



**Be.CULTOUR**  
Beyond cultural tourism

# Basilicata, Italy

## Action Plan



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## PREFACE

*The BeCultour action plan is intertwined with the strategic planning activities of APT Basilicata. It is deeply connected to what we've been working at during pandemic and lockdown, and to what regional tourism had learnt after 2019, the most important year for the tourism sector in Basilicata. During 2019, when the city of Matera was European Capital of Culture, some strengths and weaknesses emerged. Travel economy and flows were concentrated in "stronger" areas like Thyrrenian and Ionian coasts, and in the highly dynamic Matera, where arrivals and overnight stays had grown more than 200% in less than 5 years. The rest of the region didn't share those trends, showing the limit of a region with stunning beauties and possible tourist resources scattered all around, but not connected to each other. Moreover, despite the "international" stage, in the city of Matera foreign tourists were stuck at the relatively low rate of 30%, and only 12% in the rest of the region. Considering the importance of foreign tourism for the regional travel economy and in order to trigger the tourism potential of areas where environment and historical heritage were just sleeping assets, and not yet "resources", we had two keywords to follow: integration and internationalisation. A third one was added: innovation, in order to keep the pace of a very competitive tourism world.*

*In such framework, while pandemic was showing itself with the dreadful consequences on the whole world, we worked at Be.Cultour project activities having clear in mind the added value coming from an international network of regions interested in topics as cultural and environmental heritage, circular economy, equity and diversity, sustainability, innovation, citizens' participation, cooperation, and so on...*

*Project actions have been targeted to the North-East part of Basilicata, with a core around Vulture mountain and the higher part of Bradano river valley. This area has emblematic meanings not only for Basilicata tourism, but also for national policies for inner areas. It has historical heritage covering all human's history, villages with wonderful cathedrals and castles, environmental resources, rich food and agriculture, international renown wine cellars, ... all assets not yet organised in an integrated touristic offer; all of them still unconnected to other touristic areas like Matera, that is at a distance of less than one hour driving.*

*With the deployment of project activities, the Pilot Heritage Site showed some further potentialities and some limits, which are described in the action plan. The former are, for instance, in the interest that institutions have shown towards the process; the latter are due to depopulation and to the lack of SMEs which might be the activators of innovation processes. It is, in other words, a very challenging area, and for its peculiarities, it is giving the opportunity to make this action plan a symbol of policy making in sustainable strategic tourism development for inner territories.*

Antonio Nicoletti  
Director APT Basilicata

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## What makes us unique? Introduction and context.

### Pilot Heritage Site – short characteristic

Be.CULTOUR will promote the Vulture - Alto Bradano area, a part of the Basilicata region that is very precious for its several cultural sites and its archaeological and architectural heritage and famous for its naturalistic and gastronomic resources (Mount Vulture, Monticchio Lakes, Aglianico wine, etc.). The area is crossed by the Via Appia Antica Romana 'Regina Viarum'. The area is particularly suited to the development of a circular cultural tourism offer and embraces its location at the crossroads of natural, historical and artistic itineraries.



Complesso della Santissima Trinità (Chiesa incompiuta) di Venosa (PZ)

### Tangible and intangible cultural heritage - including visitor hot-spots

The Vulture - Alto Bradano area, the pilot heritage site of the Basilicata, also accounts for about 25.5% of the total number of natural and cultural assets in its Regional area. The highest peak is Vulture (1326 m) an extinct volcano, whose activity stopped in the Pleistocene, resting on tuffaceous and clayey rocks. On its slopes is the old crater now occupied by the Monticchio lakes. One of the most important centres is the city of Venosa, the birthplace of the famous poet Orazio, with an archaeological heritage of great importance for Roman history. In the area there are signs of the passage of Emperor Frederick II of Svevia, who had important fortresses and castles built in southern Italy, such as those at Melfi and Catel Lagopesole, which are now important archaeological museums in southern Italy. Among the many historical villages in the area, there is also the famous city of Acerenza, with its magnificent cathedral, which in the mediaeval period was an important centre for the history of southern Italy. Both Venosa and Acerenza belong to the network of the most beautiful villages in Italy.

Today, it is one of the most dynamic areas in the region, rich in mineral water springs, land used for the cultivation of vines for the production of Aglianico doc wine, and olive groves for the production of dop extra virgin olive oil and for the presence of industry. The automotive industry of the FIAT brand has been present in the area for over 20 years.



## Existing development strategies and identified gaps

The Vulture - Alto Bradano area needs an enhancement of the tourist offer, especially in towns and small villages that could invest in the enhancement of cultural and natural resources, to generate new youth employment.

The presence of the automotive industry has profoundly marked the orientation of investments and work in the area, so that many young people have not invested in the development of the area and in tourism chains. Today there is a need to rebuild a cultural relationship with the area also from an economic perspective, supporting sustainable tourism development, in line with the principles of circularity. The three-year Touristic Promotion Plan (2021-2024) promoted by the APT Basilicata, plus the investments of the Next Generation EU funds dedicated to this area go in the direction of enhancing the natural and cultural heritage to generate new offers of sustainable and responsible tourism, keeping in the foreground the areas of innovation promoted by the Be.Cultour project, with the involvement of local communities and public-private actors in the area.

Tourism in Basilicata has been hit by the effects of the pandemic right after a very prosperous phase: in fact, between 2009 and 2019, tourist arrivals increased by 44.8%, 27 p.p. more than the Italian average (17.8%), placing the Region first nationally in terms of growth. This figure was strongly driven by the record-breaking increase in foreign tourists, who registered +234.2% in the same period. In line with the rest of the country, Basilicata also subsequently recorded a setback in the change in tourist arrivals in 2020, with a value of -49.7%, which is slightly below the Italian average (-52.3%).

The success of tourism in Basilicata in the pre-pandemic years was strongly influenced by the investments and projects connected to the Matera European Capital of Culture 2019 initiative. The success of this initiative, however, needs to be increasingly consolidated into stable and widespread medium-long term economic value for the territory.

Consequently, Basilicata still remains one of the Regions with the lowest impact of Added Value of tourism on the regional total. In fact, it ranks third last on a national scale in 2018 with a value of 3.3%, below the Italian average (3.9%) and that of Southern Italy (4.4%).

The Region is still suffering the effects of a lack of valorisation of its cultural and environmental resources. These include:

- a local agrifood production of excellence, which has over 70 quality certifications and shows a positive inclination towards the organic sector (21% of the total agricultural area is used for organic crops) . Basilicata ranks 2nd in Italy for the share of added value of the agrifood sector in the total regional economy, with a value of 7.3% (2.6 p.p. away from the Italian average of 4.7%).
- the presence of multiple protected areas, covering more than 194 thousand hectares, which place the region first nationally in terms of the number of protected areas per capita (0.35 hectares per resident vs. 0.10 national average)
- a low population density (55 inhabitants per km<sup>2</sup>), which makes it possible to comply with the new hygiene, safety and spatial requirements, while at the same time guaranteeing adequate protection of the region's natural landscape;
- an important cultural heritage (embodied in Matera), but also bathing heritage, which has allowed five Lucanian beaches (located in the municipalities of Bernalda, Maratea, Nova Siri, Pisticci and Policoro) to obtain the 'blue flag', a prestigious award assigned by the Foundation for Environmental Education certifying water quality and bathing services.

Despite this heritage, the municipalities of Basilicata spend an average of EUR 11.1 per inhabitant to finance cultural activities, far below the national average (EUR 19.4). The regions that spend the most on culture are those of the Centre-North: for example, Trentino-Alto Adige

spends 50.2 Euro per inhabitant, followed by Friuli-Venezia Giulia (37.7 Euro) and Emilia-Romagna (33.1 Euro).

The Basilicata Region is already moving towards the definition of a regional tourism strategy, as shown by the **Basilicata Tourism Marketing Strategic Plan 2022-2026** presented by APT on 10 November 2021. The strategy aims at developing regional skills to enhance local excellence, leveraging on a digital transformation of the tourism industry and improving the hospitality service. In fact, the APT's plan includes the **Pact for Hospitality**, which sees a promotion and communication strategy articulated by segment and target, not only to the outside world but also to locals. A space dedicated to root tourism, for Lucanian ambassadors outside Italy, has also been included.

In line with the strengths and weaknesses identified during the participation to European projects (see Labelscape project in Sub-action 4.1 and thematic project in Sub-action 4.2) and in harmony with the Strategic Plan for Tourism Marketing, the following proposals have been drawn up, which aim at enhancing the regional heritage for the purposes of repositioning in the tourism market, in line with the new consumer demands.

In this context, the goals to be achieved for strategic development of sustainable cultural tourism in Basilicata are:

1. Moving from Marketing Policies to a **Destination Management (DMO)** territorial strategy.

The DMO represents the coordinated management of all the elements that make up a destination (attractions, access, marketing, human resources, image and prices). In Italy, those that are defined as DMOs in the strict sense of the term - including, first and foremost, regional promotion agencies - deal primarily with marketing and communication activities aimed at increasing tourist flows. The **Destination Officer**, on the other hand, is a figure who:

- has the tools to measure, assess and manage the negative externalities of tourism for both economic operators and local communities, in order to maximise the economic but also the social benefits of this sector;
- it is able to manage the image and identity of the Destination through a promotion and communication process that focuses on a unique and stable Brand Reputation over time. This is why the Destination Office is also involved in promoting initiatives for the development of active citizenship. In Italy, the most up-to-date version of the Regulation for the Shared Management of Common Goods<sup>1</sup>, drawn up by Labsus following the experiences gained in recent years in which about 250 municipalities have adopted this legal instrument, provides for the establishment of Neighbourhood Committees, which, set up in association, may propose to the municipality collaboration pacts, in particular concerning interventions for the shared care, regeneration and management of urban common goods, also involving other citizens and organisations interested in projects. Neighbourhood Committees are bodies of participation and consultation and represent a strategic choice for the dissemination and rooting of collaborative practices in valorizing cultural assets through care and regeneration actions activated by citizens. The objective is to build a matrix structure capable of stimulating dialogue between different actors in which neighbourhood committees represent the first interlocutors between citizens and public institutions. This realities assume particular interest from a tourism perspective, first of all considering that modern travellers increasingly value involvement in local life. Promoting projects that place citizens alongside tourists in paths of rediscovery of the territory's heritage can foster a better experience for tourists, but also a continuous rediscovery of their own identity by citizens. Being aware of local identity allows its

<sup>1</sup> [https://www.labsus.org/wp-content/uploads/2018/05/REG\\_Beni\\_comuni\\_versione3.0.pdf](https://www.labsus.org/wp-content/uploads/2018/05/REG_Beni_comuni_versione3.0.pdf)

enhancement over time without communication distortions and to follow a correct strategy for the protection and enhancement of territorial heritage;

- it works in synergy with stakeholders, being fundamental for 'networking' and building relationships with all those interested in the development of tourism in the destination (businesses, institutions, universities and associations).

In order to make Basilicata a leader in this new concept of tourism, ad hoc training courses could be launched for the Destination Officers of the Future within existing structures, for example the Academy for Tourism within the Hub San Rocco in Matera.

APT could be the reference body within which the regional Destination Management structure is placed. A strategic and operational pivot role with the regional structures could also be played by other relevant stakeholders (such as Sviluppo Basilicata).

In order to implement and operationalize the above goals, project activities will be identified, also considering existing projects, to favour the dialogue, support and collaboration of the various stakeholders in the Basilicata region:

- **mapping and analysis the existing sustainability initiatives** in the tourism sector, with a focus oriented towards the MED area, and the elaboration of Facts & Figures on the state of the art of the sector in Italy and Europe;
- **thematic workshops** to activate and favour comparisons and exchanges of experience vertically (among institutions, businesses and organisations) and horizontally (among stakeholders of the same typology), providing also the opportunity to promote good practices;
- **drafting of Policy Brief and other strategic documents**, in order to systematise and harmonise the points of view of all relevant stakeholders (considering also materials collected in the above-mentioned thematic workshops and in local meetings), defining priorities and specific roles to outline strategy recommendations on the implementation of circular and sustainable cultural tourism;
- **implementing digital tools**, such as multitasking platforms, both to collect data for a shared database for tourism operators and also to create opportunities for dialogue and exchange of ideas between different stakeholders. Digital platforms should be used as governance tools able to support the process of strengthening and developing multilateral cooperation frameworks in the Mediterranean region for joint responses to common challenges and opportunities<sup>2</sup>, facilitating the exchange of information, knowledge and experience also in other fields of sustainable cultural tourism in Europe<sup>3</sup>;
- **organising seminars, communication events and alignment meetings on the project**, to share, discuss and communicate the outputs of the implemented initiatives not only with the other European Partners but also with external actors.

Furthermore, The Strategic Tourism Development Plan 2017-2022<sup>4</sup>, drawn up by the Permanent Committee for the Promotion of Tourism, with the coordination of the General Directorate for Tourism of the Ministry of Cultural Heritage and Activities - MiBACT, confirms the primary role of the Regions in the fundamental choices and implementation of the actions of the STP. Among the lines of action is the strengthening of the process for the adoption of CETS (European Charter for Sustainable Tourism in Protected Areas) which is the tool for better

<sup>2</sup> see PANORAMED platform (<https://governance.interreg-med.eu/>)

<sup>3</sup> see ELTIS - The Urban Mobility Observatory (<https://www.eltis.org/>)

<sup>4</sup>

<https://www.ministeroturismo.gov.it/wp-content/uploads/2021/11/Piano-Strategico-del-Turismo-2017-2022.pdf>



management of protected areas, extending the application of the methodology also to cultural tourism offerings and providing support for the completion of the entire certification process, including the final phase involving tourism operators.

In the same Plan, another line of action provides for the harmonisation, through shared standards (also through exchange of experiences and good practices), of the integrated management methods of the information, reception, promotion and marketing functions of the Tourist Information and Reception Offices (IAT) and of the organised and recognised networks of widespread information and reception, emphasising the importance of greater integration between the Regions in order to harmonise the management methods of tourist services. In fact, the implementation of these measures necessarily implies the involvement of the regions, municipalities, local promotion office managers and trade associations, in order to establish shared minimum standards and to outline other implementation strategies concerning training courses and identification elements of the destination brand. In this perspective, it is necessary to work on integration between regions in order to arrive at a shared model that can also potentially be adopted at a national level, and at the same time to emphasise the role of local promotion offices, enabling them to adopt a better and renewed strategy of promotion and communication to tourists on activities and forms of sustainable tourism, as well as on the structures and products in the area that hold environmental and quality certifications.

