement of resources are intrinsic in the project that actually takes up an old idea of the "Polyfunctional" project already formulated in the past by the Municipality of Bari.

## Contacts

[antolepore.blogspot.com/p/bio\\_15.html](http://antolepore.blogspot.com/p/bio_15.html)  
[/antolepore.blogspot.com/p/cv.html](http://antolepore.blogspot.com/p/cv.html)



## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

**SMART FAMILY**



**Proposed by Guanàlè Traveldoc**

Since its inception, the travel agency Guanàlè Traveldoc has been involved in creating and selling travel itineraries dedicated above all to cultural tourism. The tour operator assists its customers in all stages of the journey. With his Family project they decided to take care of the family target by thinking of specific experiential paths to meet the numerous needs of families traveling with children.

**Itinerary**

- Taranto - Laterza  
Ginosa - Mottola

**Additional Information**

The proposal aims to enhance the naturalistic and historical-archaeological heritage of immeasurable beauty, emphasizing the aspects of eco-sustainability that our territory still preserves. Some of the locations identified belong to the Parco delle Gravine, established on December 20, 2005 with L.R. n. 18 for the protection of areas of high naturalistic value, but also the enhancement of the historical and cultural landscape that human settlements and agro-silvo-pastoral activities have determined over the millennia. Furthermore, the proposal is designed to facilitate the accessibility of an often overlooked target, through the facilitation of paths and experiences.

**TARANTO:** the "city of the two seas" ... shows the signs of its extraordinary beauty. Strategic and happy position, topographical situation of its port, incomparable beauty of the place and sweetness of the climate, have been decisive in the choice of the site since the first lapigi settlements, up to the Laconic colonization of the 8th century BC. which made Taranto the most important of the Greek cities of the West. In the fourth century BC Taranto becomes the most important center of southern Italy, at the head of the large confederation of Greek cities. The few remains of a Doric temple in Piazza Castello remain of the oldest and most glorious history of the city, a place of worship which, together with the temple of Apollo in Syracuse, is one of the oldest in Magna Graecia. Other important vestiges are visible in the National Archaeological Museum, the "Marta". Taranto presents architecture on its territory that testifies to its own historical and cultural importance: from the ancient places of worship, including the remains of the Doric Temple, the archaeological remains of the Greek-Roman necropolis and chamber tombs, the Crypt of the Redeemer, to the palaces that belonged to noble families and illustrious personalities of the cities, including Palazzo Pantaleo and Palazzo d'Ayala Valva. The city offers one of the richest and most varied architectural panoramas of the entire peninsula: from the Romanesque of the Church of San Domenico Maggiore to the Renaissance-style buildings of Borgo Umbertoino, from the Gothic of the Church of San Francesco da Paola to the village to the baroque of churches and the stately buildings of the old city, etc.

**LATERZA:** located in a strategic position, on the western edge of the ravine of the same name which represents a suggestive canyon of karst origin. The municipality is part of the Terra delle Gravine Regional Natural Park established in Puglia in 2005 to protect its landscape and wildlife heritage. The study of a protohistoric necropolis, which can be placed between 3000 -2500 BC. and rediscovered in 1965 thanks to excavations in the locality of Candile, it attests to the population of the Laterza area since ancient times.



The typology of the funerary hypogea, the furnishings and tools in flint and bone document the presence of an Aeneolithic population of semi-nomadic hunter-fishermen of Balkan origin, called Civiltà di Laterza. Successive testimonials of the population of the area date back to the Peuceti, at the time of Magna Graecia and the Roman age and are now kept in the Museum Archaeological of Taranto - MarTa

**GINOSA:** a town in the Taranto Murgia, it was an important Peuceta center (whose origins date back to several centuries BC). Archaeological finds are attributed to the VI-V century. BC (the findings in the locality of Follerato and Passo di Giacobbe are evident). Known in archaeological literature is the Apulian ceramographer who goes by the name of Painter of Ginosa, author of red-figure vase paintings, active in the 4th century BC. In the last quarter of the fourth century. (330-320 BC) the work of the Master of Ginosa, a goldsmith who is credited with the beautiful diadem with "Herculean knot" and a pair of earrings with disc and conical pendant, currently exhibited among the golds preserved at the Archaeological Museum of Taranto. In Roman times Ginosa was important for three reasons: its proximity to the Via Appia which made it a sort of military fort; its plain, which in the hands of a few landowners, constituted a solid granary for Rome; you organizational skills in the supply of the Roman army.

**MOTTOLA:** located in the southern part of the Murgia, in a hilly area, from its belvedere you can admire the entire Gulf of Taranto. It has ancient origins and its urban settlements date back to prehistoric times as evidenced by some findings dating back to the Bronze Age. The National Museum of Taranto houses a collection of bronzes dating back to the 1st millennium BC and found during the excavation of the foundations of Palazzo d'Onghia. Its territory is included in

**Why to Choose it?**

We believe that culture should be practiced from an early age. It is for this reason that we have chosen families with children as a privileged target. We want to foster the knowledge of places of high cultural value through facilitated paths with workshops and experiences that through play allow you to learn without getting bored.

the "Terra delle Gravine" Regional Park characterized by deep rocky gorges of karst origin formed by the corrosive action of the waterways that, starting from the Murge plateau, head towards the sea. The visit to the historic center of Mottola begins with the oldest urban monument in Mottola, the remains of the mighty walls of the Hellenistic period (4th century BC). We move to Piazza Plebiscito, surrounded by the principalities public and private buildings of the medieval and modern town to continue inside the historic center "la Schiavonia", a typical example of spontaneous and rural architecture, characterized by whitewashed and built houses in tuff and narrow streets paved with chianche. Inside the itinerary there is a typical medieval house, perfectly preserved. We will then continue with a visit to the urban churches: the former Cathedral Church of the end of the XII century, the eighteenth-century church of the Immaculate Conception and the sixteenth-century chapel of Maria SS. Annunziata. The itinerary ends with a visit to the tiny chapel of the Madonna di Costantinopoli (XVI century), located on the outskirts of the city, we will immerse ourselves in a suggestive and fascinating place that boasts an exceptional historical, architectural and artistic heritage with its characteristic settlements rupestrian.

**Experiences**

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✗ Eno-gastronomic laboratory
- ✗ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✗ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✗ Sport activity
- ✗ Other

**Target**

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✗ Millennials
- ✗ Adults
- ✓ Over 65

**Contacts**

www.guanaletraveldoc.it



Nature



Sport

## SPORT AND ROCKS

### (Parco delle Morge)



Proposed by  
**Roberto Colella**

### Itinerary

- **Pietracupa (CB)**
- **Salcito (CB)**

### Additional Information

Over the years there are many national magazines and international blogs that have dealt with the Parco delle Morge:

- PARCO DELLE MORGE:  
IL SASSO NEI SOGNI. LA REALTÀ  
DI UN TURISMO CHE RISCATTA  
[www.pleinair.it/meta/parco-delle-morge-molise-pietracupa-campobasso/#](http://www.pleinair.it/meta/parco-delle-morge-molise-pietracupa-campobasso/#)
- MOLISE STRAORDINARIO,  
IL PARCO DELLE MORGE  
[www.viagginaturaecultura.it/scheda.php?id=1031](http://www.viagginaturaecultura.it/scheda.php?id=1031)
- [www.touringclub.it/notizie-di-viaggio/vacanze-italiane-abruzzo-e-molise/immagine/6/jelsi](http://www.touringclub.it/notizie-di-viaggio/vacanze-italiane-abruzzo-e-molise/immagine/6/jelsi)

The itinerary starts from the village of Pietracupa that rises around an enormous "morgia" (from the Arabic word "morsiya" that is "stronghold" or large rock), rich in caves where monks used to take refuge. In the heart of the morgia there is also a very ancient rocky church restored to worship in the last century, inside which is preserved a sixteenth-century crucifix, a stationary stone cross and an altar formed by the millstone of an old mill.

Pietracupa is located in an internal area and it is a municipality of only 200 inhabitants. There is the possibility inside the commune to rent some bicycles/mountain bikes and to go along some paths that follow the itinerary of Parco delle Morge.

From Pietracupa it is continued in direction Salcito (distant 10 Km) situated on a hill to 706 meters on the sea level and characterized from some present morges in the territory. In particular the morgia Pietravalle and morgia Pietra Martino, the latter perfect for rock climbing. In the calcarenites of morgia Pietravalle there are some artificial cavities, referable to a rocky settlement, the ancient Castrum Sancti Lorenzi. Adjacent to the morgia is the forest Pietravalle where there were episodes of banditry so that the morgia itself is also known as the Morgia dei Briganti.

### Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**



## Why to Choose it?

The new travelers are increasingly looking for experiences: compared to the previous generation, they trust less articles written by experts but seek direct contact with service providers, they are eager to hear a story in order to be able to then, in turn, tell it. To help them tell their stories and share their experiences there are the Social Media: Millennials have seen them born and have grown up using them, they are always connected and ready to share images, stories and videos that tell their travel experience.

The Morge Park is based on the peculiarity of nature and history of the territory that must be preserved. From this derive the cultural implications of the Park.

Sustainable mobility and soft mobility (the use of means with low, or no, environmental impact, such as bicycles) represent the slow tourism that characterizes the tourism proposal of the Park of the Morge. The exercise of sensory contact with the living cultures, material and immaterial villages such as Pietracupa and Salcito embody the beauty and healthiness of an unspoiled area where even the University La Sapienza wanted to certify the clean air of Pietracupa that determines the strong predisposition to a long life.

The Parco delle Morge offers to the eye an unspoiled landscape, where nature has the same rigid and proud force of its ancient inhabitants: the Samnites.

Even the rocky Morge face the green valleys and the horizon reveals, set on the wooded slopes of hills and mountains, ancient medieval villages. They call them "Morge", translated "big stones"; there are of different shape and dimension, they date back to the Cenozoic period and there are evident traces of fossils and shells. Since ancient times they have been exploited as a support for housing settlements, they have been left to work by man who has carved stairs, tanks, caves, ovens.

The path that from the farm Morgia dei Briganti leads to Morgi Pietravalle is flat and then descends into a slight slope. The path is characterized by paved stops and a picnic area. The path is demarcated by tree plantings to allow the recolonization and the spontaneous development of plants. The nature trail aims to facilitate access to the rocky settlement of the southern side of the morgia, where there are ten artificial cavities, quadrangular in shape, distributed on two levels. The path ends with a platform detached from the rock wall, supported by a metal structure and covered with wooden staves, which allows the development of a paleontological laboratory in the open, thanks to an extension of the flat part and close to the cavities most interesting for the discovery of fossils.

### Experiences

- ✓ Meal at a restaurant or agriturismo
- ✗ Tasting of local products
- ✗ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✗ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✗ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✗ Sport activity
- ✗ Other

### Contacts

[www.parcodellemorge.it](http://www.parcodellemorge.it)

# STORIES OF MILLSTONES AND MILLS



## Proposed by S.T.A.R. MOLISE srl

The idea of this tourism project stems from the commitment of the staff of the Piana dei Mulini, a widespread hotel and restaurant that has been operating in Colle d'Anchise for almost 20 years. In particular Michele Lucarelli, founding partner and creator of S.T.A.R. MOLISE SRL, a company that since its inception has been dealing with the La Piana dei Mulini widespread hotel and the tourist services connected to it, is dealing with the restoration and enhancement of the historic Renaissance mill of the hotel structure with a view to historical promotion and territory linked to the art of milling in Molise.



## Itinerary

- **Archaeological area of Saepinum - Altilia**
- **Water mill and hydroelectric power station in the park area of Colle d'Anchise**

The route includes a visit to the archaeological area of Saepinum - Altilia with particular regard to the water mill near the forum. The Roman municipality of Saepinum, built astride the Pescasseroli - Candela sheep track, still retains part of its urban physiognomy, enclosed within the mighty walls: the theater, the baths, the decumanus, the water mill, the forum, the basilica, etc. Several centuries of transhumance and public works, financed by illustrious members of local families, made it one of the most important municipalities of the Sannio Molise until its progressive decay which reached its peak in the early Middle Ages.

The route then continues with a gastronomic stop and a visit to the water mill located inside the La Piana dei Mulini scattered hotel. Since 2002, a widespread hotel, restaurant and location for weddings and events La Piana dei Mulini is, in reality, mainly a historic building of primary importance, one of the largest and most important complexes of pre-industrial factories in Molise, today a historic site placed under the protection of Ministry for Cultural Heritage and Activities.

The original and oldest nucleus consists of a Renaissance-era water mill, completely renovated in the 19th century. In the 1920s a part of the mill was converted to make room for the turbines and the annexed premises of a small hydroelectric power station, active until the 1960s, which fed the needs of the neighboring villages of the Upper Biferno Valley. Inside the mill, now a museum space, it will be possible to participate in a bakery workshop.

