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Asse VI - Azione 6.8



REGIONE PUGLIA
ASSESSORATO
INDUSTRIA TURISTICA E CULTURALE
GESTIONE E VALORIZZAZIONE
DEI BENI CULTURALI



PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations
CUP-Project Code n: B39I18000100009
"Promotion of the Puglia Destination"

PUBLIC CALL FOR TENDERS - PROCUREMENT OF EXPRESSIONS OF INTEREST AIMED AT THE CREATION OF A LIST OF EDUCATIONAL TOURS, FAM TRIPS, PRESS TOURS E BLOG TOURS TO BE CARRIED OUT IN ORDER TO PROMOTE THE PUGLIA DESTINATION

YEARS 2019-2020

FOREWORD

- The Pugliapromozione Regional Tourism Board was established with D.P.R. of 22 February 2011, n. 176, as per Regional Law n.1/2002 and subsequent amendments, as an operational instrument for the Puglia Region policies with regard to the promotion of coordinated regional brand/image and of local tourism promotion;
- The Pugliapromozione Agency, pursuant to art. 2 of the Regional Reg. 13 May 2011, n. 9, *"promotes the knowledge and attractiveness of the territory in its natural, landscape and cultural, tangible and intangible components, fully enhancing its excellence" (sub. A), "promotes and qualifies the tourism offer of Apulian territorial systems, promoting competitiveness on national and international markets and supporting cooperation between the public and private sectors in the tourism field; it also promotes matching initiatives between the regional territorial offer and brokers of international tourism flows "(sub. C)," promotes the development of sustainable, slow, food & wine products, cultural, youth-oriented, social and religious tourism, as well as all "active and experiential" tourism, supporting the enhancement of related activities "(sub. D)," develops and coordinates the interventions for tourism purposes for the enhancement and integrated promotion at a territorial level of the cultural heritage, of protected natural areas and cultural activities, in the framework of the productive vocations of the entire regional territory "(sub. E)," carries out any other activity entrusted to it by the regional legislation, strategic guidelines and planning tools of the Puglia Region, also with reference to national laws and interregional programs and community" (sub. L);*
- Through Tourism Section Director's Decision n. 43 of March 26, 2019, the director acknowledged the Projects Implementation Committee decision for the year 2019, as approved by the same Committee within the framework of the Strategic Tourism Plan (PST);
- The project "Promotion of the Puglia destination" has among its objectives the dissemination of the Puglia brand/image, as well as strengthening the reputation of the Puglia destination across target markets, working on the contents of the offer, facilitating the marketing processes;
- The project includes, among activities to be carried out, the organization of Educational tours involving specific recipients with the aim of making the destination Puglia well known by way of direct experiences;
- Educational tours can also be planned directly by ARET Pugliapromozione for 2019/2020 in order to promote the Puglia destination, hosting journalists, photographers, television and film crews, tour operators, participants in particularly important and renowned national and international congress events, consistent with the aforementioned project and with the Regional Tourism Strategic Plan;
- Hospitality and logistic organization services and travel tickets for the organization of educational tours are carried out by the Supplier, identified with an electronic procedure, set below the minimum amount threshold, negotiated pursuant to art. 36, paragraph 2, sub. b) of the Public Contracts Code, using an



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RDO-Offer Request (Director General Decision n. 175 of 15.04.2019, published in the BURP-Puglia Region Official Bulletin n.43 of 04/18/2019);

Art. 1

Purpose of this Call for Tenders

- 1.1. ARET Pugliapromozione, consistent with assigned role and functions, with this public notice intends to proceed with the organization of educational tours, fam trips and press tours on the basis of proposals to be evaluated in relation to the strategic objectives, and the implementation of the Strategic Tourism Plan and its available financial resources (allocated with the Strategic Tourism Plan - Promotion of Destination Puglia 2019).
- 1.2. Therefore, this call for tenders aims at acquiring expressions of interest for hospitality and incoming services aimed at creating a list of experiential and thematic educational tours for the year 2019/2020.
- 1.3. The final objective is to allow hosted subjects to "familiarize" with destination Puglia, through direct experience and contact with local operators, promoting the area and supporting the marketing of the region's tourism offer.
- 1.4. This notice defines tour themes, tour recipients, procedures for presenting and evaluating expressions of interest, the methods of organizing and providing necessary hospitality services.
- 1.5. ARET Pugliapromozione is eligible to organize Educational tours, in its own right, also at the request of tourism sector organizations, pursuing the strategic objectives of enhancing various territories and regional tourism products, through the creation of specific experiential itineraries.