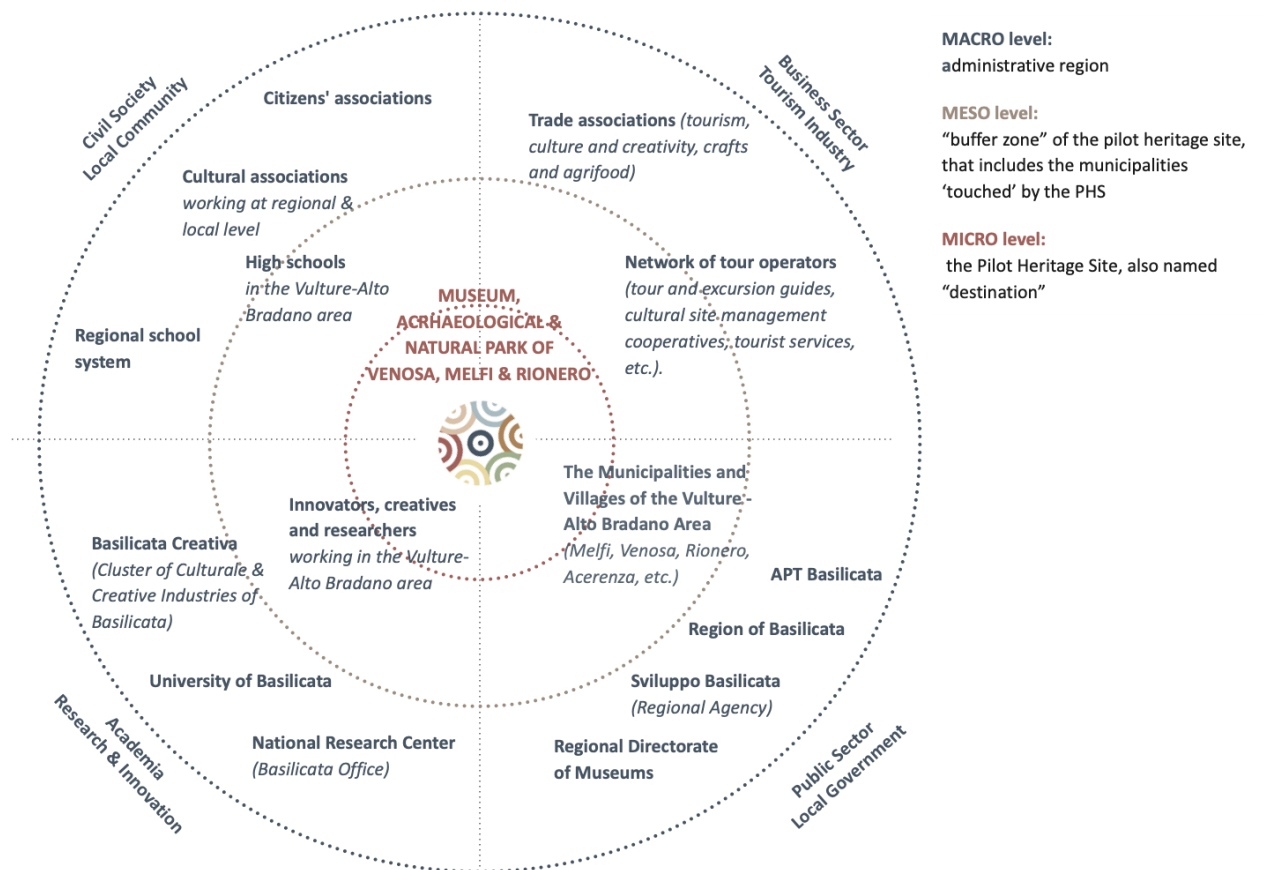
## How can cultural heritage innovations bring us to circular cultural tourism? Local co-creation process.

### Mapping of inclusive and diverse stakeholder ecosystem

The Vulture Alto Bradano pilot area has not so many tourism operators and cultural service enterprises. The participants in the becoming network were mainly entrepreneurs (guides, bloggers, managers of b&bs, travel agencies, etc.) and representatives of cultural associations and few youth organisations willing to invest in cultural and tourism enhancement. The main players in the area are the municipalities & local institutions that manage museums and archaeological areas, parks and protected areas.

There are not many intermediary organisations and local networks that bring together cultural enterprises and operators, and the tourism system is mainly run by micro-enterprises and individual professionals. There are networks of producers in the agri-food sector, but they have not yet made significant investments in the service and tourist accommodation sector.

During the project, we tried to involve all actors who could contribute to the development of sustainable tourism services in the area. Tourism networks and tour operators working in other areas of Basilicata and Apulia were also involved, as they proposed some Vulture-Alto Bradano destinations in their packages. Within the Local Workshops we have also invited the school system and the University, the most important Research Centres operating in Basilicata, and the trade associations that aggregate enterprises in the cultural and tourism sector.



## Mapping of recognized and hidden assets

The pilot site to which APT Basilicata has directed the actions of the Be.Cultour project is a large area, rich in cultural and naturalistic emergencies. Many of the municipalities and villages in the pilot area have a castle or fortified site, one or more churches, an archaeological area or an historical centre, all villages with few inhabitants, have a centuries-old history of great value. There are also numerous naturalistic emergencies, which make up the Vulture park, with the Monticchio Lakes and Mount Vulture representing the most important naturalistic heritages. Venosa, Melfi and Rionero are the cultural centres on which the local workshops were held and on which we focused to imagine a circular tourism development proposed by Be.Cultour. To make the work with the participants in the local workshops easier and more effective, a number of sites were chosen that represented a type of heritage on which to imagine a pilot project based on the five areas of innovation chosen by the APT for Basilicata, along with the Be.CULTOUR transversal innovation approaches:

- Contemporary meanings of Heritage
- Remote Working Destination
- Sensorial Heritage Experience
- Nature As Heritage
- Proximity Travel

Here are the sites of interest on which we invited participants to imagine scenarios and projects:



Melfi Castle



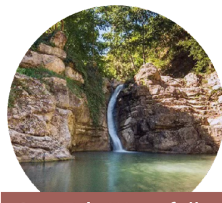
Monticchio Lakes



Venosa  
Archaeological Park



Lagopesole Castle



San Fele Waterfalls



Acerenza Cathedral



Wineries, wineries  
and vineyards



Villages and  
Historical Centres

The area of Vulture-Alto Bradano, which includes the cities of Venosa, Melfi, Rionero in Vulture and others, is also particularly rich in **intangible heritage**, which has been mapped to identify the peculiarities and values of the area from which a innovative approach to cultural tourism can be developed.

From the temple of Metapontum with the mathematics of Pythagoras and Hippasus, to move on to Melfi and Lagopesole, in the castles inhabited by Federico II, Michele Scotto and Pier Delle Vigne, places that saw the drafting of the Melfitan Constitutions and one of the most important books on natural sciences of the Middle Ages: *De Arte Venandi cum Avibus*. We then reach Venosa, the city of Gesualdo's madrigals, of Horace and Tansillo's poetry and home of the "Incompiuta" (Unfinished), to stop in Monticchio, in the places explored by Giuseppe De Lorenzo on the trail of geology and Buddha.

The rich intangible heritage expressions of Vulture - Alto Bradano can be briefly summarised:

- Horace places and memory
- The history and memory of Federico II "Stupor Mundi", with his scholar, diplomat and councilor Pier delle Vigne and other key figures generating the first European laws
- Gesualdo's Madrigals
- Wine, wineries and vineyards - in particular, "Aglianico del Vulture" wine
- Traditions of Carnivals
- Holy week rituals
- The existence of Bramea butterfly (a unique and rare species still living in the natural sites of the pilot area)
- Arbëreshë culture (Albanian ethno-linguistic minority historically settled in southern and insular Italy)
- Local products festivals (e.g. chestnuts festival - "sagra")
- Ancient archaeological remains depicting the link of mankind with the firmament, linking with astronomy culture
- The histories of Urban II and the Crusades with the Templars
- Southern Italy Brigandage stories
- The art of making bread
- Local craft
- Contemporary festivals (e.g. Vulcania music festival)



This living intangible heritage has a high potential for new interpretation and innovative storytelling, generating new contemporary meanings that can trigger the recognition and awareness of the very rich local history and identity by local communities and visitors (or “temporary residents”), making the Vulture - Alto Bradano recognizable in its peculiar characteristics and values, but without “halting” the ever changing meanings and forms of living heritage expressions. Arts and creativity in all their manifestations can be used here to re-interpret cultural heritage and local identity, generating deep, immersive cultural experiences and thus making the area attractive to new targets (e.g. creative people, youths, digital nomads, cultural travellers, etc.).

## Mapping of specific heritage and cultural tourism-related challenges

What challenges do we face? How do we trigger or accelerate the tourism transformation of the Vulture Alto-Bradano area? How do you imagine these places in 2030? These are the questions we posed in the Local Workshops to the territorial actors, trying to make exercise of collective vision and imagine how to act in the present in order to better understand the challenges and be able to face them more consciously.

Here are some of the challenges that emerged from the discussion in the territories, for the main areas of innovation identified for the pilot heritage site:

- Contemporary meanings of Heritage
- Remote Working Destination
- Sensorial Heritage Experience
- Nature As Heritage
- Proximity Travel

The specific challenges related to cultural heritage valorisation and regeneration in the perspective of the circular cultural tourism approach were identified.

How to implement “circular tourism” in the pilot site?

Here the challenges are related to:

- Accessibility: enhancement of sustainable mobility through public transport and “slow mobility” options, linking with previous and ongoing projects in the Basilicata region such as “bike routes”, but also exploring electric car sharing options, walking paths, etc.
- Attention to energy consumption and different forms of pollution, promoting diverse forms of “eco-labels”, energy retrofit of hospitality structures, water consumption reduction, but also local synergies and symbioses such as circular local food and other goods supply chains, etc.
- Enhancing skills and knowledge related to the circular economy in the tourism sector and other related sectors (agriculture, creative and cultural industries, etc.)

How to involve visitors in an immersive sensorial cultural experience of Vulture - Alto Bradano?

Here the challenges are related to:

- Active involvement of locals - how to engage them as “ambassadors” of Vulture
- Use technology effectively and in a human-centred way, enhancing authentic interaction and relationships between people, and between people and places
- Enhance the understanding of potential and emerging “niche” targets in all seasons

How to enjoy natural heritage in an innovative way?

Here the challenges are related to:

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- Balance flows of tourists with ecosystems, flora and fauna preservation
- Raise awareness to preserve nature and actively involve inhabitants and tourists in sustainable behaviours
- Use technologies effectively, to enhance nature preservation
- Diversify the targets and make the natural sites enjoyable in all seasons

How to attract new “temporary residents” for a medium and longer time?

Here the challenges are related to:

- Enhance the attractiveness of historic towns and villages (addressing depopulation)
- Increase investments able to generate sustainable and longer-term jobs, especially addressing youths, women and vulnerable social groups, especially facing “brain drain”

## Involvement of the community in Actions

The three workshops held in the pilot heritage site (Venosa, Melfi, Rionero) showed a great interest from local stakeholders to be involved in innovative actions to enhance a new circular and cultural tourism attractiveness. All Actions were carefully analysed to identify potential actors that have the capacity to develop them. A general interest in cooperating with the project partners to implement the Actions was reported already during the workshops, which should be further explored through further meetings and discussions, formally and informally. The Action Plan resulting from the first phases of Be.CULTOUR work will be presented to interested stakeholders in the second part of the project, assessing the willingness to cooperate and co-invest in the specific local actions, which are meant as real context experimentative “micro-projects”. Where needed, civil society organisations will be especially involved to engage citizens in community actions, promoting cooperation and collaboration between citizens and local governments (e.g. through “Pacts of Collaboration”).

The experience of Matera 2019 on the active involvement of local communities could be useful to us: we will work on the creation of public-private partnerships aimed at the collaboration between municipalities (and other public institutions) and private individuals from the business world, but above all from the local third sector, aimed at the enhancement of cultural sites that need to be strengthened in terms of cultural and tourist management.

It will also stimulate the establishment of second-level associations that will aggregate local energies, especially cultural associations and tourism networks operating in the Vulture-Alto Bradano area, in order to strengthen the supply chain work.

## Meaning and value of local cultural heritage Actions for European history and culture

The area of Vulture - Alto Bradano has meaningful connections with European history and culture. Since ancient times, this area of Basilicata region was the place where important poets and philosophers lived, linking the site with the common European history of ancient Greeks and Romans. Moreover, the Emperor Federico II, known as “Stupor Mundi” (“*wonder of the world*”) was located in this area, particularly in Melfi where his Castle was built. Federico II has greatly influenced the building of a “European culture”, as his laws (Costituzioni Melfitane) were introduced in most parts of Europe and his cultural influence can still be seen in European culture today.

All the actions that we plan to carry out will aim to create a different storytelling for the Vulture area, which up to now has not been able to valorise its European protagonism of past eras.

For this reason, all our interventions will be aimed at enhancing the historical and cultural connection with Europe, as well as with the Mediterranean, in order to emphasise the

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European value of these territories, which have continued to play a leading role on the international scene: think of Matera, European Capital of Culture and a city recognised worldwide for its universal cultural value.

### Discovering the “beyond” in circular cultural tourism (how Actions address other economic sectors and residents’ needs)

The Actions identified imply the involvement of operators in economic sectors “beyond” tourism: cultural and creative industries, wine producers, agricultural enterprises, third sector enterprises and civil society organisations, as well as the energy, mobility and environmental sectors, etc. The circular economy is thus implemented at territorial level through synergies between diverse sectors and stakeholders, including the reuse/regeneration of less-known and “underused” cultural heritage sites and intangible expressions. The Actions are thus addressed not only to “tourists”, but primarily to residents in the pilot area, enhancing wellbeing, new jobs and entrepreneurial opportunities, releasing creativity and innovation and thus supporting sustainable and long-term growth of the territory. The human-centred approach is key for the Action Plan strategy in Vulture - Alto Bradano, focusing on the relationship between people and with places, aiming at re-discovering and enhancing the “Genius loci” of the sites, from forests and astonishing lakes to cities and towns inhabited since ancient times.

### Why will our Action Plan be sustainable? Monitoring and evaluation.

The Be.Cultour project proved to be an effective tool for the Vulture - Alto Bradano area, to turn the light on the cultural assets of the territory and the need to be better valorised. Thanks to the work carried out during the Local Workshops, we facilitated a collaboration between institutions and private entities to relaunch sustainable tourism- and culture-based development in the pilot area, following the innovative trajectories proposed by the Be.Cultour project.

In addition, other important project matches have happened in the last 20 months, through which we can finance most of the actions and sub-actions in our action plan:

- The lakes of Monticchio and the Vulture area have been chosen along with 20 other villages in Italy for a 20 million euro project to be invested by 2026, to increase tourist services and infrastructure, in a sustainable way;
- The Italian Ministry of Culture has approved and financed a series of pilot actions dedicated to the tourist enhancement of villages. Several projects have been financed in Basilicata, including one in particular that will involve the small village of Rapone and the Vulture area, with an investment of almost EUR 2 million to be spent by 2026;
- The Region of Basilicata has financed a project promoted by the National Research Centre (Lucania office) in collaboration with the University of Basilicata and many companies operating in the heritage, tourism and cultural and creative industries sectors, to implement numerous interventions for the digital & green transition in



Laghi di Monticchio, Rionero in Vulture (PZ)

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several cultural sites, parks and archaeological areas in the region, including in the Vulture area. The project is in the implementation phase and will be completed by 2024;

- The city of Venosa has obtained funding for a project worth over 4 million euros to regenerate a very important old convent in the centre of the ancient village, around 4,000 square metres to be used for tourist and cultural enhancement activities with an intervention to be implemented by 2024;

These are just some of the opportunities already approved and financed in which we will include many actions in our Action Plan, to be implemented by 2026. In the coming months there will be many more opportunities from both regional and national funding.

We are drawing up a TERRITORIAL PACT that involves municipalities, private and public stakeholders, associations and community representatives, so that they all make a formal commitment and support the implementation of the activities envisaged in the action plan, to generate culture- and tourism-based development in a sustainable and circular manner.