## Contacts

[www.lapianadeimulini.it](http://www.lapianadeimulini.it)



## Additional Information

The planned activities are perfectly consistent with the logic of environmental sustainability. The path will also and above all be an opportunity to understand how much the integration of human activities with nature is possible, in the past and in the present. The buildings themselves of La Piana dei Mulini have been restored following the logic of green building. All activities are fully accessible, even for people with limited motor functions. La Piana dei Mulini offers meals tailored to different needs and food intolerances. The route has as its objective the enhancement of sites of historical and naturalistic interest but also offers the opportunity to understand how important it is to safeguard local products and traditional knowledge linked to the art of milling and baking. The corn used for the laboratory is an ancient, traditional variety from Molise, which La Piana dei Mulini wishes to enhance and promote together with the "poor" recipes of the regional tradition.

## Why to Choose it?

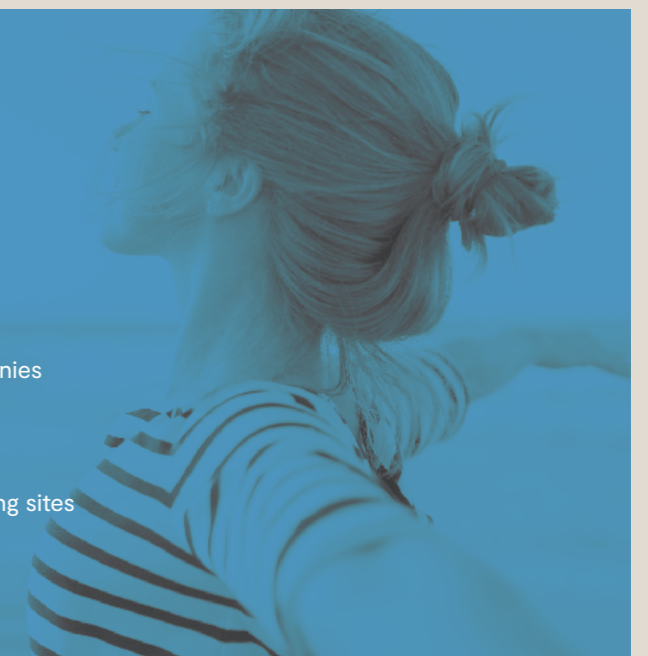
The itinerary includes a focus on the art of milling in antiquity and, in particular, in the Roman world. The Roman mill of the municipality of Saepinum will tell the story of milling in Roman urban areas and the refinement of the canalization and water management system will be better understood thanks to a visit to the nineteenth-century mill of La Piana dei Mulini. The route is extremely easy and suggestive, suitable for everyone. In particular, the proposed activities will be particularly interesting for families with children from urbanized contexts and large cities where there are few opportunities for comparison with ancient milling realities. The bakery workshop will be, in particular, an opportunity to strengthen the bonds between adults and children and stimulate creative and imagination skills.

## Target

- ✓ **Children**
- x **Teenagers**
- ✓ **Families**
- x **Millennials**
- ✓ **Adults**
- x **Over 65**

## Experiences

- ✓ Meal at a restaurant or agriturismo
- x Tasting of local products
- ✓ Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other





# TARAS BIKE TOUR: KM OF STORIES AND EXPLORATIONS BY BIKE

## Proposed by Ethra S.C.R.L.

*Ethra s.c.r.l. is a company specialized in the study, research and enhancement of Cultural Heritage, operating since 2007 in the Apulian area and in southern Italy. The Company avails itself of the professionalism of personnel specialized in various sectors, including archaeologists with specific university curricula in prehistoric, protohistoric, classical and medieval archeology, an art historian and a graphic designer, as well as several external collaborators including experts in museum teaching and tourist guides. The company provides public bodies and private entities with a series of qualified services such as: drafting of archaeological assessment documents in preliminary projects pursuant to art. 25 of Legislative Decree 18 April 2016 n. 50; preventive archeology, urban and extra-urban archaeological excavations; cataloging of archaeological finds in accordance with the directives of the ICCD; didactics of Cultural Heritage for Schools; museum installations and temporary exhibitions; management of archaeological and cultural sites; tourism promotion of the area; organization of cultural events; scientific publications.*

BIKES is a sustainable mobility project that aims to promote the historical and archaeological heritage of the Taranto area through urban exploration on two routes of the archaeological sites of Taranto Underground. Through the enhancement of landscape, cultural, archaeological and food and wine heritage, BIKES proposes a new tourist use of the city of Taranto, slow, eco-friendly and community creator, as suggested by the most advanced European tourist standards. The bike tour ends with an aperitif based on craft beers curated by the independent Hops Beer & Shop brewery.



## Itinerary

- **Archaeological area of Via Marche** (V-III century BC)
- **Genoviva Hypogeum** (4th century BC)
- **Tomb of the Athletes** (6th century BC)
- **Doric temple in Piazza Castello** (6th century BC)
- **Hops Beer & Shop, aperitif**

## Target

- x **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**



## Additional Information

Taras Tour includes the urban exploration of the archaeological sites of Taranto Underground on two wheels. Along the way it is possible to admire monumental funerary hypogea that still preserve the sumptuous architecture of the Hellenistic age. In addition, with the guidance of archaeologists, the itineraries provide a rather comprehensive insight into the history of the city of Taranto. An immersive and exciting experience, in the name of culture, sport and wellness, which will allow visitors to increase their knowledge of the territory, road safety and living in harmony with the environment, becoming ambassadors of the beauties of a city with a thousand-year history. The aperitif is organized by the independent Hops Beer & Shop which will offer artisan beers and local products to cycle hikers. BIKES promotes urban cycle tourism over distances within everyone's reach, educating on the correct use of two wheels in the city as an option for sustainable mobility. Furthermore, BIKES promotes local food and wine with the use of recyclable materials in a plastic-free logic. The activities are compatible with the environment and do not require the use of destructive resources. They promote the slow discovery of the material and intangible resources of our territory in the

## Why to Choose it?

The cycling itineraries in the archaeological areas of Taranto Underground are suitable for a very wide audience; the itinerary takes place over a total length of 11 km, at moderate speed with four stops and has a total duration of three hours. Moving from one archaeological site to another is carried out using the urban cycle paths and the safest roads. The group, consisting of a maximum of 20 participants, is led by 2 tourist guides with the qualification of CONI level I technician for hiking cycle, who are placed at the head and tail in order to guarantee control of all users. The message of "Bikes" is positive, dynamic, sustainable, cultured and, at the same time, popular and accessible to all. It is aimed at a wide and diversified audience in terms of age groups, gender, social background, interests. In short, all those who own a bicycle can participate in BIKES. Those who do not own it can rent it at very affordable prices at shops affiliated with ETHRA SCRL. The use of personal protective equipment such as helmet, joint protectors and high visibility jacket is strongly recommended.

name of taste and well-being. They can be used by families, teenagers, millennials, adults and over 65s with a fair amount of cycling practice. The operators adhering to the proposal for years have practiced, through their production activities, the promotion of the territory and the enhancement of its peculiarities.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

## Contacts

Video: <https://youtu.be/bs6YRwBMYaQ>  
[www.ethrabenculturali.it](http://www.ethrabenculturali.it)

# THE ISLAND, THE SIRENS, THE NAVIGATORS



## Proposed by Ethra S.C.R.L.

*Ethra s.c.r.l. is a company specialized in the study, research and enhancement of Cultural Heritage, operating since 2007 in the Apulian area and in southern Italy. The Company avails itself of the professionalism of personnel specialized in various sectors, including archaeologists with specific university curricula in prehistoric, protohistoric, classical and medieval archeology, an art historian and a graphic designer, as well as several external collaborators including experts in museum teaching and tourist guides. The company provides public bodies and private entities with a series of qualified services such as: drafting of archaeological assessment documents in preliminary projects pursuant to art. 25 of Legislative Decree 18 April 2016 n. 50; preventive archeology, urban and extra-urban archaeological excavations; cataloging of archaeological finds in accordance with the directives of the ICCD; didactics of Cultural Heritage for Schools; museum installations and temporary exhibitions; management of archaeological and cultural sites; tourism promotion of the area; organization of cultural events; scientific publications.*

Guided itinerary to discover the most ancient soul of Taranto: the old city, among the narrow alleys that welcome travelers making them feel in the heart of the Mediterranean, with its sounds and scents. The gaze will linger on the architecture of the noble palaces, on the beauty of sacred art and ancient churches, the ancient hypogea, shapes and oil mills, up to the greatness of the Greek past that relives mightily in the stones of the Doric temple columns. A path between the two seas, the small one with its low marina that hosts the activities of the fishermen, with strong, harsh and engaging colors; and the large sea with its high railing, all stretched out towards the Gulf and the Islands, protected by its stone sirens, visible between the docks. The itinerary ends at the Literary Cafe with an aperitif based on fresh sea products.



## Itinerary

- **Doric Temple in piazza Castello** (6th century BC)
- **Via Duomo** (Churches, hypogea, cloisters, alleys and noble palaces)
- **Cathedral of San Cataldo** (10th century AD)
- **Marina del mar piccolo**
- **Railing of the Great Sea**
- **Literary café, tasting**

## Contacts

[www.ethrabeniculturali.it](http://www.ethrabeniculturali.it)



## Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

## Additional Information

The Ethra guides offer the visitor a historical and archaeological insight into the continuity of life of the old city, without neglecting the more folkloristic and identity aspects of the place such as the link with the sea and fishing. The traveler is accompanied on a walk among the mighty remains of the Magna Grecia Templar architecture, the medieval churches and cloisters and the posterns that divide the fishermen's houses. The tasting of typical products is organized by the Caffè Letterario Cibo per la Mente, in via Duomo, a meeting place where you can enjoy excellent food, listen to excellent live music, or consult a book made available by the Lacitignola sisters.

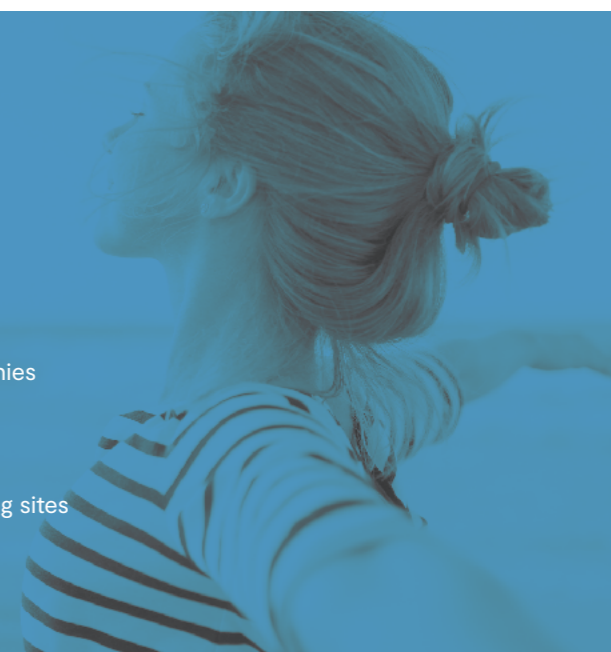
## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

The guided itineraries in the old city of Taranto are suitable for all targets; it is a pleasant experience of walking in the oldest and most characteristic heart of the city where the ancient crafts of fishing, mythonculture and shipwrights are still preserved. The route has a total length of about 2 km between the round trip, does not require particular physical skills and the access to the monuments does not present architectural barriers. The guides / archaeologists use languages and approaches suitable for all types of users, even that of the smallest.

The activities are compatible with the environment and do not require the use of destructive resources. They promote the slow discovery of the material and intangible resources of our territory in the name of taste and well-being. They can be used by families with children, teenagers, millennials, over 65 and are pet friendly; the accessibility of the interior spaces and the presence of toilets accessible to all is guaranteed. The operators adhering to the proposal for years have practiced, through their production activities, the promotion of the territory and the enhancement of its peculiarities.





Nature



Sport

## THE "LAME" ROAD



### Proposed by InCo-Molfetta Association

The InCo-Molfetta Association was born in 2016 to offer mobility opportunities abroad to young people, through the EU's flagship programs. Over the years it has specialized in international volunteering and cultural heritage revaluation projects, thanks to the fact that many young people are hosted in Molfetta due to the ESC and Erasmus + programs in which the association participates. InCo is made up of a board of 3 people including teachers and Euro-planning experts. The operational staff consists of 2 youth workers with numerous experiences abroad. In recent years InCo has often operated as a support to the ideas of young people who were then candidates for EU calls. In particular, in 2020 the staff of the institution focused on the creation of a youth hostel that is still being completed. Since 2016 InCo has been the lead partner of more than 20 EU projects and partners in more than 30. Since 2020 it has been the European project office of the municipality of Molfetta.