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Art. 2

Subjects eligible to submit expressions of interest

2.1. Expressions of interest for the realization of educational tours/fam trips/blogs and press tours can be presented by the subjects belonging to the following areas of interest:

- 1) Sector-specialized journalists from national and international publications or freelancers (online and offline), such as directors, editors, correspondents, columnists, publishers, photographers (Traditional media category);
- 2) Bloggers, influencers, social community managers/professionals (*New Media* category);
- 3) Tour operators, national and international travel agents, airlines and other transport carriers (Sales Area category);
- 4) Subjects working in the field of cinema, television, video documentary and radio activities (Cinema TV Radio category);
- 5) MICE managers and wedding planners (*MICE* category).

2.2. Expressions of interest may also be submitted by ENIT (Italian National Tourism Agency).

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2.3. Subjects listed in points 2.1 and 2.2 may present an expression of interest for tours aimed at participants strictly specified in art. 3 of this Notice, indicating one of the following topics (*tourism products*) (**Attachment 1**):

- A. FOOD & WINE
- B. ART AND CULTURE
- C. SEA
- D. NATURE, SPORTS AND WELL-BEING
- E. MICE & WEEDING

Art. 3
Educational Tours participants

3.1. Eligible tour participants are the following:

- 1) Sector related journalists belonging to national and international publications or freelancers (online and offline), such as directors, editors, correspondents, columnists, publishers, photographers;
- 2) Bloggers, influencers, social community managers;
- 3) National and international tour operators and travel agents, airline companies and other transport operators;
- 4) Subjects operating in the field of cinema, television, documentary videos and radio productions;
- 5) MICE managers and wedding planners;
- 6) Managers or experts of national/international reputation interested in promoting tourism, entertainment, cultural events, business meetings, congresses, sport games and competitions.

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3.2. Tour participants cannot be residing in Puglia, nor having been guests of the Puglia Region and/or of the Pugliapromozione Regional Tourism Board during the three-year period 2017/2019, with each reserve dictated aimed at consolidating certain strategic promotional effects for topics and recipients of activities.

3.3. Participants will also benefit from: 1 tour guide or language interpreter and 1 or 2 associates from ARET Pugliapromozione and/or from the Tourism Section of the Puglia Region.

3.4. Subjects taking part to the tours have a specific interest on the Puglia destination and/or the tourist subject that will be proven by the tour results as created/produced by participants according to respective categories and relevant professional skills (tour output).

Art. 4
Period of realization and duration of tours

4.1. Subjects expressing interest can indicate a period of realization that will be evaluated by ARET in relation to the organizational schedules and further assessments of strategic opportunities.

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4.2. Educational tour initiatives referred to in this Notice may take place at any time of the year, with the exception of the months of July and August and except during the BUY PUGLIA 2019 period. However, ARET has the right to consider, by way of exception, the possibility of carrying out tours in the above-mentioned excluded periods in the case of proposals bearing particular impact and relevance, for motivated reasons of strategic opportunity, coherently with the objectives of the "Puglia365" Tourism Strategic Plan.
4.3. Educational tours can last 1 day up to a maximum of 7 days: the number of days is proportionate to the involvement of the territories involved in the tour (the aim is to extend the tour to more territorial areas in relation to longer durations).

Art. 5
How to submit PRESS TOUR/BLOG TOUR expressions of interest
(category: Media)

5.1 Subjects admitted to submit expressions of interest for press tours/blog tours (art.2.1) must transmit to ARET the expression of interest at the certified mail address **direzionegeneralepp@pec.it** and at **educational@viaggiareinpuglia.it** specifying the product of interest (art. 2.3).