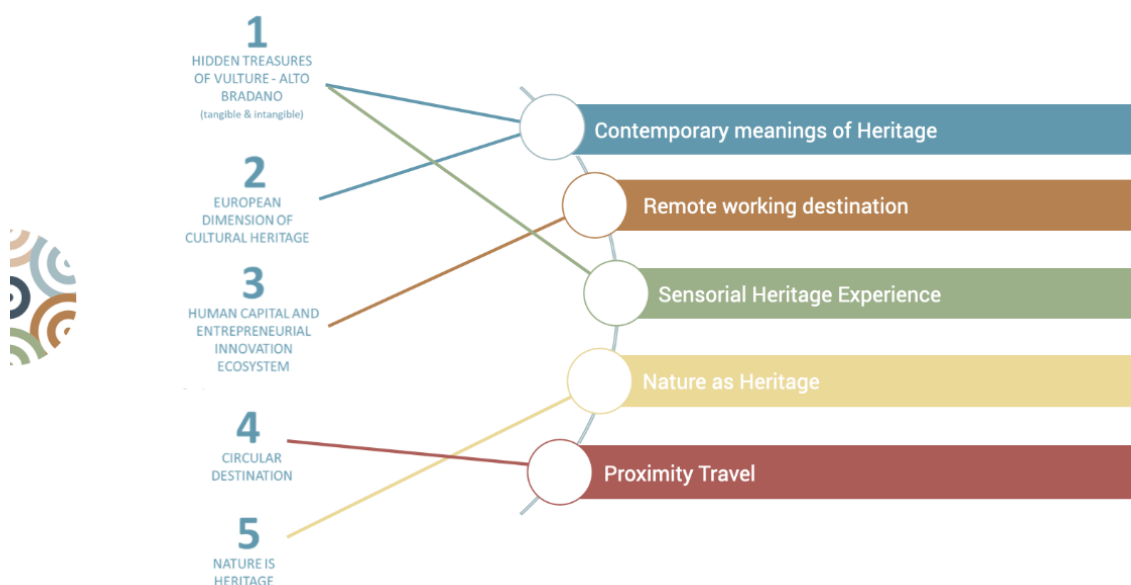
## Action Plan: Overview of actions, sub-actions and innovative solutions

The Strategic Action Plan of Vulture - Alto Bradano for circular cultural tourism aims at re-interpreting in innovative ways the rich tangible, intangible and natural heritage of this unique area of Basilicata to make it a driver of new attractiveness and wellbeing for residents and visitors. Moreover, it aims at strengthening the local entrepreneurial innovation ecosystem to foster longer-term growth and higher resilience, enhancing human capital and creativity and providing opportunities for entrepreneurial education, training and cultural development. The human-centred approach is considered as transversal in all actions, as well as digitalisation and new technologies to support the implementation. Here, technology is considered as a powerful tool to reach the objectives linked to the overall human-centred and circular approach of the Action Plan, fostering higher wellbeing *for all*.

Finally, the Action Plan includes a clear circular economy perspective, aiming at creating a “circular destination” paying attention to sustainable and soft mobility, renewable energy and energy communities projects, no waste and recycling strategy in the area, and the promotion of access to “green” certifications for tourism and non-tourism businesses in the area.

The Figure below shows the main actions and “sub-actions”, which are meant as “projects” to be developed and implemented through stakeholders’ coordination, including citizens action (for example, through Pacts of Collaboration), social enterprise and civil society organisations, as well as synergic public and private finance involving local governments, high-level entrepreneurs and young/to-be entrepreneurs, and sustainable finance institutions.





All actions and sub-actions are explained below. Still, it is important to highlight that the actions and sub-actions will be presented to and discussed with relevant stakeholders, particularly those participating in the three co-creation workshops held in the first year of the project, and thus they could be still adapted and adjusted according to further developments. Hence, the Action Plan in its present form represents a "starting point" for a more extensive and detailed discussion to enhance actions viability and build a robust shared vision for the circular development of Vulture - Alto Bradano.

## Action 1: HIDDEN TREASURES OF VULTURE - ALTO BRADANO (tangible & intangible)

The Action aims to regenerate and valorise the “hidden treasures” of Vulture - Alto Bradano pilot heritage site, including the rich tangible and intangible cultural heritage. Tangible heritage include the historic cities of Venosa, Melfi and Rionero in Vulture, and particularly the heritage sites of archeological remains in Venosa, the Castle of Federico II in Melfi, the Castle of Lagopesole, as well as other historic towns in the area. Intangible heritage is also very rich, from the typical Aglianico wine of Vulture, to local food and crafts such as the art of bread making, rituals and folklore, histories, local languages and cultures, traditional knowledge.

The Sub-actions represent key “projects” for the regeneration and valorisation of less-known heritage sites and intangible heritage expressions, which could be still integrated over time according to a process of open innovation with relevant stakeholders, creative people, citizens, researchers, representatives of vulnerable groups and minority cultures, etc.

### Sub-action 1.1: Connect the pilot area with more developed heritage sites in Basilicata

Some areas of Basilicata region are currently more developed, such as the city of Matera, which was European Capital of Culture 2019 and today represents the most important historic city and cultural tourism destination in Basilicata. Moreover, the “ArtePollino” (art in nature in Pollino mount area), Wonder Grottole, and other interesting experiences are emerging, which make Basilicata a vibrant cultural region, attracting cultural visitors and diverse target groups. In this context, the area of Vulture-Alto Bradano is still less known and less attractive, but it could greatly benefit from better connections with the more attractive destinations in the same region - and nearby regions. Particularly, the Via Appia & Via Herculea routes are worth to be developed as important ancient paths that could become an additional element of cultural attractiveness in the area, connecting different places. Territorial pacts or partnership should be sought to connect & create synergies between the pilot area and other heritage sites of Basilicata region.

<b>When:</b> start date and end date:	2023-2026
<b>Be.CULTOUR innovation area(s):</b>	Smart Destination Management
<b>Identified local challenge(s):</b>	Accessibility, Connections
<b>Cultural heritage asset(s):</b>	Primarily Via Appia and Via Herculea, but this actions links to all heritage sites connecting them in a effective way
<b>Target group(s):</b>	Residents, Cultural visitors, Visitors of Matera and other heritage sites in Basilicata
<b>Responsible stakeholder(s):</b>	APT Basilicata (others TBD)
<b>Collaborator(s):</b>	TBD



<b>Raw budget estimation:</b>	It is not possible to identify a budget for this action as it needs further development
<b>Funding source (European, National, local funds):</b>	Potentially ESIFs, Next Generation EU Fund (Italian PNRR), other National & Regional fund from the new EU programme
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	TBD - connections created
<b>Hackathon?</b> Yes or no	NO

## Sub-action 1.2: Valorise Aglianico wine - Digital Centre for creative storytelling\*

*\*Innovative Solution selected for Be.CULTOUR Hackathon and acceleration opportunity*

Aglianico of Vulture wine is well-known in the pilot area, counting a number of wineries and diverse varieties of wine produced, with high quality and great potential for further development. The Castle of Venosa contains a special room with wine bottles exposed for the public. A digital application for augmented reality could support the realisation of a immersive experience of the wine landscapes starting from wine bottles, using drones and viewers to “live” the landscape from the point of view of a bee or bird, flying over the wine rows and hills in the Vulture agricultural landscape. Creative storytelling should complement this immersive experience presenting the different wineries and types of wine produced in the Vulture area, enhancing the experience of wine through cultural contents.

<b>When:</b> start date and end date:	Start September 2022 (Hackathon innovative solution development) - by 2024
<b>Be.CULTOUR innovation area(s):</b>	Contemporary meanings of heritage, Proximity travel
<b>Identified local challenge(s):</b>	Valorization of tangible and intangible heritage
<b>Cultural heritage asset(s):</b>	Aglianico wine, wineries and landscapes
<b>Target group(s):</b>	Cultural visitors, Wine experts, Youths
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	FlyOn (company), Wineries
<b>Raw budget estimation:</b>	TBD

<b>Funding source (European, National, local funds):</b>	European funding for innovative startups, Private funding
<b>Other resources needed:</b>	Creative contents providers
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of people testing the experience, Number of wineries involved, Number of experiences developed
<b>Hackathon?</b> Yes or no	Yes

### Sub-action 1.3: Gaming & immersive heritage experience attracting new targets

Cultural sites and archaeological areas, Vulture parks and small villages are ideal settings for attracting fans of immersive role-playing games. This type of offer makes it possible to attract target groups other than those of traditional cultural or nature tourism, especially young people (but not only), in every season of the year, proposing a sustainable tourism that fully enhances the historical sites and landscape and also involves local communities in an extremely effective way. In this sub-action, a programme of role-playing games will be carried out, based on the stories of the mediaeval period, featuring Frederick II of Svevia and his castles in Basilicata and Apulia, to narrate the European scenarios in the 13th century and to enhance the castles of Melfi and Lagopesole. Another type of game will be designed and implemented in Venosa, to enhance the figure of the poet Orazio, involving the hundreds of young people who come to the city every year for the gathering of Latinists called 'Certamen Horatianum'. Lastly, other different gaming models could be designed and realised that recount the period of the Crusades in the Holy Land and use the historical figures of the Templars, involving important burgs such as that of Acerenza.

<b>When:</b> start date and end date:	2023 - 2026
<b>Be.CULTOUR innovation area(s):</b>	Sensorial Heritage Experience, Proximity Travel
<b>Identified local challenge(s):</b>	Valorization of tangible and intangible heritage, involvement of young people and local communities, creation of new immersive and sustainable tourism offers, deseasonalisation
<b>Cultural heritage asset(s):</b>	Melfi Castle, Lagopesole Castle, Venosa Castle, Venosa Archaeological Park (one could add Castel del Monte in Apulia)
<b>Target group(s):</b>	Gamers, (especially young people)
<b>Responsible stakeholder(s):</b>	APT Basilicata

<b>Collaborator(s):</b>	Cluster Basilicata Creativa, Schools of the Vulture - Alto Bradano Area, Matera-Basilicata 2019 Foundation, Regional Directorate of Museums
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	European Fund by "Next Generation EU program" & ERDF Regional Fund
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of games offered during the year and number of young people and gamers involved, number of cultural sites involved
<b>Hackathon?</b> Yes or no	NO

#### Sub-action 1.4: Living intangible heritage all year long (Carnivals, festivals, oral traditions..)

One of the challenges for the Vulture - Alto Bradano pilot area is to strengthen the valorisation of intangible heritages, through initiatives and tourist itineraries that are connected to the innovation areas identified within the Be.Cultour project. In Basilicata, ancient traditions (such as carnivals) are revived in moments of high spectacularity and popular participation, confirming and renewing the link with the past and the territory. This sub-action will allow us to involve different stakeholder groups, not only tour operators but also local community actors, third sector organisations and micro-enterprises, to enhance and connect festivals, carnivals, religious processions, etc., designing new offers that can improve the fruition of these heritages that are very important for our territory. The action envisages the involvement of creatives and experts to imagine new models of promotion and storytelling of initiatives and heritages, as well as to introduce technologies that can make initiatives more participative and can generate GEO MAPS, as aggregators of contents and stories useful to involve new targets and build new territorial relations.

<b>When:</b> start date and end date:	2023 - 2026
<b>Be.CULTOUR innovation area(s):</b>	Contemporary meanings of Heritage, Sensorial Heritage, Experience, Proximity Travel
<b>Identified local challenge(s):</b>	Increasing the offer of cultural tourism in small villages, enhancing cooperation between territories, fostering innovative models for the valorisation of intangible heritage
<b>Cultural heritage asset(s):</b>	festivals, carnivals, religious processions, oral traditions, etc, in different villages inside of the Vulture - Alto Bradano pilot area
<b>Target group(s):</b>	Residents, cultural visitors, local artists

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<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	Cluster basilicata Creativa, Municipalities, Pro Loco Associations, Local Cultural Association
<b>Raw budget estimation:</b>	It is not possible to identify a budget for this action as it needs further development
<b>Funding source (European, National, local funds):</b>	European Fund by “Next Generation EU program” & ERDF Regional Fund
<b>Other resources needed:</b>	Human Resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Increased local, national and international visibility of intangible heritages, increased presence in the territories during festivals, religious festivals, carnivals, food festivals
<b>Hackathon?</b> Yes or no	NO

## Action 2: EUROPEAN DIMENSION OF CULTURAL HERITAGE

Two important historical figures dominate the imagery of Vulture - Alto Bradano: the roman poet Horace, who lived in Venosa, and the middle-age Emperor Federico II of Svevia, who established one of his residencies in Melfi.

Both these figures had a key role to build European culture, their cultural influence being still visible today after many centuries. This Action is focused on the enhancement of the European dimension of cultural heritage, providing new opportunities for telling the history and culture of Europe in innovative ways. The sub-actions proposed are related with the valorisation of these two important figures who lived in the pilot area in a European perspective, and the enhancement of story-telling and accessibility / inclusiveness for all visitors.

In particular, in the city of Venosa a series of cultural events dedicated to Horace should be designed and organised, linking also with the existing tradition of the “Certamen Horatianum” organised every year by the high schools of the city, involving young students.

Also, the figure of Federico II should be valorised through innovative story-telling approaches and by raising awareness also through the application for the European Heritage Label. The Castles and villages founded by the Emperor Federico II of Svevia represent a local cultural heritage which has a clear and meaningful link with European history and culture. Federico II was a key figure of European history, advancing arts, culture and legislation in all regions of his large empire. In the area of Vulture - Alto Bradano, there are important places linked to Federico II, his magnificent court, knowledge and inspiration. The Lucanian land can count no less than 19 castra as fortified outposts with a mainly defensive function: Montescaglioso, Petrullo (near Pisticci), Torremare (near Metaponto), Policoro, Gorgoglione, Pietro di Acino (between Cirigliano and Upper Aliano), Melfi, Pietrapagana, San Fele, Muro Lucano, Acerenza, Brindisi di Montagna, Abriola, Calvello, Lagonegro, Maratea, Spinazzola and Rocca Imperiale (this one now in Calabrian territory). And 10 domus or places of rest and recreation as residences: Montalbano, Gaudiano, San Nicola d'Aufidio (Ofanto), Cisterna, Lavello, Boreano, Lagopesole, Montemarcone, Monteserico, Agromonte. The inclemency of natural and human events has wiped out the presence of many of these sites, now ghosts of which only the memory remains (very effectively classified by the eminent historian Tommaso Pedio as

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‘vanished centres’) or for others only ruins. But many others remain, ready to spend their attractive potential to the full. What better testimonial than an emperor who managed to astonish even his greatest detractors, snatching from them laudatory definitions including, to name only the most famous, *Stupor mundi*, *vir inquisitor* and *scientiae amator immutator mirabilis*.

Thanks to its centuries long history, the area of Vulture - Alto Bradano can become one of the hotspots of European culture today, making the travel experience also an educational experience, learning about our common cultural roots and links and meeting European travellers interested in exploring the sites through time and space, towards a really “transformative” travel experience.