### Itinerary

- Lama Martina
- Historical Center of Molfetta

### Lama Martina

The territory of Molfetta is historically surrounded by Lama, these are prehistoric waterways that have left a depression in the ground, making the lands rich in vegetation and biodiversity over the centuries. Even today, on rainy days, Lama Martina, born in the Murgia, fills with water and flows into "1° Cala". In 2020 the Lama Martina natural park was established where it is possible to admire dry stone walls, ancient haystacks, a centuries-old carob tree, olive trees, sorghum, a reed bed and much more. In the Lama has been established one of the largest orienteering routes in Italy as well as cycle and pedestrian paths.

The idea is to offer a second life to this place by making it usable from a tourist point of view with an orienteering activity. The route is already set up with signs and QR code.

### Molfetta Historical Center Spirito and Sandracca

In the heart of the historic center of Molfetta there is one of the very few wood artisans. The "Spirito e Sandracca" workshop was created by a young craftsman "Giuseppe Paparella" who is dedicated not only to the recovery and restoration of antique furniture, but also to the recovery of ancient crafts related to wood that have now been lost. For example, the profession of the so-called "Conzasiegge" chair repairer with whose song he heard his passage, takes its name from an ancient Molfetta funeral march. The historic center has been undergoing recovery for several years, inside the cathedral is located, one of the few examples of Apulian Romanesque. Other attractions mostly unknown to tourists are: the recently restored Torrione Passari (watch tower), the church of Death (burial place before the Napoleonic code), the hanging walk on the walls of the historic center.



### Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

### Contacts

[www.incoweb.org](http://www.incoweb.org)

## Why to Choose it?

This type of experience and path is transversal to all age groups and backgrounds. The orienteering course takes place on foot and is quite versatile. It can be done digitally or not (smartphone).

The route does not present difficulties in terms of height differences. It is an activity capable of involving from the most adventurous sportsman to the more "slow" tourist. Speaking of "slow", participation in the workshop at the artisan shop and a visit to the old city lead the visitor into an atmosphere of ancient rediscovery.



### Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

# TRANSHUMANCE AND ENOGASTRONOMY: FROM DAUNIANS TO SAMNITES

The tratturo Celano-Foggia



## Proposed by Antonio Caso

*Project and communication manager for European projects, with a focus on sustainable development. With a background in historical and geographical studies, he is interested in the ancient tratturi crossed during the transhumance between Puglia and Molise, aiming to highlight their potential attractiveness for slow tourism.*

The tour starts from Foggia, walking the tourists through the legendary city of Arpi, visiting the hypogeum of the Medusa and archaeological area of Passo di Corvo. It then moves to Lucera and Santa Croce di Magliana, both characterized by a millenary wine and dairy tradition.

After visiting the Roman Amphitheater of Lucera, and the civic museum Fiorelli, local products can be found at Cantina La Marchesa (local Cacc'e Mmitte wine tasting) and at Paladino Azienda Agricola Casearia (local treccia cheese tasting).

The next stops are the ancient town of Arx Calela and the lake of Guardalfiera, with a tasting of local products at the butchery by Vito, in Miscisca di Guardalfiera. A Samnite theater and the Italic Temples of Pietrabbondante and Vastogirardi can be visited; Agnone's Caciocavallo and Capracotta's sheep cheese are recommended for tasting at Caseificio Di Nucci and Masseria Conti, respectively.

A visit to the Civic Archaeological Museum of San Pietro Avellana and an excursion to the State Natural Reserve of Montedimezzo conclude the tour.



## Itinerary

- **Foggia; the legendary city of Arpi**
- **Lucera and Santa Croce di Magliana**
- **The ancient Arx Calela and the lake of Guardalfiera**
- **Pietrabbondante, Capracotta, Agnone**
- **Vastogirardi, San Pietro Avellana, Montedimezzo**



## Target

- ✓ **Children**
- x **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- x **Over 65**

## Contacts

[www.antoniocaso.org](http://www.antoniocaso.org)

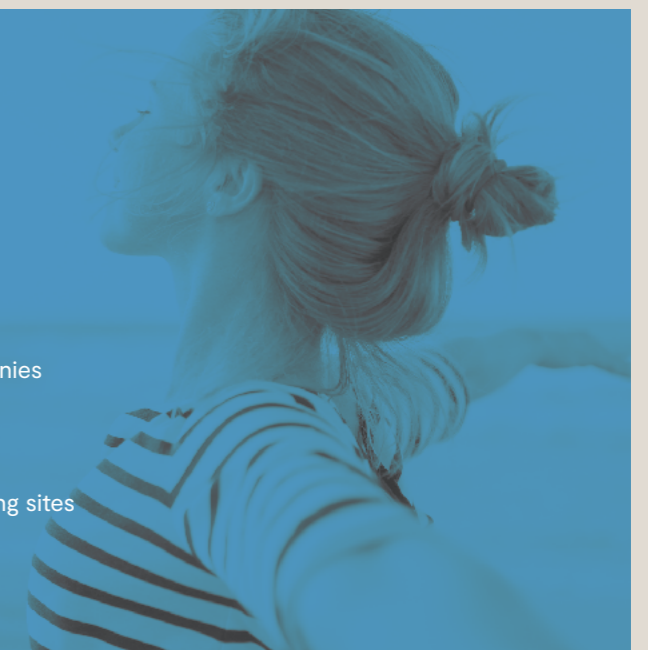
## Why to Choose it?

The proposed itinerary enhances local resources, typically excluded from the main touristic attractions in the area. It promotes local products, some recognized by the Slow Food organization, or as PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication).

The archaeological, cultural and agri-food peculiarities of the proposed itinerary make it undoubtedly suitable for families with children, and adults. Even the excursion routes are not complex, therefore perfectly in line with this target. As for millennials, we must consider their tendency to prefer tourist routes linked to slow tourism and environmental sustainability. Both these characteristics make the proposed itinerary attractive for this target group.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other





# TRANSUMANCE AND ENOGASTRONOMY: FROM DAUNIANS TO SAMNITES

The tratturo Lucera-Castel di Sangro



## Proposed by Antonio Caso

*Project and communication manager for European projects, with a focus on sustainable development. With a background in historical and geographical studies, he is interested in the ancient tratturi crossed during the transhumance between Puglia and Molise, aiming to highlight their potential attractiveness for slow tourism.*

Lucera and Santa Croce di Magliana, both characterized by a millenary wine and dairy tradition. After visiting the Roman Amphitheater of Lucera, and the civic museum Fiorelli, we recommend to stop at Cantina La Marchesa for wine tasting of the local wine, so-called Cacc'e Mmitte. The tour proposes an excursions around the lake of Occhito, with the opportunity to taste the cheese of Pietracatella at the local cheese factory Come Una Volta. Then, tourists can visit the Italic temple (Samnite sanctuary) of San Giovanni in Galdo, a small center of medieval origin that dominates the valley crossed by the Fiumarello river. The Samnite museum in Campobasso is also worth a visit. An excursion to Bojano is highly recommended: settled by the 7th century BC, the town played a major role in the Samnite wars; it is also famous for its water coming from the Biferno river.

### The apple of the Samnites and the ancient center of Duronia

Visit and experience in agri-food companies (Mela limoncella and other products of the territory): Rural Tourism Taberna Agricola.

Guided visit to site of historical-artistic-architectural interest: Colle Ricciuto of Duronia.

### Aesernia, from the Paleolithic to the Roman age.

Guided tour to historical-artistic-architectural site: Isernia's historical center and Isernia la Pineta.

Guided tour of a site of historical-artistic-architectural interest: National Museum of the Paleolithic Age. Excursion on foot, by bike or other ecological means of transport: Excursion to Pesche Oriented Nature Reserve

## Itinerary

- **Lucera and Santa Croce di Magliana**
- **The Occhito lake**
- **San Giovanni in Galdo**
- **Bojano**
- **The ancient center of Duronia**
- **Isernia**



## Target

- x **Children**
- x **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- x **Over 65**

## Contacts

[www.antoniocaso.org](http://www.antoniocaso.org)

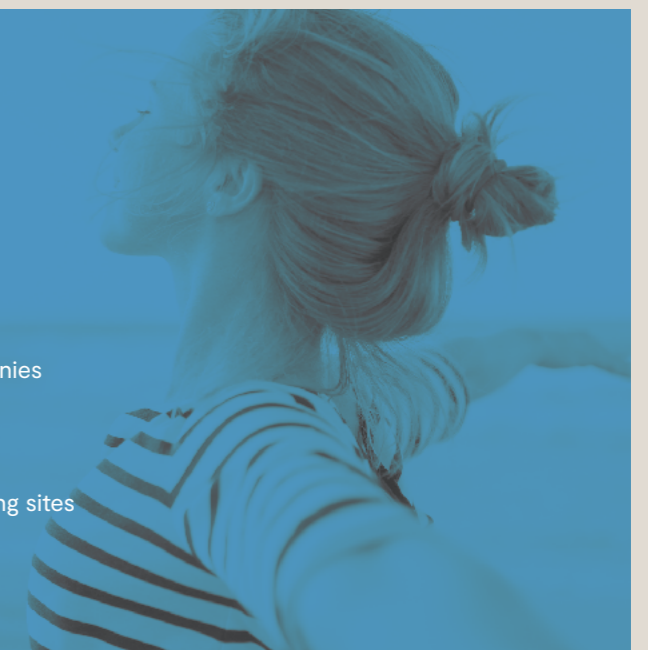
## Why to Choose it?

The proposed itinerary enhances local resources, typically excluded from the main touristic attractions in the area. It promotes local products, some recognized by the Slow Food organization, or as PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication).

The archaeological, cultural and agri-food peculiarities of the proposed itinerary make it undoubtedly suitable for families with children, and adults. Even the excursion routes are not complex, therefore perfectly in line with this target. As for millennials, we must consider their tendency to prefer tourist routes linked to slow tourism and environmental sustainability. Both these characteristics make the proposed itinerary attractive for this target group.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# TRANSHUMANCE AND ENOGASTRONOMY: FROM DAUNIANS TO SAMNITES

## The tratturo Magno



### Proposed by Antonio Caso

Project and communication manager for European projects, with a focus on sustainable development. With a background in historical and geographical studies, he is interested in the ancient tratturi crossed during the transhumance between Puglia and Molise, aiming to highlight their potential attractiveness for slow tourism.



### Itinerary

- **Foggia; the legendary city of Arpi**
- **San Severo, Rignano Garganico**
- **Gargano National Park**
- **San Paolo Civitate**
- **Ururi**
- **Larino**

The tour starts from Foggia, focusing on its pre-Roman period: a visit to the provincial museum of the territory, the hypogeum of the Medusa and the archaeological area of Passo di Corvo are proposed. Then, we move to San Severo, where the Museum of the Alto Tavoliere can be visited. Tasting of local products can be carried out at Alfieri bakery, where tourists can taste local taralli and poperati (a typical spiced sweet from the Gargano area). Masseria Paglicci offers cheese tasting, including the caciocavallo podolico – typical from that area. The Gargano National Park offers not only natural paths to explore on foot or by bike, but also a visit to ancient settlements from the Paleolithic period, as well as from the Daunian and Roman periods. Recently, remains of a huge roman amphitheatre in Pezze della Chiesa (San Paolo Civitate) have been discovered, proving the relevance of the ancient roman town hall of Teanum Apulum. Try the so-called torcinelli at Masseria Difensola; tourists can buy them at the Boutique della Carne by Vincenzo Liuzzi. Following the tratturo Magno, tourists can visit Ururi, an Arbëreshë town in Molise; the Arbëreshë, also known as Albanians of Italy, are an Albanian ethnolinguistic group in Southern Italy, descendants of mostly Tosk Albanian refugees, who fled from Albania between the 14th and the 18th centuries in consequence of the Ottoman invasion of the Balkans. A visit to Larino concludes the tour, with a stop at the Muccillo butchery in San Martino in Pensilis, which excels in the preparation of the Pampanella, another typical product from the area.



