



**MAGNA GRECIA MARE**  
promotion and enhancement of common maritime culture

## A COURSE ADDRESSED TO YOUNG OPERATORS FOR THE DEVELOPMENT OF THE MARITIME TOURISM LABORATORIES AND METHODS FOR SUSTAINABLE COASTAL TOURISM

### ... WHAT'S ABOUT

The seaside tourism is still today a "product" that is sold on the international tourism market through the driving force of the three "S": Sand, Sea, Sun. A simplistic way, and often damaging to "sell" an area "of land and sea" which is full of traditions, cultures, histories, and wealth and of which the only and unquestioned guardian remains the local community. The latter, if on the one hand "is submitted" to the combination of sea - fun in the name of a certain economic development, albeit for a limited period of time, on the other hand it remains a jealous guardian of its cultural heritage, representing a huge growth potential, which remained unconscious and therefore, unexpressed.

The needs dictated by the requirements of the coastal mass tourism, risk to cancel, especially among the younger generations, the knowledge and the "value" of the origins, history, culture and everything that a coastal area can offer, in addition to an umbrella on the beach, the consequent loss of that common identity that paradoxically should draw energy just from the element "sea", by avoiding thus the disruption of the community and with it the dispersion of the knowledge, decisive factors for a smart, economic and social growth of the territories and local communities.

### Targets

To increase skills, knowledge and capabilities of local coastal communities, for a sustainable and quality, informed and aware, integrated and integral tourism proposal.

### Partner

**Association Magna Grecia Mare** for the preservation and dissemination of the traditional seafaring and sea practices and for the protection of the marine environment.

**AITR - Italian Association for Responsible Tourism:** It promotes the culture and trips practices for Responsible Tourism.

**Agriplan Ltd:** It's a studies and services society that operates within the agri-food supply chain and the integrated and local development.

### DETAILS

#### AIMED AT

It is addressed to the representatives of the local communities who want to acquire basic skills and tools to become mentors of the identity heritage of their own territory within the local communities to which they belong and, above all, to be made aware, informed and conscious "cicerones (tour guides)" of those who, tourists, travelers, estimators, casual passengers explore the coastal areas by crossing the boundary line between the shore and the "land of the sea". The skills acquired will form the basis so that:

- ✓ the tourist reception is authentic and quality;
- ✓ it is possible **to build active networks of collaboration between local actors;**
- ✓ through the leadership of **the local communities**, tourism it is possible to contribute to a **right economic development for the total and exclusive benefit of the territory.**

#### PARTICIPANTS

Max 20 units.

#### THE PROFILE REQUIRED

Resources that are already working in the tourist receptions services (accommodation, catering, representatives of cultural associations, accredited tour guides etc.). Operators of commercial and productive activities traditionally linked to the "tourism of the sea" (tours of fishing, recreational fishing, excursions,...). Candidates must operate in Puglia and in the Ionian Islands.

#### COSTS

The course is completely free of charge. For those who come from outside of the Province of Lecce is provided a reimbursement of expenses for travel, meals and accommodation costs.

#### DURATION AND LOCATION

From 3 to 7 June 2014 at Tricase Porto (Lecce): 35 hours divided into daily sessions of 7 hours.

*At the end of the workshop will be given an attendance certificate of the AITR - Italian Association for Responsible Tourism.*



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### PROGRAM

#### FIRST MODULE

##### The community based responsible tourism

1. What does the community tourism mean and how is it done. The community based responsible tourism as a new form of tourist reception. Theory and ... best practices.
2. The participants are involved, check -up and group analysis, we aim to let emerge critical issues and ambitions.
3. Well, but from where should I start? The map of the community considered as a first step: the instructions for use.

#### SECOND MODULE

##### To be the hosting local community: the importance of "networking into a system"

1. From local community to become a network: best practices and group dynamics to build a system of relationships as the main driving force for the development of the territory.
2. Instruments and methods to know and to enhance the knowledge of the territory. To increase awareness of the common identity through the knowledge of the cultural and landscape heritage of the coastal territory.
3. Knowing how to communicate and not just to sell. The communication with the visitor. Neither tourist nor holiday maker. Methods to improve the communication towards the guest.

#### THIRD MODULE

##### Not holiday but experience, the experiential tourism

1. Marketing of the experiential Tourism.
2. The reception along the coast. That is proposals for diversification of the "seaside holiday" for the development of sustainable coastal tourism.
3. Focus on local resources: food, culture and territory - the experience through taste.
4. Best practices of experiential tourism.
5. Let's design together.

#### FOURTH MODULE

##### How to promote the community based responsible tourism

1. Going beyond the "travel catalog", let's put aside the "paper".
2. Tourism and the web. Basic rules for the proper management of 2.0.
3. Social networks.
4. How do the social networks work (*tripadvisor*, ... ).
5. Analysis of the promotional activities of some participants.
6. "Practically" how we promote the community based responsible tourism: a comparison of ideas.