## Sub-action 2.1: European Heritage Label “the places of Federico II” in Melfi and surroundings

Melfi is the fourth largest Norman town in Basilicata. Land of Robert Guiscard, to whom we owe the construction of the magnificent Castle that still dominates the village today, and Federico II of Svevia, who considerably enlarged it, it was the seat of the issuance of Federico's 'Constitutiones Augustales' in 1231, the greatest legislative contribution of the Middle Ages with which feudal rights were regulated and the right of inheritance was recognised for women. Federico loved Melfi so much that he chose it, together with Lagopesole, as his summer residence in parallel with Foggia as his winter home. Even before he drafted and promulgated his legal masterpiece, the *Constitutiones*, well aware of its importance, he made it the seat of the Chamber of the Kingdom, the central repository of gold, clothing, weapons manufactured locally by the Saracens, the Archive and the Superior Court of Accounts to which all the royal officials were attached and centralised the administration of finances. Audits and payrolls for stonemasons, carpenters and accounting for every purchase were also carried out here. Anticipating the more ambitious plan to create the University of Naples, he established a *Schola Humanitatis* there to prepare the members of the *Magna Curia*. “*Melphia*” (Melfi) was a famous centre throughout the Empire where not only nobles and vassals arrived to pay homage or receive privileges, but also hosts of religious, crusaders, pilgrims and thaumaturges of all philosophies. It is said that there was a *menagerie*, the forerunner of the modern zoological garden, consisting of all those animals that made up the procession that followed the emperor in his transfers between the various cities and castles of his kingdom. Among others there was apparently also a giraffe, the first to be introduced into Europe, a gift from the sultan at the end of the unique bloodless crusade. Work and art flourished on all sides. The emperor expanded an art school outside the guilds and sought out local artists, having them carve elegant portals and architectural details. Famous architects and sculptors were called in to support them: Melchiorre da Montalbano, the brothers Andrea and Sarolo from Muro Lucano, the stonemason Mele from Stigliano. The village was buzzing with activity, overseen by Bishop Richerio, the great executioner who supported imperial policy, despite excommunications and papal bulls. Twice he had found himself at the gates of Rome and had managed to persuade the Swabian to renounce war against the church; important missions had been entrusted to him as fleet commander for the 1228 crusade and for the expeditions to Cyprus and Beirut. For Melfi, which already had a significant presence of its own in the theatre of history, the year 1231 marked its full entry into the scene of the formation of public law in Europe. Here, on 1 September, the *Constitutiones* or *Liber Augustalis* was promulgated, which was later defined as 'the birth of modern bureaucracy' or the realisation of the first state work of art. It is divided into three books (the first of 107 statutes, the second 52, the third 96), the result of the efforts of the most eminent jurists of the time.

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Based on the presence of Federico II as a key hotspot of European history and culture, the sub-action foresees the strategic proposal to candidate the places of Federico II for the European Heritage Label<sup>5</sup>,<sup>6</sup>.

<b>When: start date and end date:</b>	2023-2025
<b>Be.CULTOUR innovation area(s):</b>	Cultural Europeanisation, Contemporary Meanings Of Heritage
<b>Identified local challenge(s):</b>	Enhance the knowledge and value of local cultural heritage linking local and European history and culture
<b>Cultural heritage asset(s):</b>	Castle of Melfi, other Castles and villages linked to Federico II
<b>Target group(s):</b>	Local community, European visitors
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	European, Regional
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success (also considering circularity, diversity and inclusion):</b>	Achievement of the EHL; Number of visitors receiving information on the European value of cultural heritage in Melfi and surroundings
<b>Hackathon? Yes or no</b>	No

## Sub-action 2.2: Routes & micro-routes linked to Federico II heritage sites

Linked with the European Heritage Label project for the “places of Federico II” in Melfi and its surroundings (sub-action 2.1), a specific linked project is the improvement of routes & micro routes linked to Federico II heritage sites. This sub-action is strengthened by the proposal of “Cammino Lucano”, one of the innovative solutions for circular cultural tourism selected through the Hackathon Open Call of Be.CULTOUR project.

The micro-routes’ specific trails and bikeways will be integrated within the overall Cammino Lucano project. They will be designed and implemented through a step-by-step process,

<sup>5</sup> European Heritage Label eligibility criteria and application process: [Application process of the European Heritage Label | Culture and Creativity \(europa.eu\)](https://ec.europa.eu/culture/european-heritage-label/)

<sup>6</sup> European Heritage Label guidelines for applicants: [EUROPEAN HERITAGE LABEL GUIDELINES FOR CANDIDATE SITES \(beniculturali.it\)](https://beniculturali.it/)

starting with the Hackathon and Acceleration opportunity, while resources for implementation will be sought after the period of incubation and development of the initial idea.

<b>When:</b> start date and end date:	2023-2025
<b>Be.CULTOUR innovation area(s):</b>	Contemporary Meanings Of Heritage, Transformative Travel, Proximity travel, Post-cultural tourism
<b>Identified local challenge(s):</b>	Enhance the knowledge and value of local cultural heritage linking local and European history and culture
<b>Cultural heritage asset(s):</b>	Villages and routes linked to Federico II
<b>Target group(s):</b>	Residents and European visitors, All visitors
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	European, Regional, Local funds, Private funding
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Establishment of new fully equipped routes; Number of people using the new routes; Volume of interactions on social media
<b>Hackathon?</b> Yes or no	Yes (Cammino Lucano)

### Sub-action 2.3: The places of Horace in Venosa and surroundings

Venosa is a municipality in the province of Potenza located in the Vulture area, considered among the most beautiful villages in Italy. Venosa's origins are lost in the mists of time. The prehistoric site of Notarchirico, located a few kilometres from the town, is the oldest in Basilicata. It has yielded numerous fossil remains of extinct animals, the femur of homo erectus and numerous stone tools. The city was founded by the Romans in 291 B.C. to control the Ofanto Valley and the Appian Way. After their victory over the Samnites, the Romans dedicated the city to Venus. The history of this city from this date is linked to the history of Rome, which elevated it to 'Municipium' (Roman city), extending the right to vote and citizenship to its inhabitants. The great Latin poet Quintus Horatius Flaccus was born and spent his adolescence in Venosa.

Every year in Venosa is organised the "Certamen Horatianum", a challenge event involving young students in translating with contemporary meaning the ancient lines of Horace poetry. In Italy, there are some other "Certamen" events which are well-known: dedicated to Cicerone in Arpino, Livius in Padua, Vergilius in Naples and Campania region, and a few others. Moreover, the figure of Horace could be valorised through innovative story-telling and a year-long

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calendar of thematic cultural events & festivals dedicated to his relevant influence for today's European culture - beyond the nameplates currently visible in the city. For some days every year, the Latin language could return to being spoken in the city of Venosa, organising cultural and educational events, engaging residents and visitors through gaming, music, arts, digital tools. This could become a "diffused" Certamen Horatianum, going out of the schools by engaging the whole community and visitors. The details should be designed and implemented, first as a "pilot" action, testing diverse types of games, cultural activities and story-telling tools, to become one of the most relevant festivals in Italy and Europe dedicated to Latin culture and poetry.

<b>When:</b> start date and end date:	2023-2026
<b>Be.CULTOUR innovation area(s):</b>	Contemporary Meanings Of Heritage, Transformative Travel, Proximity travel, Post-cultural tourism
<b>Identified local challenge(s):</b>	Enhance the knowledge and value of local cultural heritage linking local and European history and culture
<b>Cultural heritage asset(s):</b>	City of Venosa, The house of Horace, Heritage sites in Venosa and surroundings
<b>Target group(s):</b>	Residents, European visitors, other visitors
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	Schools, Universities, Municipality of Venosa, others TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	National, local
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of thematic cultural events organised; Number of organisations involved; Number of people participating.
<b>Hackathon?</b> Yes or no	No

### Sub-action 2.4: Accessible heritage for international visitors

Local cultural heritage in the area of Vulture - Alto Bradano is currently difficult to access for international visitors, for matters of language and lack of dedicated services. A comprehensive communication strategy should be developed for all heritage sites in the area, including at least a cultural map, information for national and international visitors, and immersive and educational experiences open to all. Strategies for accessibility "for all" (incl. people with diverse abilities, languages, conditions) should be developed and implemented.

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This sub-action aims to enhance the accessibility of local cultural heritage sites “promoting multilingualism and facilitating access to the site by using several languages of the Union”, according to the Guidelines for European Heritage labelled sites, also “raising the profile and attractiveness of the sites on a European scale, by exploiting the opportunities offered by new technologies and digital and interactive means and by seeking synergies with other European initiatives”.

This sub-action will involve not only the key places expressing a piece of European history and culture in the pilot area, such as Melfi and Venosa, but also all heritage sites in the area, sharing guidelines and using/developing digital tools that can support visitors in learning and sharing their feelings and insights, generating a more intense experience and exchange between residents and visitors as well. Learning from “best practices” such as Sciacca 5 Senses Open Air Museum, tools such as for online voice translation, or Izi travel, could be used in order to overcome language barriers and bring people closer to each other.

In line with the guidelines for European heritage sites, cultural heritage sites in the pilot area should be equipped to:

- ensure high quality of the reception facilities such as the historical presentation, visitor information and signposting;
- ensure access for the widest possible public, for example through site adaptations or staff training;
- clear information on the opening hours for the public;
- grant young people privileged access to the sites;
- develop a coherent and comprehensive communication strategy highlighting the European significance of the site.

To implement this sub-action, simple and easy-to-use guidelines and targets will be developed to enhance the accessibility of heritage sites, and a series of meetings will be held with site managers to ensure coordination and cooperation, as well as common action. By 2026, all heritage sites in the pilot area should have at least the possibility of visit in English, including historical presentation, visitor information and signposting, as well as opening hours and ticket information online, discounted or free access for young people, and a coherent and comprehensive communication strategy.

<b>When: start date and end date:</b>	2023-2026
<b>Be.CULTOUR innovation area(s):</b>	Contemporary Meanings Of Heritage, Transformative Travel, Proximity travel, Post-cultural tourism
<b>Identified local challenge(s):</b>	Enhance accessibility “for all”
<b>Cultural heritage asset(s):</b>	Transversal - including all heritage sites in the pilot area
<b>Target group(s):</b>	All type of visitors
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	TBD

<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of heritage sites achieving all targets; Number and % of international visitors; Number and % of visitors with diverse abilities.
<b>Hackathon?</b> Yes or no	No

## Action 3: HUMAN CAPITAL AND ENTREPRENEURIAL INNOVATION ECOSYSTEM

During the course of Matera2019, Basilicata and the city of Matera invested in capacity building actions aimed at the territory's cultural and creative operators. Until then, almost none of the European Capitals of Culture had addressed the issue of human capital in a strategic approach. Matera was also one of the first ECoC in Europe to host a large number of volunteers from different countries through the European Solidarity Corps programme, with a project called Human Capital involving over 50 host organisations and more than 100 volunteers, who were part of the official matera2019 volunteer network.

This good practice, which has generated tangible and effective impacts on the territory, can be adapted and replicated in the Vulture-Alto Bradano area, which needs support for the management of cultural sites, support for the design of innovative processes involving young people, capacity building for cultural operators, tour operators and employees working in cultural institutions and private organisations operating in tourism in the pilot area.

In addition, the Matera2019 experience has experimented with new forms of contamination involving artists within public and private organisations, thanks to which it is possible to accelerate processes of innovation, digital and green transition, also in line with the programmes promoted by the European Commission related to the New European Bauhaus.

This specific action intends to capitalise on the experiences of Matera2019 and wants to propose innovative and alternative systems to support the sustainable growth of tourism in the Vulture Alto-Bradano area, through 3 sub-actions dedicated to the most important stakeholders in the area, such as wine producers, who can be important players in future tourism investments.

Working with human capital means above all spreading a culture of sustainable enterprise in the pilot territory, which, having invested in the automotive industry in recent years (with the presence of FIAT), has generated more employees than entrepreneurs. Tourism is an industry that needs to generate micro-enterprises, family businesses, professionals and self-employed businesses. To do this, we need to create effective paths of 'entrepreneurial awakening' and active involvement of young people.

It is also necessary to guide public and private operators in sustainable digital and green transition paths, which are not easy in this historical phase, but are necessary, especially in view of the important projects that will be carried out in the coming months in the Rionero and Monticchio Lakes areas.

The action will involve numerous villages and municipalities, including Venosa, Melfi, Rionero, Acerenza, Lagopesole, Rapone and many others. There will be artistic residency projects, actions linked to national and European youth mobility, capacity building paths addressed to civil servants, private operators, third sector operators, in agreement with some projects already financed in the area, such as the 'Basilicata Heritage Smart Lab' project, led by the CNR,

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the University of Basilicata, ENEA and many cultural, creative and tourist enterprises in Basilicata.

This action has a strong potential on the relations between the Vulture-Alto Bradano Pilot Area and Europe, as effective collaborations can be generated especially in the sub-actions related to European mobility and artistic residencies for innovative interventions.

### Sub-action 3.1: Artistic interventions in heritage sites & enterprises

Talking about art interventions means going beyond the aesthetic dimension of artworks by triggering cross-fertilization processes between art practices and other domains able to engage local communities and organisations, institutions, and enterprises to catalyse innovation and sustainable development. During the last years, the attention to art-driven strategies has been growing from both public and private sectors, as also evidenced by other European programs [e.g., S+T+ARTS; Artformation] in particular referring to the green transition for the development of a more enriching, inclusive and sustainable future. Indeed, these are the three pillars of the New European Bauhaus initiative, which was launched in 2021, highlighting the emerging trend and the need to bridge the world of science and technology with art to make the Green Deal a cultural experience. At the same time, contemporary artistic research and practices are converging towards the same direction of engagement: imagining and shaping artworks that develop knowledge, raise awareness, or design solutions to face these challenges.

On this basis, the sub-action aims to implement some specific initiatives in order to support the creation of a local ecosystem in the Vulture-Alto Bradano area through art residencies, which still represent one of the best ways to generate impacts on the host territories. They will be designed and implemented through a step-by-step process, starting with a "pilot project" that could be inscribed in AIR, the reference platform for Italian artist residencies<sup>7</sup>. It includes a wide database of residences operating in Italy and abroad, supporting the network and promoting new cultural tourism service that allows to travel and discover in unconventional ways lesser-known Italian territories. In detail, the sub-action will be implemented following three main strand of research and outputs:

- A program of temporary exhibitions in some heritage sites as a result of co-creation projects with and within the area. Priority will be given to cultural sites, especially if they are disused or underutilised, in order to revitalise latent heritage and its potentialities. The first site identified is the Abbey of the Holy Trinity, also known as the "Incompiuta" (the "Unfinished"), which is located within the Archaeological Park of Venosa.
- An itinerary of land art that integrates with the human and environmental context by encouraging the reinterpretation of places for sustainable tourism through analog and digital means, enhancing local resources and biodiversity. These kinds of actions are a powerful tool to rethink the models of coexistence between man and nature as shown by similar experiences<sup>8</sup>. The Vulture-Alto Bradano morphology is well suited for these interventions which could be developed in synergies with the other itineraries and routes of the action plan [Sub-actions 1.1; 2,2; 5.1]

<sup>7</sup> [www.artinresidence.it](http://www.artinresidence.it)

<sup>8</sup> In the Italian context, the "Artwalks" projects promoted by Sineglossa Creative Ground represent a good example of creating land art itineraries to encourage sustainable tourism and stimulate local economies with environmental responsibility. Their last project "Frontignano Art Walks" was developed in the Sibillini National Park. <https://www.frontignanoartwalks.it/#fifth>

- Art-based initiatives (ABI) will be implemented to trigger product and process innovation in enterprises or local supply chains. In fact, among the different drivers for contributing to the sustainable transition, the ABI are attracting increasing interest from research and organisations. The concrete introduction of the arts into business strategies and entrepreneurial contexts is mostly based on the Art Thinking methodologies (Panozzo, Cacciatore, 2021) which can lead to cross-innovations or empower SMEs towards new ways of acting<sup>9</sup>. These initiatives will be developed in collaboration with Materahub, that has gained considerable experience in the field.