### Target

- x Children
- x Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65

### Contacts

[www.antoniocaso.org](http://www.antoniocaso.org)

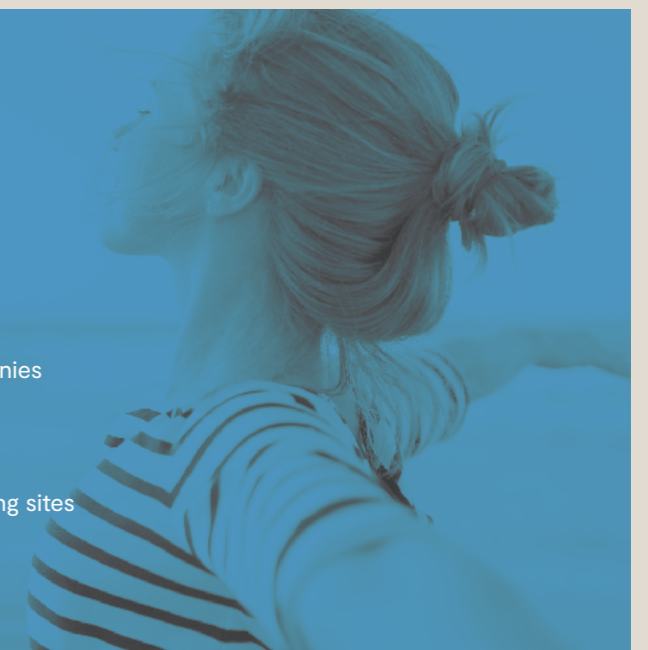
## Why to Choose it?

The proposed itinerary enhances local resources, typically excluded from the main touristic attractions in the area. It promotes local products, some recognized by the Slow Food organization, or as PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication).

The archaeological, cultural and agri-food peculiarities of the proposed itinerary make it undoubtedly suitable for families with children, and adults. Even the excursion routes are not complex, therefore perfectly in line with this target. As for millennials, we must consider their tendency to prefer tourist routes linked to slow tourism and environmental sustainability. Both these characteristics make the proposed itinerary attractive for this target group.

### Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other





Nature



Sport

## TREKKING AND NATURE IN THE VILLAGE



Proposed by  
**Municipality of Campobasso,  
Department of Tourism and  
Culture**

### Itinerary

- **Via Matris**
- **Borgo Antico - Chiesa di San Giorgio**
- **Torre Jaluongo**
- **Piazzetta Palombo**

The indicated route, which winds on Mount Sant'Antonio, even though it crosses the Site of Community Interest (SCI) Rocca Manforte, is completely inserted in the urban fabric of the city of Campobasso. On the mountain, where there is the medieval village, there is in fact a large green area that with its forest cover amounts to 64% of the area. The remaining surface of the site is occupied by strips of grassland, roads and recreational areas. On the north side of the mountain there is the Via Matris, a naturalistic and religious path dedicated to the Virgin Mary, immersed in the green, suitable for trekking and Nordic walking. Not far from one of the entrances of the same Via Matris begins another path that from the Church of San Giorgio (XII sec.), through wooded areas, reaches the remains of the towers and the ancient medieval walls. From the latter it is possible to walk along the alleys and stairways of the historical center that, among churches and palaces, are an ideal place for urban trekking to discover historical places up to the characteristic Piazzetta Palombo. The location in the city center makes it easy to stay in one of the many B & Bs in town from which to walk the path indicated. At the end of the itinerary it will be possible to visit the handicraft stores in Piazzetta Palombo<sup>1</sup> ancient nineteenth-century market of the city, which still represents a meeting place to spend pleasant evenings outdoors tasting local products in a suggestive scenery. In the whole village it is possible to taste a dish with typical products in one of the many restaurants (La Grotta di Zi Concetta, Monticelli, I due fuochi, Osteria Cannavina, Essentia 1 Miseria e Nobiltà, da Mario, Aciniello, Il Potestà, il Sagittario, l'Approdo, Marè, Nonno Cecchino, Trattoria de Santis, l'Angolo Divino) or in the famous artisan ovens known for the production of pizza (Palazzo, Eredi Palazzo and Marzitelli).



### Target

- x **Children**
- x **Teenagers**
- ✓ **Families**
- x **Millennials**
- ✓ **Adults**
- ✓ **Over 65**

### Why to Choose it?

The proposed formula, without requiring special or additional infrastructure, systemizes and enhances existing routes, outside of the most famous national circuits, but offering visitors the chance to live unique experiences in respect of the territory. The center of Campobasso is a few hours by car / train from major airports and Italian ports (Rome, Naples, Pescara, Bari) and, unlike the big cities, offers the possibility of a tourism "slow" able to discover local products and natural beauty and little known art.

The route identified, being in the center of the city, is particularly suggestive because it offers visitors a perfect combination of nature, sport and art. For this reason, it is mainly suitable both for families, with or without children<sup>1</sup>, and for adults, including those over 65.

### Experiences

- ✓ Meal at a restaurant or agriturismo
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



Nature



Sport

# THE WELCOMING MOUNTAIN, THE HEALING MOUNTAIN



## Proposed by CIMENTIAMOCI by Guglielmo Ruggiero

*He is a professional environmental hiking guide who has been working in the field of hiking tourism for years, especially in Molise.*

*With the brand "CIMENTIAMOCI" he proposes all-year-round hiking and training activities, including activities for those who want to try their limits and experience the extraordinary beauty in nature.*

*He is also an instructor of the Italian School of Nordic Walking, a sports activity that he carries out throughout the territory of Molise. He also volunteers for the National Alpine and Speleological Rescue Corps.*

The itinerary proposed the creation of a path connecting natural areas with sites of historical interest. It starts from the church of Santa Maria della Strada, a national monument on top of a green hill in the countryside of Matrice, not far from the tratturo leading to Puglia. The next stop is in Montagano, a small town whose characteristics make it an ideal place to spend a few relaxing days. The territory witnesses the history behind, where art and nature smoothly merge in this corner of Molise.

Particularly interesting is the forest "La Difesa" whose history dates back to an era characterized by brigands and travelers. The conformation of the wood and the marked line of the tratturo that runs through it prove the passage, in past times, of caravans, probably belonging to groups of nomadic peasants, who were attacked and plundered by bands of brigands who found refuge and shelter in the woods. The Bosco del Barone is located in the countryside of Montagano and it is one of the five Regional State Forests. Hiking or mountain biking can be done along the trails of Bosco della Difesa and Bosco Barone, as well as Nordic Walking activities and orienteering in the woods, with adequate restoration and redesign of the trail.

Other places worth a visit include the Abbey of St. Mary of Faifoli, built in the 12th century by a Benedictine community, and the Monumental complex of St. George Martyr.

Restoration and reopening of shelters in the area can be provided, promoting their sustainable use.

## Itinerary

- Matrice
- Montagano
- Petrella Tifernina



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65

## Contacts

[www.cimentiamoci.it](http://www.cimentiamoci.it)

## Why to Choose it?

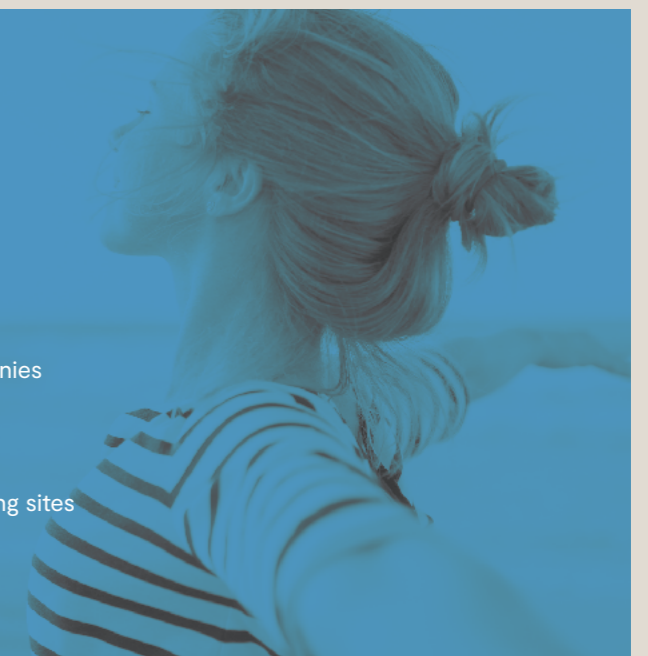
The identified area is full of history and stories to tell, both from the naturalistic and historical/cultural point of view. Several shelters in the area, properly restored, could be useful stopping points to explore the surroundings in a sustainable way. The activities proposed are suitable for anyone who wants to spend time in total relaxation.

Users of mental health services could also be involved in "mountain therapy" activities able to support a Recovery, i.e., a set of interventions aimed at improving the functioning of people with mental disabilities, so as to be able to complete tasks successfully and satisfactorily in their daily life environment with the least possible continuous support.

The proposed activities aim to promote evolutionary processes related to the potentially transformative power of the mountain environment: they will be implemented mainly in small groups (3-12 people) to promote the increase of health and well-being in general.

## Experiences

- x Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other





# MONTENEGRO

# ADVENTURE – ALBANIA & MONTENEGRO



## Proposed by Monte Adria - Mladen Djurisic

*After studies of IT tech, he worked in Vijesti and MAPA marketing agency. Around 2004, he worked in the French capital, Paris in photo agency and film production. Around 2015 he came back to Montenegro and started working in the tourism sector. Today he has a license for touristic guide (tourism entrepreneurship & touristic guide for English and French groups). In the last five years, he worked with many local agencies and launched collaborations with the EU touristic market.*

### Tirana, Kruje, Shkodra (Albania)

Tirana, the capital of Albania, is a city in constant evolution. It experienced an international boom in the post-communism period, becoming a lively city, thanks to its unique atmosphere. Kruja was a stronghold of resistance to the Ottoman Empire in the 15th century. The Ottomans tried to conquer it on several occasions but failed. Skanderbeg defended it heroically. We will visit the medieval fortress of Skanderbeg. In the old bazaar, you will have the opportunity to meet a local craftsman making “Pliss”, the traditional Albanian hat. Head to the most famous restaurant in Albania, “Mrizi i Zanave”. Lost in the middle of a postcard landscape, you will enjoy lunch in an eco-friendly restaurant where all products consumed come from the restaurant and local families located nearby. After lunch, you will reach a pottery factory, where you will see the craftsman at work and even try making pottery yourself. Then, continue to Shkodra, the largest city in northern Albania and former cultural and economic center of the country, which has witnessed many acts of war because of its situation. Shkodra is one of the country’s oldest cities, founded in the 4th century B.C. as the center of the Labeat tribe of Illyrians known by the name of Scodra. It is surrounded by the waters of three rivers; the Drini, Buna, and Kiri. Shkodra is one of Albania’s most important cities and is also known to be the center of Albanian Catholicism, Culture and Harmony between different religions.

### Koman lake (Albania)

After breakfast, travel to the town of Koman and board a ferry across the stunning Komani Lake, a must-see in the country. The lake was formed back in 1970 when two dams were placed. Sail for 40–45 minutes before arriving at Peace Island, enjoying one of the best views in Europe. Start a kayak tour to explore the magnificent panorama of the Albanian fjord. For lunch, join a guesthouse for a traditional meal. Return to Koman in the middle of the afternoon, then take the road back to Shkodra. Visit a Venetian mask factory to discover this Albanian art that exports to the United States and Venice.



### Bar, Godinje, Virpazar (Montenegro)

After breakfast, take the road to Montenegro and reach Stari Bar, one of the largest ports on the eastern Adriatic coast. Visit the city which often changed masters over the centuries – from Byzantium to Turkey to the Slavic and Serbian kingdoms – with over 2500 years of existence, as confirmed by the latest archaeological finds. You will notice many traces left by the Turks.

Reach the historic village of Godinje, located in the heart of the most famous Montenegrin wine region, which is also part of the Skadar Lake National Park.

You will visit a village family who has been producing wine for at least five centuries and enjoy stone houses, forming a unique village which the state of Montenegro has designated as a heritage site – the historic hamlet of Godinje.

Tasting of wines, rakias, liqueurs, and local products in the village. Finally, reach the village of Virpazar, a charming fishing village located on Lake Skadar’s shores.

Collect your gear and start a kayaking excursion on Lake Skadar, considered the heart of Montenegro, it is the largest lake in the Balkan region that stretches across Montenegro and Albania. Free dinner and overnight at Virpazar. Etno Lodge

### Kotor, Perast (Montenegro)

After breakfast, depart for the city of Kotor. Start a guided tour of Kotor, a UNESCO-listed coastal town famous for its Adriatic fjord, city walls and Venetian past. Panoramic tour of the old town, built between the 12th and 14th centuries, and full of historical monuments of medieval architecture. Its beauty is complemented with the multitude of narrow streets, squares, and markets. The old town of Kotor stands out also by the great number of stylishly made gates, palaces of wealthy families, and a great number of stairs. It is considered the best preserved medieval urban entity in the Mediterranean.