5.2. The expressions of interest, under penalty of inadmissibility, must be:

a) processed using the online participation form, attaching for information purposes to this notice and downloadable at the link (**Attachment 2**)

https://docs.google.com/forms/d/e/1FAIpQLSf_0z27zpUQxXjPPmNF63mhkCJ0v83JU9enx5ygWusXD_h_JA/viewform (IT)

https://docs.google.com/forms/d/e/1FAIpQLSeV9_sQbtkVUX4LZrQhTY0DavS6jP9rJpR9PWYHqXLN2sct7Q/viewform (UK)

b) after filling the form and before delivery, it must be printed (click on "print" at the top right of the screen. NOTE: print before sending.), digitally signed by the proponent (not mandatory if the proponent has its registered office outside Italy) and sent by PEC-Certified Mail to the certified mail address **direzionegeneralepp@pec.it** and to the address **educational@viaggiareinpuglia.it**;

c) delivered at least 20 days before the proposed start date of the tour, on which ARET has the right to evaluate and/or modify;

5.3 Press tour proposals must include a minimum and flawless content, under penalty of exclusion, consisting of the following:

- 1) **Description of the specific topic or topics and interest or interests;**
- 2) **Publishing/broadcast project description subject of the proposed tour;**
- 3) **Fiche of participants:** appropriately filled out, with a short CV for each guest, press review or advertorials or other production relating to the means of communication used for the realization of which the educational tour is finalized, in order to assess the eligibility of the tour participants as established by Article 2 of this notice.
- 4) **Hospitality services/travel tickets as necessary for the realization of the tour.** Please note that a maximum of n. 3 categories of services can be provided by Pugliapromozione via its contractor (travel agency);
- 5) **Detailed description of outputs to be furnished as a follow up to the tour** (i.e.: newspaper/magazine articles, advertorials, radio and/or television/cinema/blogging services, etc.);



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6) The participant's commitment to complete and deliver all outputs produced as a follow up to the tour. Please note that failure to produce and deliver the tour outputs will entitle Pugliapromozione to pursue any legal and/or administrative action to protect its image, the public tangible and intangible assets, and its operations.

Art. 6
How to submit expressions of interest
for **FAM TRIPS**

(category: Sales Area)

6.1 Subjects eligible to submit an expression of interest for fam trips (art.2.1) have to transmit to ARET their request via certified mail at **direzione generalepp@pec.it** and to **educational@viaggiareinpuglia.it** (for foreign subjects) specifying the product of interest (art. 2.3).

6.2. Expressions of interest, under penalty of inadmissibility, must be:

a) processed using the online participation form, attached to this notice and downloadable at the link (**Attachment 3**)

https://docs.google.com/forms/d/e/1FAIpQLScAA_1htLEsTyHDA1dZpcqI_AIroWNlvV2Iyys9Y7Ah_5qcEw/viewform (IT)

<https://docs.google.com/forms/d/e/1FAIpQLSeullTkEw208e5J66dNOvUIxTTXf0pJIdQDx7Cu00oCBUm2sA/viewform> (UK)

b) after filling the online form and before delivery, it must be printed (click on "print" at the top right of the screen. Note: print before sending.), digitally signed by the proponent (not binding if the proponent has its registered office outside Italy) and sent by PEC-Certified Mail to the certified mail address **direzione generalepp@pec.it** and to **educational@viaggiareinpuglia.it**;

c) transmitted at least 20 days before the indicative start date of the tour, which ARET has the right to evaluate and/or modify);

6.3. Fam trip proposals must include a minimum and flawless content, under penalty of exclusion, concerning:

1) **Indication of the specific topic or topics of interest;**

2) **Description of the promo-marketing program/project of the tourism offer:**

- If the "Puglia" offer is already contained in the catalog:

→ describe the recurrence of Puglia tourism product in its commercial catalogs, the analysis of demand (target markets) and the commercial experience relating to Puglia in the years prior to 2019;

- If the "Puglia" offer is not present in the catalog:

→ describe the target market

→ describe the sale of the product "Italy" (only in case of foreign Tour Operators);

3) **Fiche of participants:** appropriately completed with a short curriculum for each of the guests so as to allow the eligibility of tour participants to be assessed according to Art. 2 of this notice;

4) **Tour proposal;**

5) **Hospitality services/travel tickets as necessary for the completion of the tour.** Please note that at least n. 1 category of services must be offered as co-marketing.