<b>When:</b> start date and end date:	2023 - 2026
<b>Be.CULTOUR innovation area(s):</b>	Contemporary meanings of Heritage, Remote Working Destination, Sensorial Heritage Experience
<b>Identified local challenge(s):</b>	Accelerating innovation processes and growing the cultural and tourist offer
<b>Cultural heritage asset(s):</b>	Disused or abandoned sites of great cultural or natural interest (Melfi, Venosa & Rionero)
<b>Target group(s):</b>	Citizens (of all ages), Businesses and Public Institutions
<b>Responsible stakeholder(s):</b>	ATP Basilicata in collaboration With Matera-Basilicata 2019 Foundation
<b>Collaborator(s):</b>	Cluster Basilicata Creativa, University of Basilicata, Art & Cultural local networks (like Project Leader of Matera 2019)
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	TBD
<b>Other resources needed:</b>	TBD
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of projects and ideas for the redevelopment of disused sites, Number of citizens and organisations involved in activities,
<b>Hackathon?</b> Yes or no	NO

<sup>9</sup> P. Panozzo, S. Cacciatore (2021), Models for Art & Business Cooperation, Journal of Cultural Management and Cultural Policy, pp. 169-197.

## Sub-action 3.2: Capacity building for tourism business operators - and beyond

Generating sustainable investments in the tourism sector is not a mission impossible: the experience of Matera teaches us that thanks to the development of the non-hotel sector and the ability of citizens to transform themselves into quality hospitality operators, a destination can grow quickly by increasing both beds and related services.

In addition, many entrepreneurs working in tourism-related sectors (such as agrifood companies) can invest in hospitality or entertainment services, creating new quality and sustainable experiences that benefit both the production sector and the growth of the destination.

However, entrepreneurial and sector-specific skills need to be improved, including through targeted pathways related to green and digital competencies.

This sub-action will serve to create capacity-building pathways for 3 macro-categories of learners:

- entrepreneurs already operating in the tourism market in the Vulture-Alto Bradano area;
- entrepreneurs in the area who belong to sectors “beyond” tourism (especially wine production enterprises);
- young aspiring entrepreneurs who can and want to invest in tourism, also thanks to the support of family systems.

3 different pathways that should be oriented towards the acquisition of key competences that are very complementary to each other:

- ethical and sustainable entrepreneurial education
- green and circular enterprise education
- education in the sustainable use of technology
- education in networking and the creation of short supply chains
- education in innovation and new forms of experiential tourism
- education in new forms of exploiting cultural and natural heritage
- etc.

Capacity-building activities will be designed and customised according to a scheme based on peer-to-peer learning models and challenge-based methodologies, in a pathway lasting approximately 24 months, linked to regional and national calls for tenders for the start-up and expansion of businesses in the tourism and culture sectors, as well as investment programmes for the renovation of real estate for commercial purposes or for the construction of new non-hotel residences. The University of Basilicata and other universities or study centres specialised in the creation of territorial supply chains will be involved, as well as all category associations that can recruit existing and aspiring young entrepreneurs.

These territories have never had business schools or management schools and there are no effective educational paths or vocational training activities for the tourism sectors. There are, however, high school institutes on tourism and hotel management in Venosa and Melfi, which should be involved in order to improve educational programmes aimed at entrepreneurial education and business start-ups.

**When:** start date and end date:

2023 - 2025

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<b>Be.CULTOUR innovation area(s):</b>	Contemporary Meanings Of Heritage, Transformative Travel, Proximity travel, Post-cultural tourism
<b>Identified local challenge(s):</b>	Accelerating innovation processes and growing the cultural and tourist offer
<b>Cultural heritage asset(s):</b>	TBD
<b>Target group(s):</b>	Students, entrepreneurs, cultural and creative operators, tour operators, etc.
<b>Responsible stakeholder(s):</b>	APT
<b>Collaborator(s):</b>	Basilicata Creativa Cluster, University of Basilicata, CNR, etc.
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	TBD
<b>Other resources needed:</b>	TBD
<b>Indicator(s) for success (also considering circularity, diversity and inclusion):</b>	TBD
<b>Hackathon? Yes or no</b>	NO

### Sub-action 3.3: Entrepreneurial education, training and international mobility especially involving youths, women and vulnerable groups\*

*\*Innovative Solution selected for Be.CULTOUR Hackathon and acceleration opportunity*

Youth emigration in the Basilicata area is one of the weak points for the sustainable and entrepreneurial growth of sectors such as tourism and the cultural and creative industry. The lack of entrepreneurial culture and the desire for social redemption have pushed families in the region to make their young people emigrate, with the sole objective of acquiring a degree outside their home, increasing “brain drain” processes. In the last years, and recently enhanced by the pandemic issues and remote working possibilities, the movement of “South Working”<sup>10</sup> based in Basilicata has become a reference organisation for young skilled professionals wishing to come back to their home cities and villages and contribute to their sustainable development, helping to create new opportunities and jobs. Despite the interesting and innovative efforts ongoing, the emigration rate is still very high and there are currently no adequate policies to prevent this process.

In Basilicata, however, there are many higher technical institutes that can be geared towards improving teaching programmes to foster the sharpening of entrepreneurial, digital and green skills, also following the schemes promoted by Europe, such as the EntreComp (framework for

<sup>10</sup> [South Working – Lavorare da dove desideri fa bene a te e ai territori](#)  
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entrepreneurial skills), DigiComp (framework for digital skills) and GreenComp (framework for green and circular economy skills).

In addition, Europe, through various international mobility and exchange programmes, promotes inclusion and internationalisation, especially of young people, women and vulnerable groups such as migrants or people with disabilities.

This action involves the design and implementation of international mobility paths through the European Solidarity Corps and Erasmus for Young Entrepreneurs programmes, based on an initial phase of recruitment of host organisations in the Vulture area and a planning of activities lasting approximately 24 months, following the experience of the Human Capital project promoted by Fondazione Matera-Basilicata 2019.

The young people involved from EU and non-EU countries eligible for grant funding programmes will be involved in Hackathon-style territorial actions, targeting different activities in which they will be involved together with local youth communities:

- territorial residencies for the conception and testing of prototypes of experiential visitor routes;
- territorial residencies for raising awareness on the care of green areas and public spaces (see the Gardentopia project promoted by Matera 2019);
- territorial residences for the intergenerational involvement of young and old in the villages, for new forms of narration of the territories;
- etc.

This sub-action will be implemented also through one of the innovative solutions selected for the Be.CULTOUR Hackathon and Acceleration opportunity, namely “Triple L tourism: Leave, Learn, Live”, which aims to organising classes in Venosa of temporary residences for students (Italians and foreigners, in particular for the latter, opening the possibility that they can carry out the entire Erasmus period in the location chosen) in collaboration with the University of Basilicata. The idea is to create a new community in Venosa and then in the villages, through living in a place temporarily but constantly.

<b>When:</b> start date and end date:	2023 - 2025
<b>Be.CULTOUR innovation area(s):</b>	Contemporary Meanings Of Heritage, Transformative Travel, Proximity travel, Post-cultural tourism
<b>Identified local challenge(s):</b>	Community involvement, youth involvement, involvement of business organisations and the third sector, support for internationalisation processes
<b>Cultural heritage asset(s):</b>	Historic Villages in the Vulture - Alto Bradano Area
<b>Target group(s):</b>	Young people from Lucania and southern Italy, young people from other European countries, local communities, entrepreneurs, cultural and tourism operators
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	Organisations in Southern Italy dealing with European programmes working with mobility for young people and entrepreneurs
<b>Raw budget estimation:</b>	TBD

<b>Funding source (European, National, local funds):</b>	TBD
<b>Other resources needed:</b>	TBD
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of exchanges promoted and number of innovative projects in the area arising from exchanges
<b>Hackathon?</b> Yes or no	Yes (link to Triple L tourism: Leave, Learn, Live)

## Action 4: CIRCULAR DESTINATION

Sustainable tourism is defined by the UN World Travel Organisation as tourism that “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Among the industry, however, there is still a lack of awareness of the tangible benefits of “greening” the tourism ecosystem, e.g. by applying circular economy actions that can result in reduced costs in the long-term and over the entire life-cycle of the product/service, or promoting sustainable businesses by using ecological labels. The Covid-19 crisis was an unprecedented shock both for the tourism supply - causing supply chain slowdowns due to disruptions in production activities in several sectors - and for demand - the reduction of which was caused by the crisis in the labour market with a consequent reduction in disposable income. The new consumer demands and the growing attention to the demands of environmental sustainability, which were already becoming apparent before Covid-19, have been highlighted even more by the pandemic, which has brought about a decisive acceleration in the change of development strategies and recovery in tourism. In this context, many projects have demonstrated the benefits of a green approach in enhancing the overall resilience of the sector, also showing a better ability to adapt to sudden changes in the market, outlining a new mindset capable of translating into operational tools. This is why there has been an increase in funding to support projects, innovative development ideas and practices that promote the sustainable use of resources in one of the following areas:

- 1) achieving tourism sustainability certifications in territorial tourism policies<sup>11</sup>, in order to improve sustainable and responsible tourism management, exploiting already existing and internationally recognised certification schemes, such as that of the GSTC (Global Sustainable Tourism Council);
- 2) advancing knowledge and practice for sustainable urban mobility<sup>12</sup>, using a variety of methods and engaging interdisciplinary partners to discover new mobility innovation, to test and develop integrated and complementary sets of sustainable urban mobility measures;
- 3) building capacity, stimulating investments and supporting implementation of policies focused on energy efficiency and small-scale renewables<sup>13</sup>, focusing on the role of Energy

<sup>11</sup> See the Interreg Mediterranean Labelscape project (<https://labelscape.interreg-med.eu/>)

<sup>12</sup> See CIVITAS Initiative (<http://civitas.eu/>)

<sup>13</sup> See LIFE programme

([https://ec.europa.eu/growth/sectors/tourism/funding-guide/life-programme\\_en](https://ec.europa.eu/growth/sectors/tourism/funding-guide/life-programme_en)) and CENTRAL EUROPE Programme (<https://www.interreg-central.eu/Content.Node/4-energy-final.pdf>)

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- Communities<sup>14</sup> in supporting a collective, shared and citizen-driven clean energy transition towards a more inclusive, sustainable and equal consumption model;
- 4) adopting no waste & recycling strategy in all activities, developing and testing innovative ideas to support tourist operators towards the transition to a circular economy, by fostering an integrated system at local/regional level<sup>15</sup>.

This Action aims to enhance and monitor the sustainability and circularity performance of tourism in the pilot area, boosting the awareness of all involved actors, enhancing their capacity to develop and integrate sustainable innovations in their business practice. The proposed approach considers sustainability, resilience and circularity as key factors of competitiveness in the rapidly changing global tourism market scenario.

The Sub-actions represent key steps to develop specific and operational guidelines, approaches and tools able to stimulate and support the green transition of tourism enterprises, highlighting the benefits of green initiatives not only in the enhancement of their resilience capacity, but especially in activating new virtuous dynamics among all stakeholders in disseminating, implementing and promoting more environmentally sustainable actions towards circular cultural tourism.

The proposed actions can link local experiences to other international experiences, establishing a network of virtuous examples in which cultural exchange becomes a way of dialogue and mutual improvement, but can also represent an opportunity to share positive results in order to stimulate other realities to knowledge and implement projects and initiatives to become a “circular destination”.

Furthermore, these actions aim to establish a national and international network across the different economic sectors through the contamination (of methods and ideas) between the actors of the extended tourism supply chain. These actors include international organisations, national, regional and local government representatives, tourism sector agencies, organisations supporting tourism enterprises, the business and research community and, finally, local communities.

### Sub-action 4.1: Green certifications for tourism enterprises and beyond (e.g. agriculture)

Certification for sustainable tourism is one of the most effective tools for meeting the challenges outlined. It is, in particular, a voluntary accountability tool, which is a response to new market needs

There are currently some 180 certification programmes worldwide. At European level the most known and implemented sustainability frameworks are EU Ecolabel, EMAS, PEF/OEF schemes and GSTC certification.

But this large offering provides an element of complexity for organisations seeking certification. International bodies, such as the United Nations Environment Programme (UNEP) and the United Nations World Tourism Organisation (UNWTO), created a thematic scheme only for tourism, the Global Sustainable Tourism Council (GSTC) certification, with the specific aim of promoting social responsibility through the development of standards for sustainable tourism.

In 2019, Basilicata was one of the ten partners of the Interreg project “LABELSCAPE: Integration of Sustainability Labels into Mediterranean Tourism Policies” (Interreg MED project). The

<sup>14</sup> See European Energy Communities Initiatives

(<https://energy.ec.europa.eu/topics/markets-and-consumers/energy-communities>)

<sup>15</sup> See CEnTOUR project (<https://circulartourism.eu/>)

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project involved 10 partners from 7 South European countries around the Mediterranean (Slovenia, France, Spain, Greece, Italy, Portugal, Croatia) who have worked together on sustainable tourism labels, especially by testing them in 8 territories at local, regional, and national levels.

In Basilicata, the LABELSCAPE project was supported by Sviluppo Basilicata, the project partner, but also by the Basilicata Region and the Basilicata Tourism Promotion Agency (APT Basilicata), which are together already engaged in the implementation of the Action Plan for the Recovery of Tourism in Basilicata<sup>16</sup>.

The Labelscape project sought to provide a response to market changes in the tourism sector in recent years, providing a concrete tool to steer regional tourism strategies towards a sustainable path. The aim of the project was to strengthen the role of tourism sustainability certification in territorial tourism policies, in order to improve sustainable and responsible tourism management, by exploiting already existing and internationally recognised certification schemes.

The Labelscape project identified the GSTC certification as possible certification suitable for the context of the Basilicata region. The GSTC has created two types of tourism sustainability certifications: one for hotels and tour operators (GSTC C-HTO), and another for destinations (GSTC CD). The second provides the possibility for the whole territory to be certified. As some of the criteria to be met are similar for destinations and individual operators (e.g. hotels), this certification favours the establishment of collaboration and synergies among different actors but with common issues<sup>17</sup>.

The importance of tourism sustainability certification as an effective tool for strengthening the tourism offer and attracting quality tourism was also affirmed in one of the project's main outputs, i.e. the policy recommendations for increasing competitiveness of tourism destinations through sustainability certification<sup>18</sup>.

In the Labelscape project, the Basilicata partners have interpreted the improvement and innovation of the tourist offer by following three key words - "integration", "internationalisation", "innovation" - in order to present Basilicata as the "ideal destination" for restart tourism in a sustainable way, as it is a region where the environment has a pervasive dimension, visible not only in the landscape but also in the culture of local communities.