Then continue to Perast, one of the strangest and most beautiful places in Kotor bay. Today it is often called the quietest town in Boka. Its narrow streets and numerous, mostly abandoned renaissance and baroque palaces witness the former richness of the Kotor bay. Perast used to be a town of sailors. We can see even today famous stone housed and captain’s palaces standing out. Have a seafood lunch in an eco-restaurant. You will experience one of the few oyster farms in Montenegro and learn the process of raising oysters and mussels on the farm. After lunch, visit the ancient town of Perast, where Peter I learned to sail, and visit the Maritime Museum. Embark on a boat to explore the Bay of Kotor. Visit the famous “Notre-Dame-du-Rocher” cathedral, located on a small island in the middle of the Bay.

### Lovcen, Njegusi, Cetinje (Montenegro)

After breakfast, take the Serpentine Road and enjoy one of the best views over the Bay of Kotor to reach Lovcen National Park. “Black Mountain”, after which Montenegro got its name, rises to 1749 meters of altitude. Start a hike through this national park by an old caravan trail to reach the mausoleum of Petar Petrovic Njegos, at the top of the Mount Lovcen massif. Arriving at the top, you will enjoy the views of the Boka Kotorska on one side and the Durmitor mountains on the other (packed lunch during the hike). Return to the starting point then set off towards Njegusi for a tasting of local products. Njegusi was the birth place of Petar II Petrovic Njegos, and the rest noblemen of the dynasty Petrovic. There is also Njegos’s birth house that was turned into museum, but in that village there is also the famous school which used to famous by the education of people from Cetinje, and it is marked with tourist signs.

Reach Cetinje, Montenegrin historic capital. It scented with the architecture from 18th and 19th century that comes from rich greenery of this small city. During King Nikola’s reign, many embassies were built that give it today’s specific looks. Two of the most representative buildings are the Monasteries of Cetinje and Biljarda. Dinner and overnight in Cetinje, at the Grand Cetijne hotel.

### Ostrog, Donkey farm Martinici, Podgorica, Niagara falls (Montenegro)

After breakfast, take the road to the Orthodox Monastery of Ostrog, a magnificent monastery built in the rocks of Ostroska Greda, carved almost in its entirety in a vertically positioned mountain cliff, dating from the 17th century. For lunch, join an agro-tourism farm also called “the donkey farm”. After lunch, spend time to explore its surroundings. In fact, the farm provides easy access to hidden gems around the Zeta River, the Ostrog Monastery, and the capital city, Podgorica. With environmental visionary, they help guests see the nature and history through new eyes! Then set off for Montenegro’s Niagara Falls-Cijevna and ride up the river. Finally join Podgorica, Capital of Montenegro, for your last night in the Balkans. The name originates in 1326 and it is built amongst five rivers : the Zeta, Moraca, Ribnica, Cijevna and Sitnica. Most of the city was destroyed during World War II, so Podgorica is relatively new, with modern buildings, green spaces as well as parks. Podgorica hosts a number of cultural events and there are many theatres, such as Crnogorsko Narodno, Gradsko and Dodest. Dinner and overnight in Podgorica, at the Union Hotel.



## Why to Choose it?

Our itinerary has a few days on kayak that can be difficult for over 65 and children.

### Itinerary

- Tirana, Kruje, Shkodra (Albania)
- Koman lake (Albania)
- Bar, Godinje, Virpazar (Montenegro)
- Kotor, Perast (Montenegro)
- Lovcen, Njegusi, Cetinje (Montenegro)
- Ostrog, Donkey farm Martinici, Podgorica, Niagara falls (Montenegro)

### Target

- x Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65
- ✓ Other: adventurers, athletes, businessmen/women

### Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

# CULTURAL AND HISTORICAL HERITAGE OF BUDVA AND DURRES IN ALBANIA



## Proposed by Tourist organisation of Budva

*Tourist organisation of Budva operates on the principle of realizing the public interest in the field of tourism without making direct profit. Main tasks of the organisation are: improvement and promotion of the original values of the area of the municipality for which it was established, creating conditions for activating resources on the territory of the municipality.*

In Albania Durres is one of the oldest towns. There you can find a lot of cultural and historical monuments, for example Durres Amphitheatre from Roman period, Durres castle. This monument consists of a single tower and wall, and is referred to in many guides as the Venetian Tower. It dates way back to the 400s. It has the largest archaeological museum in Albania, where you can see all the different civilisations, etc. Tour of the castle in Durres and discussion with guests and then departure for Budva by bus with a stop at the lunch bar. Tour of the old town where, with an audio-visual presentation of the guide, there will be a visit to cultural and historical monuments in and around the old town: museum, where you can find glass cups, silver jewelry, various glass from Roman period. Also, you can find Saint John Church from the 7th century etc. Visit of the Sveti Stefan peninsula, by boat, accompanied by a guide. Panoramic sightseeing of the sea coast from Budva to Sveti Stefan. Arrival at Sveti Stefan and tour of the peninsula. Lunch at the restaurant "Olive" and talk to the locals about last year's season, bearing in mind the situation with the current virus (exchange of experiences with tourists from Albania). Upon the arrival in the port of Budva, introducing guests to the totem located in front of the Old town, which was set up by TO Budva in order to digitalize all the basic information that tourists can find by clicking in the totem. There will also be a discussion about further steps on the way to digitalization of the tourist product of Budva. Presentation of the IT sector of the hotel. Representatives of the mentioned sector will talk about the plans for the 2021 season, among other things, they will post live videos on the hotel's website where potential tourists can see Budva as if they were physically present in the city. Discussing about similarity of Budva and Durres, cultural heritage in both cities and how to improve sustainable tourism.



## Itinerary

- Old town Budva
- Peninsula Sveti Stefan



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- ✓ Over 65
- ✓ Other: Businessmen/women

## Contacts

info@budva.travel

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

## Why to Choose it?

Our target group is older and business people because the main goal, in addition to visiting cultural and historical monuments, is to exchange experiences on improving the tourist product.



# FAMILY AND TRADITION



## Proposed by Trend Travel DMC

Trend Travel DMC was established in April 2007. It has been in business of tour-operators for the past 13 years. Trend Travel DMC is one of the leading agencies in the region. We offer the highest quality service in all areas of tourism. We are recognized by our own fleet of high-class vehicles that will make your tours, arrival or departure more comfortable and safer. Main focus is on a large number of excursions to the most attractive destinations in Montenegro and the region, like worldwide known monasteries, national parks, medieval towns... and much more. Proud members: CTU (Montenegrin Tourist Association), ATACG (Association of Tourism Agencies of Montenegro), UTA Herceg Novi (Association of Travel Agencies Herceg Novi), MOA (Montenegro Outdoor Association – Montenegrin Association for Active Tourism).



## Itinerary

- Danilograd
- Podgorica
- Bar
- Ulcinj
- Skadar, Albania (optional)
- Lješ, Albania (optional)

Visiting family property "Vrelo" of the Dautović family, tour of the Martinići Don's farm, Rakić's House and Niagari Waterfalls, and Old Town of Bar.

As for Albania, we visit the ethno restaurant in Skadar Dea Spathar and we spend two wonderful days in the place of Lješ, which offer accommodation and restaurant Mrizi and crafts dealing with agro tourism.

Ethno house "Vrelo" of the Dautović family, is at Mandići village near Danilovgrad. This household is 100% family business. He is led by a father, three daughters and a son.

Father Veselin is a true encyclopedia and a fantastic guide through historical events and legends of the entire area. All food is organic on the property and they always have fresh fruits and vegetables.

The Martinić donkey farm near Danilovgrad is a good example of the Saveljić family self-sustainable farm. They are engaged in agricultural activities and the preservation of donkeys. The food is organic. On the farm, it can be helped by cleaning the farm, feeding donkeys and grooming donkeys.

Rakić's house Niagara's waterfalls are created near the Cijevna River. They are only 4 Km from the center of Podgorica and they are a great tourist attraction. The restaurant next to the waterfall is called Niagara and has a famous national cuisine. Restaurant "Stara Čaršija" is a new building which is located in the old Bar and was built on the remnants of old houses. This place has huge potential for the development of cultural and active tourism.

Old Bar is one of the oldest settlements in Montenegro at the foot of Rumija Mountains.

Old Olive is currently considered the oldest olive tree in Europe. In 2015, a scientific analysis was carried out, which showed it was 2240 years old. Valdanos is placed 5km from Ulcinj and once described as the main pirates port. Valdanos has the most beautiful olive trees, about 85 000 trees. Here we will visit the man Fatmir Sadiku who makes beautiful objects from olive wood waste. Everything is manually manufactured on this property except glass glasses.



Skadar Restaurant "Dea Spathar" is a beautiful resort surrounded by water, fish and waterfalls with excellent traditional cuisine.

Mrizi and Zanave is a rural household in the middle of the forest next to the place of Lješ. A traditional rural cuisine prepared according to the recipes of our grandmothers and exclusively from purposes produced in the environment.

## Target

- x Children
- x Teenagers
- x Families
- ✓ Millennials
- x Adults
- x Over 65
- x Other

## Additional Information

Each of these restaurants, accommodation facilities and subsidiary properties on this route produce their own food and procure food from the surroundings and represent this part of Montenegro and Albania in the most beautiful way.

## Experiences

- x Meal at a restaurant or agritourism
- x Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- ✓ Other

## Why to Choose it?

Millennials are young people who are desirable to learn, new experiences. They are aware of what sustainable tourism is and how to preserve the country, get to know new places of culture and tradition.

## Contacts

[www.trendtravelmontenegro.com](http://www.trendtravelmontenegro.com)



# FROM BLUE TO GREEN AND BACK



## Proposed by Stane Lazarevic

Local freelance tour guide for English and French since 1988, accompanying groups through Montenegro and Balkan peninsula; general manager of the local DMC company from 1998-2013. I have participated in many IPA projects and in 2015/16, I have worked on two projects regarding development of eco-tourism in Montenegro, Croatia, and Bosnia&Herzegovina as a sustainable tourism expert.

**Lustica peninsula**, located at the entrance of Boka Bay, is famous for its olive groves, blue cave, fisherman villages, stunning views and scenery, peaceful countryside, nice coves and hidden beaches, churches, but also by its prosciutto, rakija-maginjaca, olive oil and cheese in oil. Lustica also has a significant military history with its position guarding the entrance to Boka bay and ports of Tivat and Kotor. Fortresses from Austro-Hungarian period, abandoned submarine tunnels, and much more, all of these 15min away from Tivat airport and 30min away from medieval Kotor. The following places are worth a visit in this area:

- **Bjelila**, a small, quiet place on the Northern side of the Lustica peninsula. Old rural settlement, consisting of 20 old-adapted stone houses that once were storages to keep wine, as well as tools and fishing equipment.
- **Rose**, a charming village, old port at the entrance of the bay. Approachable by sea from Herceg Novi and by land from Tivat. Just a few km away from amazing rural part of Lustica peninsula – old villages and olive groves.
- **Klinci**, one village, 4 small churches, the smallest built in 24 hours. 3 km from Rose, with a nice sea view to nearby Mamula and Arza fortresses, olive groves and with lot of possibilities for excellent accommodation, yoga retreats, wine tasting, rest, hiking.
- **Zabrdje**, small village on the Northern part of Lustica peninsula famous for local dance performances and food tasting.
- **Dobrec**, small beach at the entrance of the bay. Very nice restaurant with sea food on the very shore. Approachable by sea.

- **Zanjice**, well known beach at Lustica, approachable by land and sea, the best place to start your discovery of the outer part of the peninsula if you come by sea, as it is very close to Arza and Mamula fortresses, and famous Blue Cave. Several restaurants on the beach, nice camping site and private apartments for rent.
- **Miriste**, wild gravel beach near Arza fort, famous for excellent food served in local restaurants on the sea shore.
- **Mamula**, built on a small island Lastavica, at the entrance to the Boka Bay. It got its name after an Austrian General, Lazar Mamula, who built it in the middle of the 19th century. The island, and the fort itself, served as a prison in the past, then as a “kingdom of seagulls,” and in the summertime, a very popular field trip destination.
- **Blue cave**, one of the most attractive caves in Lustica, situated between Zlatna luka cove and the Mokra Gora Cape. It has two entrances, it is 9m high, and the average depth is 3-4 meters. Total surface of the cave is 100 sqm. It got its name after an unusual blue color that forms during clear days when the sun rays reflect and bounce off its surface. This is due to the cave’s two openings. Visits possible by boat only.
- **Veslo**, a rocky site, in Veslo bay, camping site, approachable by land and sea
- **Tici**, a small village in the middle of olive groves, famous for its organic olive oil producers, Moric family, as well as the scene for a famous movie shooting in 2016 (Ivan Marinovic, Iglja ispod praga).