6) The participant's commitment to deliver, as a follow up of the tour, **the final report of the promotional impact** of the tour highlighting the effects of the tour with reference to the

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promotional and marketing initiatives of the Apulian tourist offer. Please note that failure to produce and deliver said report entitles Pugliapromozione to the right to pursue any legal and/or administrative action to protect its image, its tangible and intangible assets and its operations.

Art. 7
How to submit expressions of interest
for EDUCATIONAL TOURS
(category: Cinema, TV, Radio)

7.1 Subjects eligible to submit expressions of interest for the educational category Cinema, TV, Radio (art.2.1) have to deliver to ARET the expression of interest to the certified mail address **direzione generalepp@pec.it** and to **educational@viaggiareinpuglia.it** (for foreign companies/subjects) specifying the product of interest (art. 2.3).

7.2. The expressions of interest, under penalty of inadmissibility, must be:

- a) processed using the online participation form, attached to this notice and downloadable at the link **(Attachment 4)**
https://docs.google.com/forms/d/e/1FAIpQLSchIDEniFRDSJTrY19Vb2AY-P7xe1Kxd_Odqw81ORVALR83sA/viewform (IT)
https://docs.google.com/forms/d/e/1FAIpQLSd07Po8360J_s7Dc1sdr8mJHf33fM9VDytHJf9kBSxQz1e5jQ/viewform (UK)
- b) after filling the online form and before delivery, it must be printed (click on "print" at the top right of the screen. Note: print before sending.), digitally signed by the proponent (not binding if the proponent has its registered office outside Italy) and sent by PEC-Certified Mail to the certified mail address **direzione generalepp@pec.it** and to **educational@viaggiareinpuglia.it**;
- c) transmitted at least 20 days before the indicative start date of the tour, which ARET has the right to evaluate and/or modify;

7.3. Press tour proposals must include a minimum and flawless content, under penalty of exclusion, consisting of the following:

- 1) **Description of the specific topic or topics and interest or interests;**
- 2) **Final project description subject of the proposed tour;**
- 3) **Fiche of participants:** appropriately filled out, with a short CV for each guest, in order to assess the eligibility of the tour participants as established by Article 2 of this notice.
- 4) **Hospitality services/travel tickets as necessary for the realization of the tour.** Please note that a maximum of n. 3 categories of services can be provided by Pugliapromozione via its contractor (travel agency);
- 5) **Detailed description of outputs to be furnished as a follow up to the tour** (i.e.: newspaper/magazine articles, advertorials, radio and/or television/cinema/blogging services, etc.);
- 6) **The participant's commitment to complete and deliver all outputs produced as a follow up to the tour.** Please note that failure to produce and deliver the tour outputs will entitle Pugliapromozione to pursue any legal and/or administrative action to protect its image, the public tangible and intangible assets, and its operations.

Art. 8

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How to submit expressions of interest
for **EDUCATIONAL TOURS**
(category: MICE)

8.1 Subjects eligible to submit expressions of interest for the educational category MICE (art. 2.1) have to deliver to ARET the expression of interest to the certified mail address **direzionegeneralepp@pec.it** and to **educational@viaggiareinpuglia.it** (for foreign companies/subjects) specifying the product of interest (art.2.3).