In Basilicata, the environment is part of the identity of its citizens. It is both an asset and a resource, for a tourism product in which diversity, uniqueness and universality of values coexist. So one of the main challenges for local tourism operators is to put this "green" value at the centre of tourism, contributing to local development through the integration of the needs of the contemporary tourist, the identity of local people and the instances of sustainability. Enhancing this value and communicating it to travellers is not just an informal action, but requires the involvement of all tourism stakeholders in working for a destination brand, recognized through international certification, able at positioning all the local values at the centre of the tourism message. The achievement of this goal implies also an effort of promotion agencies in adopting a strategy based on new languages and new tools.

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<sup>16</sup> P.A.R.T.I. Basilicata! Piano di Azione per la Ripresa del Turismo In Basilicata  
[progetto-partibasilicatafinale.pdf \(ticonsiglio.com\)](#)

<sup>17</sup> For example, a territory is often characterised by structures that have shortcomings and strengths in common and, with a territorial strategy of vision and pragmatism, can aspire to obtain a single certification scheme.

<sup>18</sup>



Starting from the experiences gained and the results obtained from the Labelscape project, the Be.Cultour project intends to capitalise on the system of knowledge and relations in the area in order to continue investing economic and human resources) for the definition of a **plan for tourism sustainability certification at destination level**. Indeed, taking advantage of the possibility offered to certify the entire territory, the Be.Cultour project identifies in the definition of a **plan for tourism sustainability certification at destination level** an opportunity to improve the contamination of ideas between public institutions involved in territorial promotion and businesses, unifying the strategies of the various entities and creating a critical mass of resources, especially in small municipalities. In line with the results of Labelscape project, the following activities should be implemented:

- enter into a partnership with an accredited certifying body (both for the preparation phase and the subsequent audit phase), which could be operationally governed by the Destination Office, to be set up within APT or a Regional Department;
- create a database - also accessible to operators in the sector - that would census all the elements that are indispensable to obtain certification, also reclassified at a sub-territorial level;
- on the basis of this census, draw up a memorandum of understanding and collaboration that involves all territorial stakeholders in the process;
- involve in the process all the emerging realities that will access the PNRR's substantial funding, in the areas of tourism and agrifood;
- strengthen the role of the institutions and organisations in involving all local tourism stakeholders to synthesise their needs and the system of opportunities and relations present in the area, in order to create synergies and paths aimed at favouring the implementation of regional strategies of sustainable development.
- define a chrono-programme of actions, with the related process governance and reporting. This chrono-programme of actions should also consider 'enabling' public investments, such as those in connectivity.

Considering that the achievement of tourism sustainability certification requires substantial resources to face financial and organisational barriers and that the implementation of a territorial strategy requires the supervision and support of a regional body, as was already the case with the Labelscape project, the Be.Cultour project also aims to establish a dialogue with the organisations that have decision-making and financial capacity in this field. The awareness-raising and synthesis action which is intended to be carried out, in continuity with the work already done by the Labelscape project, would also require concrete financial support, from the regional government to the enterprises in their pathway towards certification of tourism sustainability.

<b>When:</b> start date and end date:	2023-2027
<b>Be.CULTOUR innovation area(s):</b>	Circular tourism, Smart destination management
<b>Identified local challenge(s):</b>	Putting Basilicata “green” value at the centre of tourism, contributing to local development through the integration of the needs of the contemporary tourist, the identity of local people and the instances of sustainability Strengthening the role of tourism sustainability certification in the design of attraction and development policies for quality international tourism;

	<p>Collecting and analysing strengths and weaknesses of existing certification initiatives (in particular those of the Global Sustainable Tourism Council - GSTC);</p> <p>Progressively integrate tourism sustainability marks/labels into Basilicata's tourism promotion policies;</p> <p>Facilitating the exchange of experiences and qualified networking between project members and external stakeholders, involving main players in the Region's tourism sector;</p> <p>Defining a plan for tourism sustainability certification of the GSTC at destination level,</p> <p>Supporting private structures that want to achieve certification and/or access public tenders and resource</p>
<b>Cultural heritage asset(s):</b>	—
<b>Target group(s):</b>	tourism enterprises, agencies for territorial promotion, businesses, certifying bodies, municipalities, research bodies
<b>Responsible stakeholder(s):</b>	APT Basilicata, certifying bodies
<b>Collaborator(s):</b>	municipalities, research and academic institutions, agencies for territorial promotion, businesses
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	<p>PNRR's funding</p> <p>European Fund for Strategic Investments (FEIS)</p> <p>European Structural and Investment Funds (SIE funds)</p> <p>European Regional Development Fund and Cohesion Fund (FESR/FC))</p> <p>InvestEU</p> <p>European Bank for Reconstruction and Development (BERS)</p> <p>LIFE program</p> <p>Horizon 2020</p> <p>Competitiveness of small and medium-sized enterprises (COSME)</p>
<b>Other resources needed:</b>	Human Resources
<b>Indicator(s) for success (also considering circularity, diversity and inclusion):</b>	N. of tourism enterprises applying for European sustainability certification Baseline = The level of uptake of environmental footprint methods (PEF/OEF), EMAS, EU Ecolabel and other certification schemes by tourism SMEs is low, the project will contribute directly to enhance access and implementation of sustainability frameworks and tools in the sector.
<b>Hackathon? Yes or no</b>	NO

## Sub-action 4.2: Sustainable mobility through electric vehicles and “soft” mobility

Travelling represents the most important contribution to CO<sub>2</sub> emissions in the tourism sector. Almost half of the greenhouse gas emissions generated by tourism activities are linked to travels (e.g. by plane and cars)<sup>19</sup>. When tourists arrive at the destination, in most cases they already have made a considerable CO<sub>2</sub> footprint, which will not disappear no matter how small the negative effects on the environment during their stay. Hence, at the very outset, the travelling component of tourism consumption and production challenges the environmental sustainability of tourism. To develop the area of Vulture - Alto Bradano as a circular tourism destination, the issue of sustainable mobility needs to be addressed, along with accessibility of remote areas not well connected through public transport.

As an example, the “green mobility” project in the Val d’Hérens, in the Swiss Alps, could represent an inspiration for circular tourism implementation. In this area, electric cars were introduced to enhance sustainable mobility, generating diverse benefits for tourists, residents and the environment<sup>20</sup>.

Sustainable mobility is also linked to “slow” mobility, including walking and cycling paths. In Basilicata, among the initiatives of Basilicata Tourism Marketing Strategic Plan 2022-2026, the APT has developed the 'Basilicata Free to move' App<sup>21</sup> to promote outdoor tourism in the Region. The app is made with funds from the EU project THEMATIC - Interreg ADRION<sup>22</sup>, in which the Basilicata Regional Promotion Agency is a partner, which envisages the countries involved carrying out activities focusing on the promotion of sustainable tourism.

The app is interactive, multilingual and updatable and allows users to access a series of itineraries with several hundred kilometres of trails through parks and villages (21 cycling and

<sup>19</sup> Sustainable Travel International, “Carbon Footprint of Tourism” [Carbon Footprint of Tourism - Sustainable Travel International](#)

<sup>20</sup> [Green mobility at Val d’Hérens](#)

The Maya Boutique Hotel opened in 2012 in the Swiss Alps. It is a pioneer hotel with a unique ecological concept, combining luxury, innovation and sustainability; the first hotel built with straw bales. The hotel implements a "Green" approach to hospitality that makes no compromise on excellence, comfort or the authentic experience. It is in this context and with this approach that the Green Mobility Project was implemented.

Impacts: Reduce CO<sub>2</sub> emissions from eco-friendly transportation; A collective approach to rethink tourist mobility in one regional destination.

The principle: A network of electric cars and charging stations available for hotel guests, throughout the entire valley, located in the heart of the Swiss Alps. A "Green" mobility service on-site for flexible individual excursions.

Pay What You Want: The principle "Pay What You Want" business model is applied to this service. The guest decides on the financial remuneration he will give in return. This way, he becomes an active participant of the service. Thus, customer satisfaction is enhanced by a sense of privilege. The financial contribution is not perceived as an expense but as an appreciation of a valued service.

Advantages: Travellers’ transportation is one of the most polluting sources in the tourism industry. This new service motivates guests to reach their destination by public transportation, as well as offering on-site eco-friendly mobility. In addition, the region produces its own hydroelectricity which supplies the charging stations. Clean air, silence, flora and fauna are valuable assets to be preserved for sustainable hospitality.

Source: COSME Centour project, 2021, *Circular economy best practices in the tourism industry handbook*, [Deliverable-D1.4-Copy-1.pdf \(circulartourism.eu\)](#)

<sup>21</sup> <https://play.google.com/store/apps/details?id=it.itineraria.basilicatafreetomove&hl=it&gl=US>

<sup>22</sup> <https://thematic.adrioninterreg.eu/>

walking routes in Basilicata equal to 1729 km), available in four languages, as well as informations on the various options available in the area for accommodation facilities, services, points of interest, bike hotels, restaurants, en plein air activities and other services such as bike shops and workshops.

The interactive map allows users to view their position on the route via the device's GPS, even without an internet connection: maps can be downloaded, thus avoiding data traffic consumption. In the event of distraction, a notification alerts you if you stray from the route and you can report any problems on the routes by automatically communicating your GPS position.

As part of THEMATIC project, the APT has also already implemented the 'Basilicata Bike' event in which Basilicata played a leading role at the European Green Week, focusing on cycling tourism.

This sub-action will be implemented in synergy with the previous efforts and ongoing projects for sustainable mobility, linking with relevant stakeholders in the pilot area.

<b>When:</b> start date and end date:	2023 - 2026
<b>Be.CULTOUR innovation area(s):</b>	Circular tourism, Proximity travel
<b>Identified local challenge(s):</b>	Reduce the level of carbon emissions due to tourism activities in the pilot area
<b>Cultural heritage asset(s):</b>	—
<b>Target group(s):</b>	Residents, Tourists
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	Potential sources: European Fund for Strategic Investments (FEIS) European Structural and Investment Funds (SIE funds) Connecting Europe Facility / TEN-T European Investment Projects Portal Innovative Urban Actions (UIA) URBACT Hydrogen Fuel Cells Joint Undertaking Horizon 2020 Interreg Europe
<b>Other resources needed:</b>	TBD
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Reduction of estimated greenhouse gas emissions due to tourism activities in the pilot area
<b>Hackathon?</b> Yes or no	No (possibly linked with Cammino Lucano)

## Sub-action 4.3: Renewable energy in tourism activities & energy communities

Energy plays an essential role in all key sectors of economic and social development: water, health, food refrigeration, lighting and domestic heating, transport, agriculture, industrial production and modern means of transport, agriculture, industrial production and modern means of communication.

Access to energy resources and their exploitation, moreover, represents one of the main factors in wealth and competitiveness.

Another essential aspect is the environmental issues related to climate change and its causes<sup>23</sup>. The measures taken under the *EU climate and energy (CARE) Package*<sup>24</sup> will make an important contribution to address climate change.

The regional strategy, above the distribution of Community objectives at the level of individual states and regions, is perfectly in line with the European Union's energy policy.

The priorities for intervention relate to energy saving, including through the grants to improve the energy performance of buildings carried out by public and private entities, the renewable energy sources sector - mainly favouring 'distributed generation' of electricity self-production and the use of biomass for the production of thermal energy - and finally to the support of research and technological innovation, with particular reference to the production of innovative components in the field of energy efficiency. More specifically, the Region, through a mechanism of qualitative assessment, will identify energy production plants from renewable sources according to the EU Taxonomy that, from a technological, environmental and production point of view, will allow to pursue, as a whole, the priority objectives set by the plan with particular reference to the reduction of energy costs.

Considering the characteristics of the regional territory, the issue of energy transition in Basilicata is particularly relevant, as it is the largest onshore oil reserve in Europe and where intense hydrocarbon exploitation has been going on for more than 20 years.

Basilicata's subsoil is rich in hydrocarbons, so that conventional primary energy production depends almost exclusively on oil and natural gas, making Basilicata the first Italian region for hydrocarbon production. Local consumption is consequently met by relying heavily on electricity imports from neighbouring regions.

On the basis of these considerations, also in relation to the potential offered by this territory, the Basilicata Region has for years aimed at satisfying internal electricity needs almost exclusively through the use of plants powered by renewable sources.

Back in 2010, Basilicata adopted the Regional Environmental Energy Action Plan (PIEAR), whose objective was to bridge the deficit between electricity production and needs through the use of renewable sources.

The new European Renewables Directive establishes the rights of prosumers (producer-consumers) and **energy communities** precisely in the logic of facilitating local self-production and distribution. In this context, energy communities play an important role, regulated by Article 42bis of the European Renewable Energy Directive (RED II), implemented in Italy by the "Decreto Milleproroghe", which establishes the possibility of creating communities that exchange energy for the purpose of collective self-consumption. An Energy

<sup>23</sup> see the basic documents that kick-started the planning of world energy and environmental policy the Kyoto Protocol, approved on 11 December 1997, ratified in Italy with law no. 120/2002 and the IVth Report on Climate Change of the Intergovernmental Panel on Climate Change.

<sup>24</sup> <https://www.eea.europa.eu/policy-documents/the-eu-climate-and-energy-package>



Community is a group of people sharing renewable and clean energy, in a peer-to-peer exchange, thanks to the innovation represented by the Smart Grid. It is a decentralised digital electricity grid, with one-to-one (in case of groups of self-consumers living in the same building or apartment block) and many-to-many (in case of energy communities) connections, through which anyone who owns a grid-connected photovoltaic system (and is therefore a prosumer) can share the exceeded energy with other consumers. Anyone can be part of one of these communities sharing clean energy, thus reducing energy waste, bills and their carbon footprint. Following some experiences already activated in Basilicata<sup>25</sup> other European countries<sup>26</sup>, the distributed generation perspective is supported by the evidence of the benefits obtained when several energy communities, organised in a network.

Considering the above, the activation of energy communities in the pilot area would bring several benefits, including

- the reduction of energy dependence on other countries or regions
- the development of local production chains for the devices needed to enable communities
- creating local job opportunities
- providing flexibility to the electricity system through demand-response and storage
- increasing public acceptance of renewable energy projects
- making the use of renewable sources more equitable and accessible
- contributing to fighting poverty through reduced energy consumption and lower supply tariffs
- supporting citizen participation by integrating them efficiently into the electricity system, as active participants
- providing networking opportunities to local stakeholders
- facilitating the attraction of private investments in the clean energy transition
- reducing CO2 emissions

This sub-action is intended to promote the energy community model as a virtuous model not only for individual communities but above all as a regenerative model on a territorial scale, which emphasises the importance of the community.

The main objective of this sub-action is thus to set up energy communities starting from the municipalities in the Vulture-Alto Bradano area and then exploit this model as an opportunity to connect with the other municipalities in Lucania, in order to set up a regional network.

In particular for this area, starting from the EU initiative *Rural Energy Community Advisory Hub*, local authorities can play an important role in encouraging the development of Citizen Energy Community or Renewable Energy Community, assisting citizens, rural actors and local authorities through technical and administrative advice.

<sup>25</sup> In May 2022, the public-private consortium Ge.fo.cal was presented for the valorisation of the biological mass of forests for energy purposes. The promoters of this project, financed with 200,000 euro by the Ministry of Agriculture and Forestry Policies, intend to create the first zero-kilometre energy community in Basilicata, for the protection and management of a vast forest area in the municipality of Calvello.