#### FIFTH MODULE

##### Doing business, doing business network

1. How to organize oneself? From informal networks to community cooperatives.
2. Designing the development of a business (from the mission to the promotion).
3. Which type of company? Ltd., cooperative societies, consortia, business network, and so on.
4. Funding programs: business start-up; development of existing enterprises; business networks.

### APPLICATION

1. Complete the attached form.
2. Attach your originally signed curriculum vitae with a copy of your identity document.
3. Write us a letter in which you explain why you want to participate (max 500 characters including spaces).
4. Send the documentation via e-mail at: [info@agriplansrl.it](mailto:info@agriplansrl.it).  
*By way of confirmation of receipt you will receive an email with an identification code of your application.*
5. **You have time until Friday, May 16, 2014 for application.**
6. The list of selected applicants will be released on 20 May on the website: [www.magnagreciamare.it](http://www.magnagreciamare.it)



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### SELECTION CRITERIA

INDICATOR	SCORE (MIN-MAX)
Age between 18 and 35 years	5
Age over 35 years	0
Compatibility of the skills with the course topics	0-10
Motivation letter	0-10

### References and information request

E-mail: [info@agriplansrl.it](mailto:info@agriplansrl.it)

Phone: +39.080.5484273

### ABOUT US

**Association of Magna Grecia** for the preservation and dissemination of the traditional seafaring and sea practices and for the protection of the marine environment. The Magna Grecia Mare is engaged in the discovery and promotion of an age-old seafaring culture with an immense traditions heritage and an uncontaminated nature. Tricase Porto, the ancient Portus Veneris, hosts the headquarters, the "Scuola di Vela Latina (Sailing School)" and the "Museo delle Imbarcazioni Tradizionali e da Lavoro (Museum of Traditional Boats and Work)". Today it is also the headquarters of the Eco- museum called "Porto di Tricase - Eco-museum of Venus" (Puglia Regional Law 15/11).

[www.magnagreciamare.it](http://www.magnagreciamare.it); [info@magnagreciamare.it](mailto:info@magnagreciamare.it)

**AITR - Italian Association for Responsible Tourism** is an association, a kind of an associative institution, which has no lucrative purposes, directly or indirectly. It acts to promote, qualify, disseminate, search, update, protect the cultural contents and the resulting practical actions related to the term "responsible tourism". It promotes the culture and the practice of travels of a responsible tourism and supports the understanding, the coordination and the synergies between the partners. Adhering to the AITR agencies about 30 members, between tour operators and travel agencies.

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

**Agriplan Ltd.** It's a studies and services society that operates within the agri-food supply chain and the integrated and local development with emphasis on its interactions with the economic, social and cultural system. The main activities are: studies, researches and services; development and promotion of agri-food products; sustainable tourism; integrated local development; training.

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

*The initiative is consistent with the project Magna Grecia Mare - Promotion and enhancement of common maritime cultures, a project financed with funds of the European Territorial Cooperation Program Greece - Italy 2007-2013. Magna Grecia Mare is an idea and a project completed by the Puglia Region and the municipalities of Corfu, Giovinazzo and Tricase that, always consider the sea as a primary resource for the coastal communities. The small community of fishermen and the small fishing villages are a huge container of knowledge, integrated with the hinterland, to be enhanced for the purposes of a qualified and sustainable tourism development.*



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**Attachment A**

**CALL FOR APPLICATION**

The Undersigned \_\_\_\_\_, born in \_\_\_\_\_ on \_\_\_\_\_ Tax  
Code \_\_\_\_\_ residing in \_\_\_\_\_ Prov. \_\_\_\_\_ via \_\_\_\_\_  
n. \_\_\_\_\_ phone \_\_\_\_\_ fax \_\_\_\_\_ e-mail: \_\_\_\_\_

I hereby present the application request to attend the following course: **“Corso per giovani operatori per lo sviluppo del turismo del mare”**.

I enclose the following documents:

- 1) The curriculum vitae updated and originally signed.
- 2) A copy of a valid identity document.
- 3) A motivation letter (max 500 characters including spaces).

Place and date

**Signature**

\_\_\_\_\_

**Processing of personal data:**

Declares lastly to be informed, in accordance with Article 13 of the Italian Legislative Decree No. 196 of 30/06/2003, that the collected personal data will be treated, with or without the use of computer systems, handled by persons authorized to this end and with appropriate security measures, within the proceedings activated by this accession and in accordance with the regulations in force.

It should be noted that the provision of such data is compulsory in order to establish the concerning proceedings and that these will be disclosed to third parties to the extent and in the manner required by the law currently in force in the matter. **Authorizes the inclusion of data concerning the tourist structure, shown inside the frame, in the list of the structures participating in the initiative "C.E.T.A. Quality Tourist Services Card" and authorizes in addition their diffusion and dissemination via internet as well.** Holder of the processing of personal data is AICAI Chamber of Commerce of Bari - Via Emanuele Mola, 19 - 70121 Bari, the subject that it is possible to contact on the possible exercise of the rights provided for in the Italian Legislative Decree n. 196/2003.

Place and date

**Signature**

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