**Skadar Lake**, the largest lake of the Balkan Peninsula and one of the largest national parks in Montenegro, located in Zeta – Skadar valley, only 7 km away from Adriatic Sea. Two thirds of the lake belong to Montenegro and the rest to Albania. It is very famous for its diversity of flora and fauna, 270 bird species, 90% of them being migratory and of international importance. Cormorant nest in north swamps and represent one of three most important colonies in the world. Rare and endangered kind of curly pelican nest at floating peat islands in north end of the Lake. In region of Skadar Lake there are 20 monasteries, churches, villages, fortresses and sacred monuments. This lake is witness of Montenegrin history from 11th century up to now.

**Rijeka Crnojevica** – A small village at Skadar lake, in 19th and 20th century it was the biggest Montenegrin port and a leading trade center. Smoked bleak was highly demanded on the Italian market at the time. At the entrance to Rijeka Crnojevića there is a stone bridge called “Danilov most”. The first Print House of Obod, where the first Cyrillic book was printed in 1494 is also part of the history of the place, as well as the first pharmacy but also the first arms factory in Montenegro that were opened here. In the early 20th century, the factory “Marica” produced nacre – pearl made of fish scales.

Reason to visit the place: authentic fish specialties, thematic walks to nearby caves, hills and villages and kayak rides.

**Karuc**, an amazing, small, picturesque, quiet fishing village on the lake Skadar, 15 km from Podgorica, famous for excellent wine and dine offer.

## Target

- x Children
- x Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65
- x Other: adventurers, cyclists

## Itinerary

- Lustica Peninsula & Skadar Lake



## Additional Information

The suggested tours in the Lustica peninsula can be done as a tour package that lasts from 3-5 days, as well as daily trips. If the families participate in a tour of 5 days, the last day those who are older, less fit, or even too young, can spend their time swimming on Zanjice beach (in summer), visiting organic olive oil farm of Moric family or they can help locals in olive and maginje (strawberry tree) picking (in October/November), wine tasting in Klinci village, fishing with famous Bigova fishermen, or yoga retreat in Klinci and row/slow food workshops.

### Bike renting

intravelmontenegro@gmail.com, montagna@gmail.com

### Kayak renting

kayahercegnovi@gmail.com

### Boat trips, boat renting

Brodovi Aleksandra, 068 047 604, maestreteam@t-com.me

### Accommodation, wine tasting, yoga retreats, slow/raw food workshops in Klinci:

Klinci Village Resort - www.klincivillageresort.me, info@klincivillageresort.me - 063 200 045 / 063 200 046

### Apartments and restaurant

#### - Forte Rose

www.forterose.me - info@forterose@gmail.com - 067 373 311

#### - Dobrec beach and restaurant

www.dobrecbeach.me - 067 226 600

#### - Mirista restaurant

www.restoranmirista.com - 069 515 485

### Restaurants in Zanjice

#### - Cuba Libre - 068 505 797

- Porto Adriatic - 060 000 047 - office@portoadriatic.me

- Ribarsko selo, 069 101803 - www.ribarskoselo.com

**Restaurant and apartments in Bigova - Crispolis** 069 357 657

## Why to Choose it?

Small in surface on one side, but amazing as a mixture of cultural/historical heritage, nature, good food, nice beaches to relax, amazing hiking trail to follow, Montenegro is a destination where everything is so close that it suits to different categories of tourists at the same time. Lustica peninsula and Skadar lake both offer endless possibilities for outdoor activities, from very easy to challenging ones. While boat trips and jeep safaris are suitable for everyone, for some other tours – like kayak, especially sea kayak and biking, or a 10km-long hiking trip – one should be very fit. At the same time everybody can enjoy an easy hiking tour following the Olive trail, or just visiting nearby villages or simply enjoying on the nearby beach.

A jeep tour is the best way to have an introduction to the Lustica peninsula, and enjoy the stunning views over the bay.

### Following seagulls to Austro-Hungarian fortresses

After a glimpse of the peninsula from the land, now it is time for an excursion by boat. We go down to Zanjic cove and we will take a boat trip, at first we pass by the fortress called Arza, and then continue to the amazing Blue cave to enjoy a quick swim and dive inside the cave; on the way back from the cave, we continue towards the unique island-fortress Mamula, built during the Austro-Hungarian time. At the end of the trip, nice local seafood lunch in Dobrec cove restaurant.

Step by step through Lustica Villages

An easy hiking tour along the most beautiful walking route on Lustica peninsula. Feel the real atmosphere of the peninsula by walking through the old villages

off the beaten track with an experienced hiking guide, from Radovici - Gosici - Babunci - Eraci - Tici - Zanjic - Miriste. Let the time take you back by visiting at your footsteps pace. Distance in km: 10km (or a shorter one: 2,5km, from Tici-Miriste); it usually lasts 4-5 hours. Visit of the local first organic olive oil producers in Montenegro – family Moric. Olive oil tasting. Discovery of the traditional flavors on Montenegrin coast in cozy ambiance of old olive mill while getting a personal insight in a long tradition of producing highest quality olive oil on Lustica peninsula. All the food served was produced on the farm: smoked prosciutto, different kinds of cheese, olives, olive oil, meat.

**Lustica Adrenaline Challenge by Kayak and Bike - For those full of energy, fans of active vacation, those who are always for challenge**

The first part of the trip is a bike tour up and down the hill from Rose to Miriste with a short break in Klinci village for sightseeing and wine tasting. The second part of the trip is the way back to Rose but this time by kayak, around the peninsula. In between the two phases, we take our lunch and spend some time relaxing on the beach. On the way to the Skadar lake, short visit of Tivat saline, then we continue towards old serpentine road that leads to Rijeka Crnojevica (approx. 2 hours from Lustica). Photo break on 25th serpentine to enjoy the view to Boka bay. Coffee time and visit of Rijeka Crnojevica, up to 45 minutes, then 2 hours kayak/boat ride around the lake, birdwatching. After that, we go towards Pavlova strana, to have another photo break and enjoy the like from above. The last stop is reserved for a lunch in the small village of Karuc.

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- ✓ Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other



Nature



Sport

# GLAMPING IN THE DINARIC ALPS OF MONTENEGRO AND ALBANIA



## Proposed by Montenegro Tourist Service - Marija Jeknić

The Montenegro Tourist Service has operated for more than 14 years and it is engaged in group and individual travels, focusing on quality service. They offer customized programs for FIT travelers, MICE programs, business trips, luxury trips and transfers, as well as special programs and events based on their client requests. They also provide services in other countries (Serbia, Bosnia and Herzegovina, Croatia, Slovenia, Albania, Macedonia, Hungary, Austria, Italy).

The tour starts from the Plavsko lake, the most famous natural attraction of the Plav region, also known as the largest glacial lake in the Balkans. Here the glamping will be organized.

Our glamping program is designed so that visitors get to know this grandiose massif, its beauty and uniqueness as well as possible through various sports activities and cultural and thematic workshops organized during their glamping at the highest peaks of Prokletije Mountain Range. It stretches over the territory of three countries – Montenegro, Kosovo and Albania.

It is part of the Dinaric Alps, which includes three national parks - one in Montenegro and two in Albania. This place is also the border of basins, i.e., watersheds of the Adriatic and Black sea basin. Guided visit to the Redžepagić Tower and mosque. Cooking class and lunch in a local household.

A hiking tour can be organized in the area, with tasting of local food and dairy products. Lunch in a local household.

From Plavsko Lake the tour can be extended to Kosovo, to explore the Bjeshket e Nemuna National park, where mountain-biking and hiking tours can be organized.

From National park Bjeshket e Nemuna we move to our next location for the glamping: Theth National Park. This is the part of Albanian Alps which have a unique natural beauty and ecological value. They constitute a major environmental, economic, cultural and recreational asset for the country.

In 1966, Thethi was declared a national park, with the primary goal of protecting the area's natural biodiversity and managing it in such a way as to preserve representative examples of wild species in their natural state, to maintain viable and ecologically functional populations of native species, and to contribute to local economies through tourism.

Organized jeep safari tour.

Visit of Valbona Valley, which lies at the heart of the Albanian Alps in the municipality of Tropoja. Due to its wealth of plant and animal species and rare natural beauties, the valley was declared a national park in 1996.

The main goal of this kind of protected area is to protect natural

## Itinerary

- Prokletije National Park, Montenegro
- Bjeshkët e Nemuna National Park Kosovo (optional)
- Thethe, Albania
- Valbona, Albania



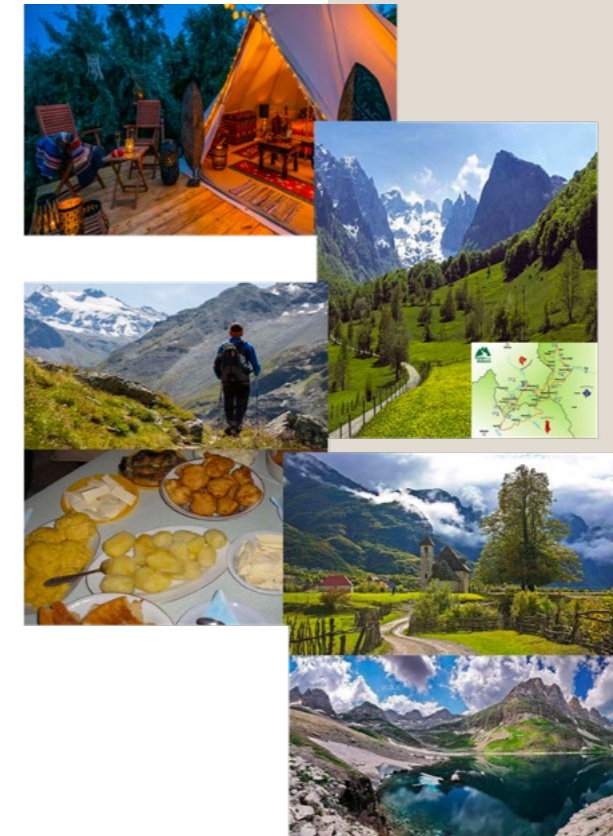
biodiversity, conserve the underlying ecological structure and environmental processes, and promote education and recreation. Organized bird watching.

## Why to Choose it?

This tour is recommended to people who are eager for adventure. People who need vacation. People who are psycho-physically ready. People who want to work and rest in nature, to get to know new countries through work.

## Target

- x Children
- x Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65
- x Other



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other



Nature



Sport

# HIKE & BIKE MONTENEGRO



## Proposed by Montenegro Tourist Service - Marija Jeknić

Porto Montenegro, one of the leading superyacht marina and residential village in the Mediterranean. It is represented by Matija Matijevic, who serves as Marketing Analytics Executive at marketing team, where he has worked since June 2016.

The main activity in this itinerary will be biking. Participants will spend 5 of 11 days on the bike. Planned biking tour are Kotor-Perast-Kotor, Distance 24km; Njeguši-Ivanova Korita, Distance 30km; Ivanova Korita-Cetinje-Rijeka Crnojevića, Distance 30km; Rijeka Crnojevića-Virpazar, Distance 25km; Virpazar-Bar, Distance 27km. Total distance covered on bike 136km.

Supplier will be one of the local agencies and bikes should be Trek 8.2 Dual Sport Hybrid bikes or similar model. This activity is ideal for connecting with the Puglia cycling tour and where participants can visit Alberobello, Ostuni, Lecce, village of Acaya, Otranto, and Gallipoli.

Hiking is planned for 2 days. Planned hiking tour are Kotor – Njeguši, Distance – 8.5km; Ivanova Korita – Njegoš mausoleum – Ivanova Korita, Distance – 10km. This must be realized with experienced local guide.

Participants will have a unique opportunity to kayaking on the sea and the lake. Kayaking on the sea is planned from Perast to Our Lady of the Rocks. Distance is 1 km. Lake kayaking will be organized on the Skadar Lake, this kayak tour is scheduled for 2 hours and will be combined with bird watching. This will be realized with a local supplier and expert for birds on Skadar Lake.

The plan is to include local households in Špiljari and Ivanova Korita. Participants will have the opportunity to try local specialties and spend a day with the local family on Ivanova Korita. Cooking lesson where participants learn how to make local specialty like kacamak will be organized with the local family on Ivanova Korita.

Horse riding will be organized from Skadar Lake to one of the winery nearby and will be organized with local supplier.

## Itinerary

- Kotor
- Perast
- Njeguši
- Ivanova Korita
- Cetinje
- Rijeka Crnojevica
- Virpazar
- Skadar, Albania (optional)
- Skadarsko jezero
- Bar
- Stari Bar



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- x Adults
- x Over 65
- ✓ Other: adventurers, athletes, crew members and expats in Porto Montenegro

## Additional Information

Depending on participants' preferences, planned vacation days and physical shape, this itinerary can be split into few smaller adventures.