<sup>26</sup> The European Parliament has provided funding for the European Commission to set up 2 different projects that should contribute to the dissemination of best practices and provide technical assistance for the development of concrete energy community initiatives across the EU: Energy Communities Repository and Rural Energy Community Advisory Hub. For more info see [https://energy.ec.europa.eu/topics/markets-and-consumers/energy-communities\\_en](https://energy.ec.europa.eu/topics/markets-and-consumers/energy-communities_en)

<b>When: start date and end date:</b>	2023-2026
<b>Be.CULTOUR innovation area(s):</b>	Transformative travel, Post-cultural tourism
<b>Identified local challenge(s):</b>	Administrative simplification and legislative and regulatory adaptation Removing regulatory and procedural barriers that slow down the Region's energy transition Defining a system of rules to ensure full transparency with regard to incentives, authorisations and who have to access them
<b>Cultural heritage asset(s):</b>	—
<b>Target group(s):</b>	Local communities
<b>Responsible stakeholder(s):</b>	Basilicata Region, APT Basilicata, Research institutions, others TBD
<b>Collaborator(s):</b>	APT Basilicata, University of Basilicata, CNR, etc.
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	Next Generation EU European Fund for Strategic Investments (FEIS) European Structural and Investment Funds (SIE) European Energy Efficiency Fund (EEEF) PF4EE - Unlocking Europe's energy savings potential through Private Finance for Energy Efficiency NER 300
<b>Other resources needed:</b>	TBD
<b>Indicator(s) for success (also considering circularity, diversity and inclusion):</b>	<ul style="list-style-type: none"> <li>- reduction of CO2 emissions</li> <li>- revenues from energy input (€)</li> <li>- reduction of operating costs of the energy infrastructure</li> <li>- number of jobs created</li> <li>- electricity bill savings</li> </ul>
<b>Hackathon? Yes or no</b>	No

#### Sub-action 4.4: No waste & recycling strategy in all activities

It is now recognised that tourism-related activities have a huge impact on the environment, contributing to the consumption of resources and posing serious environmental threats.

It is of particular importance at European level as it contributes 10.4% of European GDP and employs more than 27 million people. However, the sector still operates a linear model, generating a high level of waste and Co2 emissions.

Some European Circular Economy Action Plans established a set of legislative proposals and concrete actions to facilitate the transition towards an effective circular economy, including for

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the tourism sector. The European Green Deal emphasises the goal of implementing circular economy models in all productive sectors and industries. The adoption of a circular economy approach to cultural tourism contributes to 'closing the loops' in terms of energy and material flows in and out of the territories, fostering circular urban metabolisms.

Despite growth in consumer demand for more sustainable tourism experiences, sustainability is not yet the key driver for consumers' choice of tourism products and services. Boosting consumer awareness about sustainability in tourism and hospitality needs to be addressed in order to enhance the sustainable tourism demand enabling consumers to make responsible and informed choices, through their greater involvement<sup>27</sup> But the action of raising consumer awareness is closely linked to another action that must anticipate it, namely the conscious conversion of the responsible actors of the tourist offer towards a circular management and business model. There is a growing trend among travellers and tourists to choose authentic and immersive tourism experiences that create contact with local people and customs. Therefore, while it is important to support this trend by progressively raising user awareness of sustainability issues and respect for the identity of tourist destinations, it is equally important to educate tour operators to provide unique experiences to their customers, drastically reducing the overall environmental impact of their activities. The circular economy emerges as a useful model to address these challenges.

There are several ways to operationalise the circular economy model in tourist destinations. Some initiatives focus on resource management (water, energy) and waste reduction (food waste), while others experiment with new business or marketing models. In some cases the adoption of a circular approach has also a social meaning, expressing its potential in terms of collaborative behaviours with other different stakeholders or in care initiatives for disadvantaged people<sup>28</sup>.

In recent times, many projects<sup>29</sup> have tested the benefits of applying the circular economy model in tourism, starting from the idea to integrate elements of the circular economy into tourism companies' services, products and business models by minimising the environmental impact of those products and services.

This sub-action aims to:

- support the improvement of the sustainable management and performance of tourism destinations, through capacity building and transfer knowledge;
- implement training actions to accelerate the transition process of tourism destinations;
- develop innovative strategies for new products, services and business models, focused on circular principles;
- test circular solutions in pilot area;
- develop guidelines for circular tourism in Vulture-Alto Bradano area;
- promote the exchange of good practices and results at EU level.

In particular the activities to be implemented should be oriented to:

- reduce food waste (also with food app);
- reduce the use of plastic for both food packaging and consumption;
- optimise the sorting, collection and treatment of organic waste;

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<sup>27</sup> e.g. some accommodation facilities have adopted technological systems that instantly inform consumers about their environmental impact (e.g. by switching on heating/cooling devices)

<sup>28</sup> <https://youthforsoap.ch/en/>

<sup>29</sup> Interreg Cirtoinno project:

<https://southbaltic.eu/-/cirtoinno-circular-economy-tools-to-support-innovation-in-green-and-blue-tourism-smes>

COSME Centour project: <https://circulartourism.eu>

Donne CASTLE: [www.historicenvironment.scot](http://www.historicenvironment.scot)

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- choose materials and equipment that promote energy efficiency and reduce the carbon footprint;
- optimise energy consumption (i.e adopting for energy saving lights);
- use renewable energy sources;
- optimise water consumption through recovery system (i.e. setting up of rainwater collection pits);
- maximise the economic benefits for local communities (preferring km0 or organically grown products, choosing products made by local artisans, ecc.);
- integrate a green mobility service in the tourist offer of accomodations;
- stimulate charity initiatives based on donations of surplus essential goods to citizens and associations from tourism operators;
- integrate accommodations with spaces to activities and events involving local inhabitants to create new connections with locals and/ or other tourists;
- raise employees' awareness through training initiatives and also create new opportunities for skilled jobs in the circular tourism sector.

<b>When: start date and end date:</b>	2023-2026
<b>Be.CULTOUR innovation area(s):</b>	Circular tourism
<b>Identified local challenge(s):</b>	<ul style="list-style-type: none"> <li>- Support the improvement of the sustainable management and performance of tourism destinations, through capacity building and transfer knowledge;</li> <li>- implement training actions to accelerate the transition process of tourism destinations;</li> <li>- develop innovative strategies for new products, services and business models, focused on circular principles;</li> <li>- test circular solutions in pilot area;</li> <li>- develop guidelines for circular tourism in Vulture-Alto Bradano area;</li> <li>- promote the exchange of good practices and results at EU level.</li> </ul>
<b>Cultural heritage asset(s):</b>	—
<b>Target group(s):</b>	Tourism operators
<b>Responsible stakeholder(s):</b>	Basilicata Region, APT Basilicata, Research institutions, others TBD
<b>Collaborator(s):</b>	APT Basilicata, University of Basilicata, CNR, etc.
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	European Fund for Strategic Investments (FEIS) European Structural and Investment Funds (SIE funds) European Regional Development Fund and Cohesion Fund (FESR/FC)) InvestEU

	European Bank for Reconstruction and Development (BERS) LIFE program Horizon 2020 Competitiveness of small and medium-sized enterprises (COSME) European Green Deal PNRR's funding
<b>Other resources needed:</b>	TBD
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	<ul style="list-style-type: none"> <li>- food waste reduced (tons)</li> <li>- plastic reduced (tons)</li> <li>- energy saved</li> <li>- CO2 emissions avoided</li> <li>- water recovered (litres/m3)</li> <li>- revenues for local communities (€)</li> <li>- number of charity initiatives</li> <li>- donations to citizens and associations from tourism operators (€);</li> <li>- number of jobs created</li> </ul>
<b>Hackathon?</b> Yes or no	YES

## Action 5: NATURE AS HERITAGE

The area of Vulture - Alto Bradano is a less urbanised area, where the natural heritage represents a consistent part of its value and uniqueness. Here, it is still possible to find several species of spontaneous plants still useful today for nutrition and healing, as well as pure waters with diverse minerals coming from the special volcanic earth and rocks, well-known for enhancing health and wellbeing. Moreover, the low levels of light pollution can enable unique stargazing experiences in natural areas nearby historic villages and towns.

The presence of diverse Natura2000 sites confirms the high natural value of the site: IT92210210 - Monte Vulture, IT92210190 - Monte Paratiello, IT9210140 - Grotticelle di Monticchio (SIC "Siti di interesse comunitario" - Sites of Community Importance). The Regional Park of Vulture is an important resource, conducting several studies on the values of natural heritage in that area, and monitoring ecosystem and biodiversity conditions.

The Vulture landscape is particularly diverse. Its natural areas demonstrate an exceptional biodiversity that has been studied by numerous botanists who, over time, have wandered through the forests. They have left interesting evidence of their wanderings, drawing up inventories of the flora that covers this mountain.

The Regional Park of Vulture<sup>30</sup> explains the most relevant aspects of nature and biodiversity in the area, as follows.

**Volcanic land.** The entire Vulture territory is sprinkled with rocky outcrops or sites that make it a very varied geosite of interest to geologists and volcanologists. The collapse of the summit due to gravitational causes formed the Valle dei Grigi, while the final phase of Vulture activity dates back some 130,000 years and involved the area known as Monticchio Laghi. In this area,

<sup>30</sup> Regional Park of Vulture website [Parco Vulture - Home](https://www.parcovulture.it/)  
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essentially the collapse caldera, there are the remains of three main eruptive centres: Piano Comune, Lago Grande and Lago Piccolo. Only Lago Grande and Lago Piccolo are today filled with water, thanks to an extraordinary abundance of water and sublacustrine springs. These calderic lakes must be distinguished from the vast lakes that formed in the Pleistocene, outside the volcanic structure, due to the obstruction of the streams by the material spilled out with the eruptions: Lake Atella, Lake Venosa and Lake Melfi. These waters have now disappeared, leaving tangible traces of now extinct fauna and ancient hominids that populated their shores.

**Lakes.** Lake Piccolo (small lake) and Lake Grande (big lake) in Monticchio are fed by groundwater and rainwater. Those of the 'Piccolo' flow into the 'Grande' through an artificial canal, while the waters of the latter reservoir, via the Torrente Laghi, flow into the Ofanto, the border between Campania and Basilicata. The 'Piccolo' has shores with no beach, almost as if the forest were rushing into it, while the 'Grande' is surrounded by large areas that are often flooded, causing swamping, but also extraordinary biodiversity.

Around Lake Piccolo and Lake Grande, the landscape is dominated by the beech forest. The fir woodland extends to the north-east of Monte San Michele, with large-sized tree species, and on the northern slope of Mount Vulture. The habitat surrounding the lakes is characterised by specimens of *Alnus glutinosa* associated with *Fraxinus angustifolia*. Particularly widespread on the outer slopes of the mountain are turkey oaks, chestnut trees, olive trees and vines, mainly "Aglianico del Vulture". The land cultivated with these grapes is located in a narrow strip on the eastern edges of the volcanic edifice, falling within the territories of Barile, Rapolla, Rionero in Vulture, Ginestra and Ripacandida. Characteristic is the presence of numerous cellar-caves directly dug into the volcanic tuffs, where the wine is often left to age.

**Springs and waters.** The mineral waters of Vulture have been particularly appreciated in the past: first during the Roman period, both republican and imperial, then by Federico II of Swabia, much later by the French who brought large quantities to Paris. But it was at the beginning of the last century that their industrial exploitation began with the work of the Lanari family from the Marche region. The waters and spas became a source of attraction for high-ranking personalities from Puglia and Campania. Eduardo Scarpetta, the Neapolitan writer, playwright and poet, even composed a song about it: 'Per le acque acidule gassose di Monticchio Lanari' (For the acidulous gaseous waters of Monticchio Lanari). There is no doubt that much of Vulture's fame today is conveyed by the goodness of its waters. They represent more than 7% of the water bottled and marketed in Italy.

The Vulturine springs can be divided into two groups: those with little mineralised water and poor in CO<sub>2</sub> and those with mineralised water and rich in CO<sub>2</sub>. They emerge all over the mountain, from just below the summit to the base of the volcanic apparatus. They have very different ages and, although there are overlapping basal water tables, these are all intercommunicating on a large scale. The small high-altitude springs, on the other hand, are fed by suspended aquifers.

The outcropping of the water table, in many places on the surface of the volcanic cone, has given rise to copious springs. They spring from rocks, from their clefts, and have become indispensable not only for travellers, hunters and woodcutters, but also for animals grazing wild in the forest and many other wild animals. There are many places that differ in carrying in their place names a particular reference to water: Fontana dei Giumentari, Fontana dei Piloni, Fontana dei Faggi, Fontana del Lupo, Fontana Castagno, Fontana dei Demoni, Fontana Sambuchi, to name but a few. Some of them continue to dispense water of excellent quality throughout the year.

Particular mention must be made of the San Fele waterfalls, along the Bradano torrent, which leap beautifully over a green, steep and rugged path. Still visible along the banks are the remains of ancient watermills and a 'gualchiera', a mill for processing, fulling and cleaning

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wool, still in operation until the Second World War. The building of the gualchiera, although in a state of ruin, was recognised in 2014 as a 'cultural asset of historical, environmental and ethno-anthropological interest', as an example of rural architectural typology that bears witness to the traditional economy linked to the history and identity of the local populations.

**Species.** The Vulture area is home to numerous taxa of considerable conservation and biogeographical interest. The butcher's broom (*Ruscus aculeatus*) is included in the Habitats Directive 92/43/EEC. Other species are protected at a regional level by Presidential Decree no. 55 of 18 March 2005, the decree that identifies the regional flora species to be protected as a priority and the different degree of protection reserved for them, according to their current conservation status and vulnerability.

The ***Bramea butterfly*** is a very particular species of butterfly that comes from ancestral times. Its mimetic livery, short flights and restricted habitat have probably kept this small animal out of the public eye for a long time. Immediately following its discovery in 1963, this creature was recognised as a living fossil, a relic from the Miocene, a time in the Earth's natural history during which the separation of the continents from Pangaea was continuing towards its present location. At that time the climate was still warm, but the cooling process that would culminate in the Pleistocene was continuing. It was during this period that tropical plants gradually disappeared from the European continent. The Vulture moth (*Brahmaea europaea* Hartig), the only European brahmeid, is a creature that miraculously escaped extinction.

The nourishing plants of this butterfly, considered to be the greatest pride of national entomology, are certain trees that are probably also special: the phillyrea, privet and, in particular, the southern ash. The Vulture Natural History Museum, located inside the Franciscan monastery named after St Michael, is dedicated to this species.

This Action aims to develop innovative projects to enhance the values of nature, re-connecting people with "Mother Earth" through immersive and deeply transformative experiences, from astrotourism to species watching, spontaneous plants recognition, and spiritual / inspirational tourism experiences, linking with the valorisation of historic villages and towns. These experiences require relatively small numbers of participants, which are ideal in less-known and less touristic areas. The experiences and projects identified under this Action aim to re-generate the natural ecological thinking in the person, re-connecting people with nature and themselves, beyond the instrumental approaches to nature to re-discover its "intrinsic value".

The experiences proposed in the sub-actions can be launched with the support of local experts and diverse active organisations in the territory, exploring the potential of nature "as heritage".