8.2. The expressions of interest, under penalty of inadmissibility, must be:

- a) processed using the online participation form, attached to this notice and downloadable at the link
(Attachment 5)
https://docs.google.com/forms/d/e/1FAIpQLSd_qns265xXd6Nz0LMEZrlcw-k4f52KdYYUfj4vvfWUswk1eA/viewform (IT)
https://docs.google.com/forms/d/e/1FAIpQLSfjQtJ75yJSN_TuZjleVm2OtfEPJB3e4oGsQOsM3t2eHxVz-Q/viewform (UK)
- b) after filling the online form and before delivery, it must be printed (click on "print" at the top right of the screen. Note: print before sending.), digitally signed by the proponent (not binding if the proponent has its registered office outside Italy) and sent by PEC-Certified Mail to the certified mail address **direzionegeneralepp@pec.it** and to **educational@viaggiareinpuglia.it**;
- c) transmitted at least 20 days before the indicative start date of the tour, which ARET has the right to evaluate and/or modify;

8.3. Educational tour proposals must include a minimum and flawless content, under penalty of exclusion, concerning:

- 1) **Description of the specific thematic interest;**
- 2) **Description of the promo-marketing project/program to promote the tourism offer:**

If the "Puglia" offer is already contained in the catalog:

- → describe the recurrence of the Puglia tourism product in its commercial catalogs, the analysis of demand (target markets) and the commercial experience relating to Puglia in the years prior to 2019;

If the "Puglia" offer is not present in the catalog:

- → describe the target market
- → describe the sale of the product "Italy" (only in case of foreign Tour Operators);

- 3) **Fiche of participants:** appropriately filled out, with a short CV for each guest, in order to assess the eligibility of the tour participants as established by Article 2 of this notice;
- 4) **Tour proposal;**
- 5) **Hospitality services/travel tickets necessary for the realization of the tour.** Please note that at least n. 1 category of services must be offered in co-marketing;
- 6) Commitment to transmit, as a follow up to the tour, **the final report of the promotional impact of the tour** highlighting its outcomes with reference to the promotional and marketing initiatives of the Apulian tourism offer. Please note that failure to produce and deliver the tour outputs will entitle Pugliapromozione to pursue any legal and/or administrative action to protect its image, the public tangible and intangible assets, and its operations.

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ART. 9

Hospitality services provided by ARET

- 9.1 For the realization of Educational tours, ARET Pugliapromozione will provide hospitality services using an economic operator (travel agency), selected for this purpose with a public call for tenders, as the only subject entitled to provide the necessary services;
- 9.2 Hospitality services to be provided will be strictly functional to the knowledge of the regional territory in its complexity and consequent promotion, favoring the matching of supply and demand, within a maximum value of € 20,000.00 for each tour, appropriately applied to the number of participants and the duration of the same tour, within the limits of the available budget.
- 9.3 The value of hospitality services to be provided for each tour will be assessed on the basis of the quality of the services, market prices and criteria of economy and congruity, taking into account the extent of the tour (number of participants, duration, target). In no case there will be any payment of sums of money to tour participants, nor for the purchase of travel tickets, nor for other hospitality services related to the tours.
- 9.4 For press tours, each proponent must choose a maximum of 3 of the 5 categories of hospitality services listed below, payable by Pugliapromozione:
 - a) Hotel accommodation
 - b) Board
 - c) Airplane and railway tickets to Puglia
 - d) Inland connections/transfers in Puglia
 - e) Territory related experiences, guided tours
- 9.5 For fam trips, each proponent will have to choose at least 1 of the service categories indicated below, to be offered as co-marketing (see article 8) for the realization of the tour (possibly also making use of partnerships with third parties), which Pugliapromozione will evaluate:
 - a) Hotel accommodation
 - b) Board
 - c) Airplane and railway tickets to Puglia
 - d) Inland connections/transfers in Puglia
 - e) Territory related experiences, guided tours.

Art. 10

Co-marketing hospitality services

- 10.1 Hospitality services necessary for the realization of Fam trips must also be provided in co-marketing, free of charge, by proponents.

Art. 11

Evaluation of expressions of interest
Evaluation and Coordination Committee

- 11.1 The evaluation of the expressions of interest received is subject to the evaluation of ARET, according to the following criteria:
 - assessment of the interest expressed in relation to participants and the expected outcomes for the benefit of the strategic promotion of the destination;
 - consistency with the purposes of marketing strategies as defined in the planning documents for the promotion of the regional destination;



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- consistency with the development of regional tourism products;
- possible presence of guests in other educational tours already completed by ARET during the 2017-2019 term;
- original/novel/unpublished nature of the expressed interest, with reference to the outputs or the follow-up planned post-tour and/or to the participants.