## Why to Choose it?

I chose this target group because they are usually young adventurous people. Most of them are from 20-35 years old. They are in good shape because of the nature of their jobs. Crew members have good salaries and I believe they are willing to pay for this adventure and explore Montenegro off the beaten track. The most important is that these people are already in Montenegro and our mission is to make these people want to spend part of their vacation to explore Montenegro. They usually work for 3 months and have one month free.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity: hiking/biking/kayaking
- x Other



Nature



Sport



# KATUNI KEEPERS OF TRADITION

## Proposed by Tourist Organisation of Zabljak

The Director of the Tourist Organisation of Zabljak has a B.Eng. in Environmental Protection. Over 15 years of work experience at the National Park of Biogradska Gora and National Park Durmitor, as an expert associate for ecology, including work at the Visitor Center.

The route passes through typical mountain towns of Zabljak, Plav and Gusinje, located closely to the national parks that are each boasting their own specific and natural diversity. National parks are full of outstanding natural beauty, with their numerous peaks over 2000m above sea level, plateaus, canyons, lakes. Various tourist offers include hiking, photo safari, rafting, kayaking, bird watching, canyoning, cultural heritage tours already popular with tourists. In these charming places, the old way of life is well preserved, with the traditional way of producing dairy products and authentic gastronomy. This route intertwines the authenticity of Montenegro with the neighbouring countries of Albania and Kosovo, which have similar natural resources in the border area, and people in the local community who have preserved the tradition of living and similarly engaging in agriculture and livestock.

## Itinerary

- National Park Durmitor
- National Park Prokletije



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- ✓ Over 65
- ✓ Other

## Additional Information

Above mentioned routes do not currently exist in the tourist offer, and they would attract a significant number of tourists, especially from the Western market, as they are the ones looking for such content. With this offer it is also possible to attract a new target group: eco-tourists. The accessibility of these areas is good, as they are well connected by road infrastructure. This route could be a great link between several national parks: Bjeshket Nemuna (Kosovo) and Volbona Valley and Thetn (Albania).

## Why to Choose it?

Due to the diverse offers, various target groups can stay in these places, as tourist products are already created for different ages and interests, from easy walks for the older population, to more demanding tours for adventurers and adrenaline activities for the younger population.

Staying in rural households and cottages provides good conditions for a longer stay, and in addition to accommodation they can sample local food, learn more about traditional dishes of good quality, that are produced naturally, in surroundings within the national parks.

Visitors can participate in food preparation which adds more experience to their stay.



## Experiences

- x Meal at a restaurant or agritourism
- x Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



# MEET THE CULTURE OF UNIQUE WEST BALKANS

## Proposed by Tourism Organization of Cetinje

Tourism Organization of Cetinje was founded in 2005 as a public body, with the main purpose of promotion and valorization of tourism potentials on a territory of Cetinje municipality as a historical capital of Montenegro, cooperation with tourism and similar organizations which are interested in tourism and hospitality industry, NGOs and public bodies, organizing cultural, artistic, musical, sports and other events, to enrich the overall offer of the city, organize actions to preserve the environment, provide service and other information to tourists and registration of tourists stay and maintaining their data base and statistics. Our mission is to develop and promote Cetinje as tourist destination, primarily as a cultural capital of Montenegro, but also gastronomy destination, considering many original traditional food and wine, with protected origins.

The excursion is a round trip lasting 7 hours overall. Gathering a group at 06:30h, the bus starts at 07am from a parking lot in Cetinje. 25 maximum passengers allowed (according to epidemiological measures).

All the supplies are secured (passports or ID, health insurance, face mask protection, disinfectant, audio guide devices with translation, etc.). Arrival at 10:30am in Lezhe, in front of the municipality building of Lezhe. Meeting the partners and tourist guide from Albania (English language required). From 10am-10:45am visit Snederbeg memorial museum - belong to Gjergj Kastrioti, known as Skanderbeg. He was an Albanian nobleman and military commander who led a rebellion against the Ottoman Empire in what is today Albania, North Macedonia, Greece, Kosovo, Montenegro and Serbia.

As a member of the noble Kastrioti family, he was sent as a hostage to the Ottoman cour. Then, we will visit the Lezhe Castle, which dominates the city, at an elevation of 322 metres. Its highest point is 186 metres. The castle originates from Illyrian times. In 1440 it was reconstructed by the Venetians, and in 1522, after the Ottoman conquest, it was also rebuilt by the latter. From 12:15pm-1 pm visit Mrizi i Zanave Agroturizem; the household is located on almost 3 hectares of land. It offers a farm of cows, ducks, goats, chickens, geese.

Greenhouses, vineyards, olive groves, gardens, etc. were also built. Lunch time from 1:30pm – 3pm at Mrizi i Zanave Agroturizem restaurant, including ecologic and domestic food, domestic wine and juice. Free time in city center from 3:30pm – 4:30pm. Departure time at 4:30pm from Lezhe. Time of arrival at 8pm in Cetinje.

**Cetinje (Montenegro)** is a city with rich culture and historical heritage. On a territory of municipality of Cetinje (including 2 NP, Lovćen and Skadar Lake) there are more than 80% of all Montenegro's culture goods, such as museums, churches, monasteries, monuments etc.

## Itinerary

- Cetinje, Montenegro
- Lezhe, Albania



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- x Over 65

## Additional Information

Developing new cross-border thematic route which is called "Culture route" includes marking all culture and historical goods with touristic signalisation from entering in the municipality to culture attraction, and finally setting up info boards with short description of attraction.

## Why to Choose it?

Project "Culture route" is intended to people who love to travel for exploring culture and historic heritage of one nation. Cetinje has nearly 200.000 day-tourists per year (overnights are not included). According to previous experience related to questionnaires, our targets group are elderly and over 65 years old tourist, which makes about 80-85% of total number of visitors (overnights are not included). They travel to explore culture and historic heritage.

This project is also targeting a younger population whose travel for a school purpose and education. The City of Lezhe have a similar culture offer as Cetinje. With more than 20 monuments and historical places such as Skanderbeg memorial museum, Fortress Lezhe etc. City of Lezhe is even more visited than Cetinje, with near to 1.500.000 tourist per year.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other

# MEET THE SPIRIT OF THE PLACE



## Proposed by

*Aleksandra Petronijević, Independent bilingual (English & German) licenced tourist guide since 2008 and strategic destination marketer in the field of cultural tourism.*

## Itinerary

- **Herceg Novi**
- **Stone village of Herceg Novi**
- **Perast**
- **Kotor**
- **Lastva Grbaljska (Tivat)**
- **Lustica (Peninsula)**
- **Budva**
- **Bar**
- **Ulcinj**
- **Shkoder (optional)**
- **Lezhe (optional)**
- **Kruje (optional)**
- **Durres (optional)**
- **Bari (optional)**
- **Matera (optional)**
- **Alberobello (optional)**
- **Ostuni (optional)**

**Herceg Novi** – a charming coastal town situated opposite the entrance of the Bay of Kotor, surrounded by the beautiful aquamarine sea and the slopes of Mount Orjen, one of the impressive mountains belonging to the Dinaric Alps; famous for its rich and diverse cultural heritage (a unique mixture of local, Ottoman, Venetian and Austro-Hungarian architecture); a town surrounded by its 4 guardians made of huge stone blocks – monumental fortresses; a place rich in beautiful and colourful flora brought by sailors and captains from different parts of the world (mimosa, agave, eucalyptus trees, banana trees, magnolias, ginko bilobas etc.); the city of laughter, festivals, celebrations and gourmet lovers; the city treasuring its tradition and customs; a city well known for its warm hospitality.

**Stone village of Herceg Novi** – a village where the stones share their stories; a place hidden from everyday life at the slopes of Mount Orjen offering amazing viewpoints, walking paths, as well as a unique symphony of sounds from local birds; a village entirely build out of stone slabs from a local quarry; a village where we can find houses with stone roofs; one of the last places in Montenegro preserving old knowledge and skills linked to building stone roofs; a place to experience local hospitality and absorb calm and positive energy; a place famous among the locals for its delicious and slowly cooked food prepared the old fashioned way using wood and a metal bell.

**Perast** – a cosy and unique coastal town directly touching the sea; rich in customs, folktales, legends, captain mansions (a mixture of local, baroque and renaissance architectural style) and churches, having a small local community valuing and actively preserving its material and immaterial cultural heritage; a place where the impossible turned out to be possible through intergenerational cooperation during the construction of the first artificial island- The Lady of the Rocks, proving a high level of dedication and commitment to honoring the efforts of members of previous generations.



It is an ideal place to enjoy a mild climate, slower tempo of life, interact with locals and explore cultural heritage through storytelling.

**Kotor** – one of the most impressive time capsules along the Montenegrin coast; rich in century old buildings and churches; rich in squares (piazzettas) and stone paved streets; each square and street has its own tempo of life, its own memories, its own significance, treasuring a rich mosaic of stories that can't be found in catalogues or brochures but only heard from local guides and members of the local community, since they are the keepers and protectors of Kotor's oral heritage. It is the ideal place for time travel, hiking along the 4,5km long wall, a place of fascinating viewpoints, dishes, traditions, art and crafts everything taking place on a relatively small area that has the unique shape of a triangle, surrounded by a river, the sea and a pond.

**Lastva Grbaljska** – a village in the heart of the Bay, well hidden from modern life on the sunny slope of mountain Vrmac, about 300m above the sea level; a village that exists since the XIV century preserving its authenticity and local tempo of life until the very present day; a village tucked among green forests, herbal plants, cactuses and stones, full of old, traditional drywalls and beautiful gardens full of Mediterranean plants, giving this place a very special charm; it is a place to discover customs, traditions, stories, lifestyles and directly share recipes with hospitable and communicative locals whose doors are always wide open for guests; an ideal place to enjoy the sea view from many different angles while drinking coffee, local herbal plant tee or homemade fruit liquor.

**Luštica** – a peninsula full of charming traditional villages rich in olive and maginja trees as well as small vineyards; due to its mild Mediterranean climate it is one of the most suitable areas to grow the olive variety called zutica, or the golden olive; a place where meadows are fenced with layered stone walls making the scenery very picturesque; the ideal place to meet and visit hospitable and very hard working locals transferring lots of love to the limited spaces offering soil and the grateful soil giving them in return many beautiful organic fruits and vegetables; the right place to experience the lifestyle of olive farmers, how their daily life looks like and which skills they nurture until the very present day.

**Budva** – an old fortified town rich in history and legends.

It is a town with well-preserved medieval atmosphere and an interesting defence system. Residents of Budva had to keep on being inventive for centuries to make sure that pirates keep on having difficulties to reach the inside of the town. It used to be a very famous place for traders from many different parts of the country who came to offer their products in exchange to sea salt.

**Bar** – an open-air museum, a true archaeological treasure along the coast of the country, unlike many other old towns in Montenegro, built a few kilometres away from the sea. Most of the buildings are ruins but display a mixture of influences of several different cultures. It is rich in remains of buildings dating back to ancient times as well as medieval times, still full of secrets attracting many archaeological fans and experts.

In addition, the old town is full of traces of the Ottoman Empire architecture, especially linked to the fortification system of the town. It used to be a very influential trade point rich in olive trees and olive oil. Trade and olive oil made the town prosper for a long time, especially olive oil which was considered to be a very valuable product, besides sea salt.

**Ulcinj** – according to historical data, believed to be one of the oldest towns on the Adriatic coast, in this area the cultures of Orient and the West collided for centuries, which by the richness of the historical inheritance, can be felt in every step. Because of an extraordinary geographical location, mild climate and relief, Ulcinj has been constantly a target of conquerors and in time became an important strategic, naval and economic point.

Regarding the appearance of the town, most significant architectural traces have been left behind by the Venetian Republic and the Ottoman Empire. Since the XVI century it is believed that Ulcinj has turned into a dangerous pirate nest, with a strong fleet and master ships which sailed across the Mediterranean Sea. Therefore, many legends and stories are linked to the lifestyle and adventures of pirates.

The itinerary can be completed with the following additional stops in Albania (Shkoder, Lezhe, Kruje, and Durres) and Italy (Bari, Matera, Alberobello, and Ostuni).





## Why to Choose it?

Current trends on the cultural tourism market show an increased interest among the chosen target groups (millennials, adults and guests older than 65 years) in educational and interactive cultural contents; they desire to broaden their horizons in a fun and relaxed way; they are longing for stories that they can't find online or in catalogues or brochures; they are very likely to travel to destinations with historical, cultural and contents linked to local lifestyles; they highly value the opportunity not to feel like an isolated stranger in a new, unknown place; they appreciate having the chance to meet locals who are going to transform a destination in a place full of friends, a place where they can become a part of the community and feel the authentic spirit of a place.