### Sub-action 5.1: Astrotourism projects linked with ancient heritage sites and remains

The area of Vulture - Alto Bradano was historically the location of the Pythagorean school linked to Greek populations. In particular, the Bradano valley, that reaches Metapontum, a Magna Graecia colony, was known as the seat of the school of Pythagoras, also attended by the indigenous aristocracy. Here, a whole series of elements lead back to Pythagorean thought. In this area, in the necropolis of the city of Ripacandida, a very special artwork of the ancient times was found: a potter jar from 2.500 years ago, where it is drawn the then-known universe. The jar is now conserved in the archaeological museum in Melfi. In its apparent simplicity, the drawing is linked to Pythagorean teachings and represents the Earth surrounded by the seven planets visible to the naked eye, while some interpretations reveal that the jar depicts the celestial journey that leads to immortality. On another jug, a schematic figure of a lyre player is

reproduced as the central element of the decoration, recalling the celebration of funeral ceremonies in the Greek tradition.

The link between the development of astronomy in the Pythagorean sphere and beliefs concerning the afterlife has already been highlighted in the Greek world. In the same area of Magna Graecia in which 'Pythagorean preaching' was most intense, the presence of mystery religions assuring otherworldly salvation appears equally significant. Exceptional evidence of these cults are the laminettes with inscriptions found in Calabria in the necropolises of Thourioi (Sibari) and Hipponion (Vibo Valentia). In these texts, the deceased declares himself the son of the earth and the starry sky, in analogy with what is represented on the Ripacandida jar.

The Ripacandida jar tells us of Pythagoras' spherical universe conception. Other interesting observations were made regarding the 'astronomical calculator' function of the well-known Antikythera Mechanism, which, together with the interpretation of the Ripacandida jar, arouses admiration for the incredibly advanced level of knowledge behind these artefacts from over two thousand years ago. Other interpretations reveal that the Pythagorean doctrine was aware of the sphericity of the earth and the universe, as well as the sidereal origin of the celestial bodies, something that remained unknown for 2000 years, due to the conditioning of Aristotelian physics.

Starting from the ancient knowledge of the universe evoked by the Ripacandida jar, the link with "astrotourism" experiences can be built, exploring the potential of areas which are less industrialised, less urbanised, and therefore ideal location for the observation of the starry sky. Astrotourism is an activity of travellers wishing to use the natural resource of well-kept nightscapes for astronomy-related leisure and knowledge. This practice has increased in popularity during recent years, adding value to offbeat tourism destinations offering high quality night skies and astronomical or archaeoastronomical heritage. As highlighted by Fayos Solá, Marín and Jafari (2014)<sup>31</sup>, "astrotourism initiatives contribute to the dissemination of knowledge and human capital formation, both among the visitors and within the host community. Therefore, it can act as a potential instrument for development. The best destinations for astrotourism have very special characteristics, which makes for a likely favourable strategic positioning in domestic and even international markets. However, astrotourism consumers demand high knowledge content and excellent quality in their visits. This requires a professional approach to resource use and conservation, product development, and adequate provision of ancillary services in the destination. A sophisticated tourism policy and governance is a must for successful launch and operation of astrotourism".

Since 2007, the "Starlight Declaration - In defence of the night sky and the right to the starlight"<sup>32</sup> highlighted that that a view of the starlight has been and is an inspiration for all humankind, that the observation of the starry sky has represented an essential element in the development of all cultures and civilizations, and that throughout history, the contemplation of the firmament has sustained many of the scientific and technical developments that define progress, recognizing that that "humankind has always observed the sky either to interpret it or to understand the physical laws which govern the universe, and that the interest in astronomy has had profound implications for science, philosophy, culture, and our general conception of the universe". The Matera-Basilicata 2019 Foundation has also invested heavily in raising the awareness of Lucanian communities on light pollution issues: Matera was a partner in a European research project called 'Night Light' and funded by the Interreg programme. The aim of the project was to create a synergy between the different partners in order to improve

<sup>31</sup> Fayos-Solá E, Marín C, Jafari J (2014), Astrotourism: No Requiem for Meaningful Travel. PASOS. Revista de Turismo y Patrimonio Cultural. Vol. 12 N.º 4, 663-671.

[http://www.pasosonline.org/Publicados/12414/PS0414\\_01.pdf](http://www.pasosonline.org/Publicados/12414/PS0414_01.pdf)

<sup>32</sup> Starlight Declaration, 2007 [Declaration in Defense of the Night Sky and the Right to Starlight - Starlight Foundation \(fundacionstarlight.org\)](http://www.fundacionstarlight.org/)

individual regional policies for the prevention of light pollution and to protect dark skies to the point of making them an incentive for the development of eco-sustainable tourism.

The Starlight Foundation<sup>33</sup> (SF, 2020) is a non-profit organisation whose primary purpose is “to develop programmes and actions to provide a different way of protecting and defending the sky and of valuing it as a resource necessary for life and the intangible heritage of humanity”. The Foundation has four main objectives: (1) Protection of the Night Sky from light pollution; (2) Cultural dissemination of astronomy, through outreach; (3) Promotion of astro-tourism to enable people to appreciate the starry night sky in dark sky places; (4) Adoption of intelligent lighting and innovation, and the consequent saving of energy.

According to the Starlight Declaration, “*tourism can become a major instrument for a new alliance in defence of the quality of the nocturnal skyscape. Responsible tourism can and should take on board the night sky as a resource to protect and value in all destinations. Generating new tourist products based on the observation of the firmament and the phenomena of the night, opens up unsuspected possibilities for cooperation among tourism stakeholders, local communities, and scientific institutions*”.

In the pilot area, astrotourism initiatives can be ideated and implemented, exploiting the natural areas and the low level of urban light pollution, linking with the ancient remains such as the Ripacandida jar, which evoke the deep relationship of mankind with the stars.

This sub-action aims to create a direct link with the existing astrotourism initiatives, realising new cultural tourism experiences with an educational component, linking them also with spiritual travellers and experiences.

<b>When: start date and end date:</b>	2023-2025
<b>Be.CULTOUR innovation area(s):</b>	Sensorial Heritage Experience, Contemporary Meanings of Heritage, Spiritual Travel Experience, Nature as Heritage, Transformative travel, Proximity travel, Post-cultural tourism.
<b>Identified local challenge(s):</b>	Exploit cultural heritage and natural areas in new and innovative ways
<b>Cultural heritage asset(s):</b>	Archaeological remains, Natural areas
<b>Target group(s):</b>	Cultural visitors, Residents
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	Starlight Foundation, others TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	TBD
<b>Other resources needed:</b>	Human resources

<sup>33</sup> Starlight Foundation website [Starlight Foundation \(fundacionstarlight.org\)](https://fundacionstarlight.org)

<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of experiences created; Number of participants; Quality of experiences - based on qualitative assessment.
<b>Hackathon?</b> Yes or no	Yes (possibly included in Cammino Lucano)

## Sub-action 5.2: Monticchio lakes paths and natural heritage valorisation in Rionero and surroundings\*

*\*Innovative Solution selected for Be.CULTOUR Hackathon and acceleration opportunity*

Monticchio lakes are one of the most known sites in the area of Vulture - Alto Bradano, which has been included in several projects for touristic valorisation. Recently, following a Call for proposals linked with the National Resilience and Recovery Plan (PNRR), Monticchio lakes and Rionero in Vulture received a large funding for the recovery and regeneration of historic villages ("borghi"). Currently, an intense activity of design is ongoing to make operational the project idea proposed. With this sub-action, it is intended to integrate the existing project within the Be.CULTOUR Action Plan for Vulture - Alto Bradano, establishing synergies and a fruitful cooperation with the stakeholders in that area, including the Municipality of Rionero in Vulture. The detailed design of the project / sub-action will start in late 2022, starting the first activities using the funding received already in 2023. The main activities foreseen are linked to the creation of new experiences of visit on the lakes, the recovery of several abandoned and underused old buildings in the area for new uses, as well as training and capacity-building activities with tourism stakeholders, entrepreneurs and workers. The activities fall completely in line with the scopes of this Action Plan, particularly linking with new possible experiences related to "nature as heritage" innovation area, generating useful synergies and cooperation, as discussed during the last workshop held in Rionero in Vulture.

<b>When:</b> start date and end date:	2022-2025
<b>Be.CULTOUR innovation area(s):</b>	Nature as heritage, Remote working destination, Proximity travel
<b>Identified local challenge(s):</b>	Valorisation of less-known cultural heritage assets and natural heritage in the pilot area
<b>Cultural heritage asset(s):</b>	Monticchio lakes, Rionero in Vulture village
<b>Target group(s):</b>	Cultural visitors, Residents
<b>Responsible stakeholder(s):</b>	Municipality of Rionero in Vulture
<b>Collaborator(s):</b>	APT Basilicata, Matera Hub, others TBC
<b>Raw budget estimation:</b>	20 M€ in Rionero in Vulture 2 M€ in Rapone village

<b>Funding source (European, National, local funds):</b>	European/National (PNRR) - already funded
<b>Other resources needed:</b>	—
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	TBD according to the detailed programming to be developed
<b>Hackathon?</b> Yes or no	Yes (Cammino Lucano, possible links with Triple L, FlyOn)

### Sub-action 5.3: Biodiversity valorisation beyond eco-tourism (e.g. Bramea butterfly, local medical plants species..) to build a ecological consciousness

The rich local biodiversity and natural areas are today an important factor of attractiveness for a wide range of tourists, from those interested in eco-tourism activities such as trekkings, cycling, adventures, to those interested in sustainable holidays, open-air experiences and connection with nature. During the Covid-19 pandemic, the number of visitors in the Basilicata region wishing to stay in open and less crowded spaces was significantly increasing, enhancing the attractiveness of the pilot area for sustainable and “eco” experiences.

This sub-action aims to attract both residents and tourists offering a range of experiences in nature, which go beyond eco-tourism to find a real connection with places, landscapes, local fauna and flora. Some experiences that could be developed are related to:

- The recognition and search of “Bramea” butterfly of Vulture, which can be found only in the particular area / ecosystem;
- Recognition, search and use of local alimurgic (edible) and medical plant species, which are easily found in the large natural areas Vulture and Alto Bradano;
- Other experiences/activities linked to particular flora and fauna species of the area, as well as waters, aiming to reconnect people with nature at a deeper level.

These activities are oriented not only to visitors, but especially also to residents, who could benefit of the regenerated knowledge, linking it with the most advanced scientific knowledge about the properties, uses and benefits of local spontaneous plants and fruits, helping to reconnect residents with the local nature manifestations supporting the development of the ecological consciousness and thinking.

This action is considered fundamental as “cultural” action, recognizing the importance of a cultural approach to the circular transition, which has a large potential to influence the change of behaviour (at the base of production and “consumption” patterns as evoked by the Sustainable Development Goals), and thus the implementation of the ecological transition at all levels of the society.

<b>When:</b> start date and end date:	2023-2025
<b>Be.CULTOUR innovation area(s):</b>	Nature as Heritage, Transformative travel, Proximity travel, Sensorial heritage experience, Proximity travel

<b>Identified local challenge(s):</b>	Reconnect with nature promoting healthy and ecological lifestyle
<b>Cultural heritage asset(s):</b>	Natural heritage: biodiversity, flora and fauna species
<b>Target group(s):</b>	Residents, Sustainable tourists, Eco-tourists
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	TBD
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of people participating; Satisfaction of participants.
<b>Hackathon?</b> Yes or no	No (possibly linked with Cammino Lucano, Triple L, FlyOn)

#### Sub-action 5.4: Self-care & spiritual tourism experiences enhancement

This sub-action is focused on attracting a particular type of visitors interested in self-care, such as thermal tourism, as well as spiritual tourism experiences. In Rionero in Vulture and the surrounding area, the special waters linked to the volcanic site make the place a perfect site for thermal residencies. In particular, the waters of Rapolla are particularly suitable for treating diverse diseases and are well-known for their positive effects on health. Thermal cosmetics also have a large potential, exploiting local waters, plants and diverse natural treatments. The bio-cosmetics and natural health treatments are an emerging and growing economic sector, which could become a factor of sustainable growth in the pilot area, building on the existing and well-preserved natural resources and ecosystems.

Moreover, spiritual travel experiences linked with the man-nature relationship can become highly attractive in this area, which is also rich in cultural traditions linked to nature manifestations. For example, the "Arboreal rituals" of Vulture are a less-known but extremely interesting cultural heritage. For example, "The Marriage of the Tree" is a symbol of fertility and an omen of abundance, renewing the ancient tree rites, an expression of a material and spiritual re-generation of the community in the rebirth personified by spring. Mircea Eliade, historian of religions, explains the mystery of man as an actor and symbol of a change that regenerates him through his participation in the resurrection of vegetation as follows: *'The cosmos is symbolised by a tree, divinity manifests itself dendromorphically; fertility, opulence, good fortune, health [...] are concentrated in the grasses and trees [...]. All that is, that which is living and creative, in a state of continuous regeneration, is formulated by plant symbols. [...] The primordial act of cosmic creation is repeated'*. Every year, with a precise deadline, rites for the rebirth of nature and life repeat the indissoluble union of the sacred and the profane through a 'Christianisation' of the cult that now coincides with the festivities of saints and



patrons of the country in which they take place. Of Nordic-Celtic origins, the tree rites have their roots in an undefined time, but the spectacle they offer survives the most modern religions and traditions, defying distances and re-proposing - at times - common celebrations in cultures that are also very distant from each other. From the Mediterranean to Scandinavia, from the Alpine arc to the Apennine ridge, all the way to Basilicata, the region with the greatest concentration and vitality of these rites.

This sub-action aims to strengthen the attractiveness of the pilot site by recognizing and conveying the value of natural resources, such as thermal waters and local plants, as well as traditions and rituals related to nature. In these practices, nature clearly becomes “heritage”, a significant manifestation of the “Spirit of the place”, which will be more and more felt and explored by residents and visitors. The renewed and contemporary meaning of ancient practices and traditions linked to nature will trigger a renewed motivation for residents and visitors to explore this side of the Vulture and Alto Bradano area.

<b>When:</b> start date and end date:	2023-2025
<b>Be.CULTOUR innovation area(s):</b>	Nature as Heritage, Spiritual travel experience, Transformative travel, Proximity travel, Contemporary meanings of heritage
<b>Identified local challenge(s):</b>	Reconnect with nature promoting healthy and ecological lifestyle
<b>Cultural heritage asset(s):</b>	Natural heritage: thermal waters; Intangible heritage: arboreal rituals
<b>Target group(s):</b>	Residents, Eco-tourists, Thermal tourists, Cultural tourists
<b>Responsible stakeholder(s):</b>	APT Basilicata
<b>Collaborator(s):</b>	TBD
<b>Raw budget estimation:</b>	TBD
<b>Funding source (European, National, local funds):</b>	TBD
<b>Other resources needed:</b>	Human resources
<b>Indicator(s) for success</b> (also considering circularity, diversity and inclusion):	Number of visitors in thermal structures; Level of satisfaction of visitors; Number of visitors for local festivals linked to arboreal rituals and similar events
<b>Hackathon?</b> Yes or no	No (could be linked to Cammino Lucano)

## Local Pact

The Heritage Innovation Network is the group of stakeholders participating in the development of the Action Plan. The network will be engaged in the further development and implementation of the actions, sharing the “vision” for Vulture-Alto Bradano area. The Pact for Vulture will be proposed as a way to engage and coordinate with stakeholders in the pilot area in the long term, enhancing collaboration, shared vision and trust.