11.2 ARET Pugliapromozione has the right to supervise the organization of each of tour, in agreement with the contracting travel agency, following the positive evaluation of the expressions of interest.

11.3. Expressions of interest are evaluated by an Evaluation and Coordination Committee of Educational Tours according to the above criteria.

11.4. The Evaluation Committee meets periodically to update the list of tours, and is composed as follows:

- a member representing the Tourism Section of the Department of Tourism, Economy of Culture and Valorization of the Puglia Region;
- the officer in charge of business to business relations (Promotion office);
- the officer in charge for the execution of Educational tours (Promotion office);
- the officer in charge for implementing the Tourism Strategic Plan.

11.5. The Committee can be integrated by the person in charge from the Communication office and the Product office and/or other officers who contribute to the evaluation and organization of tours, based on their skills, depending on the topics and participants.

Art. 12

Evaluation outcomes, list and organization of tours

12.1. The outcome of the evaluation will be communicated to subjects who expressed interest, also confirming the dates on which the tour is carried out, or proposing new dates and further details that may already be available, as well as the necessary additions. The subject who expressed interest, within the strict time limit of 5 days, must send acceptance or non-acceptance to ARET. In case of no reply, the ARET proposal is meant as not accepted, without further communication.

12.2. The execution manager will promptly send the Educational tour proposals as finalized based on expressions of interest to the economic operator (travel agency), who will take care of the organization of tours on behalf of ARET (issuing tickets and providing hospitality services), as soon as acceptance of the proposing subject is received.

12.3. Approved proposals will be included in a list of educational tours delivered to the Pugliapromozione Director General from the final approval with an official decision.

Art. 13

Official publishing and transparency provisions

13.1. This notice is published - also in English - on www.agenziapugliapromozione.it - Transparent Administration section - Tenders and Contracts, and on the Official Bulletin of the Puglia Region, on the Official Journal of the Italian Republic and on the Official Journal of the European Union.

13.2 Regarding all communications relevant for the purposes of this Notice, only publications on the institutional website will have the force of law.

13.3 The list of accepted proposals and other documents are published on the Pugliapromozione website - Transparent Administration section.

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UNIONE EUROPEA



**Regional Operational Programme ERDF-ESF 2014 - 2020 "Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations
CUP-Project Code n: B39I18000100009
"Promotion of the Puglia Destination"**

13.4 Evidence of tours' carried out activities and results (participants' follow-up) is provided through the Destination Management System (DMS) official portal, curated by the Promotion Office.

**Art. 14
Validity of this notice
Financial coverage**

14.1 This notice is valid until the end of the ERDF-ESF Programme (12.31.2020) for the resources assigned to ARET of Pugliapromozione, and allocated for the project Promotion of the Puglia Destination - Educational Tours Actions for each year, and also coming from possible variations and/or project economies.

14.2. ARET has the right to modify or supplement or extend this notice, in agreement with the Tourism Section of the Puglia Region, also before the set deadline, following the same publication methods.

**Art. 15
Officer in charge. Data processing and final provisions**

15.1. The person in charge of the procedure is Miriam Giorgio at ARET Pugliapromozione, e-mail miriam.giorgio@aret.regione.puglia.it. The operational officer in charge of Educational tours is Alessandra Boccuzzi at ARET Pugliapromozione, e-mail a.boccuzzi@aret.regione.puglia.it.

15.2. Pursuant to the European data protection legislation (EU Regulation 2016/679), please note that the Data Controller of data released during operations relevant to this tender is ARET Pugliapromozione, represented by the interim Director General Matteo Minchillo. Received personal and privacy data will be used for activities connected to the participation of this tender, in compliance with legal obligations and in execution of contractual or pre-contractual measures. For more information on data processing, please refer to the specific attached document, circulated pursuant to art. 13 of the EU Regulation 2016/679.

15.3. This notice is published on the website www.agenziapugliapromozione.it - Tenders and Contracts section - notices, tenders and calls.

Attachments:

- 1) Itinerary tracks divided by tourism product

**THE INTERIM DIRECTOR GENERAL
Matteo Minchillo**