## Additional Information

"Meet the spirit of the place" route valorises material and immaterial heritage of each chosen location focusing on the spirit of the place and the emotions that are deeply woven into it creating its authentic and emotional atmosphere. This concept of heritage valorisation relies on licensed tourist guides and members of local communities to meet, cooperate and share local stories with guests who are interested in experiencing the spirit of a place and having deep, meaningful and horizon broadening experiences. This route offers tourists the opportunity to become a part of the local community, surrounded by friends who show them all unique elements of domicile culture in a personalized, interactive and educational way in line with the pace that suits the guests best.

## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- x Over 65

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- ✓ Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



Sport



Nature



**PEACE FOR EYES**

**RELAX FOR SOUL**

**SPONTANEOUS CHALLENGE.**

**WILD AND UNTOUCHED NATURE.**

**COME AND ENJOY. DISCOVER...**

### Proposed by Vesna Armenko

*My name is Vesna Armenko. I am an economist. Worked in non-governmental organizations, then in many private firms. My main occupation is marketing in tourism sector. Manager of apartments SUNNY valley. Our apartments SUNNYvalley is situated in Buljarica – coastal village of Budva Riviera. Love to meet people, to share knowledge, ideas and get it back from them. Adore sea and nature that's I live in Buljarica.*

**Buljarica** is named after the fraternity of Buljarevic, which was mentioned in 1423 for the first time, when the nobleman John Buljarevic, together with Pastrovic elders, signed the treaty with Republic of Venice. Buljarica is a coastal village of municipality Budva, with the largest beach in Montenegro, that stretches from hill Resovo to Dubovica. It is a place of wild nature.

Activities include hiking – getting to know place through the wild nature – beach – swimming – panorama view – added value for guests to know the place with close experience.

**Do you know when you come once in Buljarica you will be back again and again.**

Visit monastery Gradiste in Buljarica. Facts: Serbian primer written here, the unique icon of Saint Christopher – the saint has a donkey's head, 900 years of the church of St. Nicholas in the monastery. From this place you will see whole Buljarica as on the palm. Getting to know Buljarica and its beach. Easy walk to below the mountain, where we will stop to photo chamois (if we were lucky to see them on mountain). Going down to the place where the festival “Sea Dance” is held in the summer. In that place was a “Montex” art ceramics factory that made pottery for households.

Lunch in fish restaurant on the very shores of the sea “Galija”. Specialities: all kinds of fish (look how the fish is prepared), homemade olive oil and wine. Swimming in the waves: a unique experience.

We continue on the path through the “Auto camp Buljarica” by the sea. We move towards “Buljaricko polje” also along the path by the sea. Meet with the history of different biodiversity in the field (birds, plants). For the finish a sunset where the sun kisses the sea where the embrace of the sun and the sea breaks in the pupil of the eye.

We return through the “Buljarica field” from the upper side through the hamlet of Golubovici – the place of damp forests, rural meadows – wild nature. Back to apartments in Buljarica. Rest of the day: free time.

### Itinerary

- **Coast of Montenegro - Buljarica**



### Target

- x Children
- ✓ Teenagers
- ✓ Families
- x Millennials
- ✓ Adults
- x Over 65
- ✓ Other: adventurers, athletes

### Additional Information

Developing new cross-border thematic route which is called “Culture route” includes marking all culture and historical goods with touristic signalisation from entering in the municipality to culture attraction, and finally setting up info boards with short description of attraction.

### Contacts

armenko@t-com.me

## Why to Choose it?

The place is for real nature lovers, for people who wants to enjoy peace and calm.

All in harmony with nature. Place for rest and hiking. Guests here can be a part of local community – involved in different activities with locals. They get to know the place through their own experience – peace for eyes – relax for soul that is added value for guests. “Without noise and crowds. It is unbelievable that there are still such places in Montenegro (exclusively for lovers of peaceful holidays)” – what one of guests said.



### Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- ✓ Other: touch wild nature (visit Buljaričko polje)



Sport



Nature



Agrifood

# ROADS OF THE NORTH



## Proposed by Nikolina Zeković

Experienced in all aspect of tourism and hospitality industry, including organization and guiding Montenegrin half day, full days and multiple days tours, managing online sales channels for travel agencies and hotels. Highly motivated with business plans for opening Zero Waste souvenir shop in Montenegro and hosting future Kotor Free Walking tour.

## Itinerary

- **Tunjevo**
- **Krnovo Wind Farm**
- **Ethno Village "Vojnik"**
- **Pošćenje**
- **Đurđevića Tara Bridge**
- **Household "Medojević" - Mojkovac**
- **Imanje Rakočević – Mojkovac**
- **Ethno Village Komnenovo - Plav**
- **Plav Lake, Botanical Garden Velemun**
- **Ali Pasha Springs – Gusinje**
- **Teth Or Valbonë Valley National Parks**

Podgorica Airport is a meeting and starting point of the cross-border route. Just 45min away in place Tunjevo, Tavern "Svera" is reserved for a traditional Montenegrin breakfast. After breakfast and approximately one hour of drive, the next stop is Krnovo Wind Farm with 26 wind generators.

Ethno village "Vojnik" welcomes group for a coffee break and offers adventurous riding for beginners and more experienced riders. When one hour of horse riding adventure is over, next stop is a village of Pošćenje, near Šavnik, which beauty is given by two glacial lakes and Nevidio canyon with Komarnica river. The first overnight stay will be in Eco village "Nevidio" including lunch and dinner.

The second day of the tour is reserved for traditional food and beverages tasting in another town – Mojkovac. On the way to Mojkovac and household Medojević, the first stop will be made on Đurđevića Tara Brigde as one of the most visited and popular attractions in Montenegro. After photo session, the tourist is going to visit Medojević family and depending on season time, will help them in different rural activities. Another popular spot in Mojkovac – Gacka resort is reserved for lunch break and optional fly fishing or free time for sightseeing. The second day is finished with arrival in town Plav in north eastern part of Montenegro.

There, Ethno village "Komnenovo" is reserved for dinner time and overnight stay.

The third and final day, includes sightseeing of Plav lake and visit of Velemun botanical garden, where you can get acquainted with the plant life that is specific to the area of Prokletije National Park. The last place to be visited right before Albanian border is about to be crossed are Ali Pasha Springs, the largest permanent karst springs in Montenegro. The tour to Albania can be enriched with hiking in Teth or Valbonë Valley National Parks.



## Target

- ✓ **Children**
- ✓ **Teenagers**
- ✓ **Families**
- ✓ **Millennials**
- ✓ **Adults**
- x **Over 65**

## Contacts

nikolinazekovic@hotmail.com

## Why to Choose it?

With the change in tourism industry, the massive tourism slowly is being replaced with a selective type of tourism. The interest for the eco-tourism is constantly growing with increase in consciousness for sustainable development. The mix of activities such as sightseeing, horse riding, fishing or rural activities are representing a diversity of this cross-border tour and makes it not just ideal for a family vacation, but for millennials, adults and elderly people.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- x Visit and experiences in artisan shops and local companies
- x Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- ✓ Other: fly-fishing, horse riding

# TOURIST TOUR BOKA BAY – LOVČEN



Proposed by  
**Tijana Maric**

## Itinerary

- Boka Bay
- Herceg Novi
- Mamula island
- Kotor
- Lovćen

The tourist tour begins in Podgorica, the capital city of Montenegro. By bus via Niksic, tourists go to Herceg Novi. The tour of the Boka Bay begins in Herceg Novi, where a tour of all the sights of this city is planned. This city is one of the most visited cities on the Montenegrin coast. Tourists will stay overnight in a hotel.

The next day a boat cruise is planned to the island of Mamula, then a boat ride goes all over the Boka Bay, and after that a break is planned. This trail includes passing through the Verige as well as visiting the many islands located along the coast. Overnight stay is planned in Kotor.

We will spend the whole next day in Kotor.

The next thing planned is a trip to Lovćen, and a visit to the mausoleum.



## Target

- ✓ Children
- ✓ Teenagers
- ✓ Families
- ✓ Millennials
- ✓ Adults
- x Over 65

## Additional Information

All restaurants and hotels offer traditional Montenegrin dishes. Tourists have the opportunity to enjoy a variety of dishes and traditional drinks, that are typical of the Montenegrin coast. You can visit shops with handmade souvenirs, too.



## Why to Choose it?

The tour is suitable for all ages. It is quite interesting and instructive especially for the younger ones to learn something new. In this way the whole family can be together and spend a nice time together.

## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- x Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- ✓ Guided visit to historical-artistic-architectural interesting sites
- x Sport activity
- x Other



Nature



Sport

# VICY - VINTAGE CYCLING TOUR



## Proposed by Multisport akademija Mayer

Multisport akademija Mayer is registered triathlon club which aims to develop triathlon and recreational sport. One of our main tasks is to organize sporting events. For 5 years we are bringing thousands of amateur athletes who spend their holidays with their families in Montenegro. For our contribution to the development of sports tourism, we were awarded the Wild Beauty Award in 2019. We are currently organizing 6 international events and negotiating with the owners of three more licenses that we plan to introduce into our portfolio.

## Itinerary

- Shkoder, Albania
- Virpazar, Montenegro
- Cetinje, Montenegro

### Day 1: Shkoder-Virpazar 75km

Shkoder is one of the oldest cities in Albania, located on the bank of Skadar lake. The city is an important cultural and economical and is also known as the center of the Albanian Catholicism and a perfect proof of the fact that all different religions can adjoin in one country. Shkoder also has historical ties with Montenegro because it was considered the capital of Zeta in the Middle Ages.

Vintage cycling tour starts in Shkoder and takes you across the border crossing Sukobin, Vladimir, Veliki Ostros to Virpazar in the length of 75 km. On the tour you can see Rozafa Castle, Buna river, chestnut forest, but also unforgettable landscapes of Skadar Lake with a visit to old fishing villages such as Donji Murici. Virpazar is a small fishing village, located on the road between Podgorica and the Montenegrin coast, at the confluence of the river Crmnica and Orahovica in the lake. It is also recognizable by local wines, which you can taste in family vineyards and cellars in the center and the surrounding area. Skadar Lake is the largest lake in Montenegro and on the Balkan. The lake has many islands and peninsula with traces of history and valuable cultural heritage. The lake is known for its diversity of flora and fauna. Skadar Lake is a bird's paradise, it has 264 bird species.

### Day 2: Virpazar- Cetinje 82km

Day 2 starts from Virpazar on the old road to Rijeka Crnojevica which is a small village on the same river, known as the Montenegrin Venice. The roads of old Montenegro lead to Cetinje, continue towards Njegusi, then through the Lovcen National Park and across Ivanova korita back to Cetinje. The length of tour is 82km. Cycling through 2 National parks, Skadar Lake and Lovcen, you have the opportunity for unforgettable photos of old mills, beautiful nature, sharp mountain peaks but also breathtaking views of the Bay of Kotor. The tour ends in Cetinje, former royal capital of Montenegro with rich architecture and urban heritage. This tour is part of the EuroVelo 8 Mediterranean Route.



## Target

- x Children
- x Teenagers
- x Families
- x Millennials
- ✓ Adults
- x Over 65
- ✓ Other: Adventurers/athletes; Businessmen/women

## Why to Choose it?

Vintage cycling tour is for people that are not afraid to go back in time. They will ride old aluminium bike (produced in the mid-80s) and dressed as cyclists were dressed in that period. There are no carbon frames, disc brakes, holders for phones and GPS, carbon wheels. They will enjoy in their support vehicle produced in the same period of the last century awakening the memories of some ancient and more peaceful life. They will eat food produced in the same way as it was 40 years ago and through this route they will get familiar with the history and culture of this area. With one eye on Skadar Lake and the other on Lovcen mountain they will find inner peace forgotten in their daily duties.



## Experiences

- ✓ Meal at a restaurant or agritourism
- ✓ Tasting of local products
- x Eno-gastronomic laboratory
- ✓ Visit and experience in agri-food companies
- ✓ Visit and experiences in artisan shops and local companies
- ✓ Excursion on foot, by bike, or other ecological means
- x Artistic exhibition or artistic laboratory
- x Guided visit to historical-artistic-architectural interesting sites
- ✓ Sport activity
- x Other

This project is co-financed by the European Union under the instrument for Pre-Accession Assistance (IPA II).

This document has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this publication are the sole responsibility of project partners and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.

This document is not for commercial use and is merely intended as a study report of inspiration for future possible itineraries. The intellectual property of each of them is attributable to their creators. Texts and Photos have been prepared and selected by participants and arranged by the Project Partner staff.



