



UNIONE EUROPEA



Il futuro alla portata di tutti
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, natural and tourism attractions" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations
CUP: B59D20001730009
"Promotion of the Puglia destination 2020-2021-2022"

PUBLIC CALL FOR THE ACQUISITION OF EVENTS OF INTEREST FOR THE CREATION OF A LIST OF EDUCATIONAL TOURS, FAM TRIPS, PRESS TOURS AND BLOG TOURS TO BE CARRIED OUT FOR THE PROMOTION OF PUGLIA YEAR 2022

FAQ

	QUERY	ANSWER
1	<p>can the content of art. 5.4.4 of the public call be clarified?</p> <p><i>4) Participants form: adequately filled in, accompanied by a short curriculum for each of the participants, indicating for each of them press articles or editorials or other writings or other productions, so as to allow the suitability of the profiles of participants who are putting themselves forward for the tour to be evaluated (see art. 2);</i></p> <p>If, for example, a winery is included in a food and wine tour, is it necessary to attach articles or editorials that talk about it?</p>	<p>Art. 5.4.4 refers to news reports (for example) already produced and published by the participants. In fact, the <u>precise description</u> of the profile of each participant must include <u>their respective experiences and/or productions</u> and will be decisive for the overall evaluation of the proposal by the Evaluation Body. it is different for the outputs of the tour (e.g. editorial, commercial initiatives, etc.) referred to in art. 5.4.6: they must be proposed specifying the most relevant aspects <u>as a result of participation in the tour</u>, paying particular attention in the required description of those that contribute to the successful outcome of the evaluation.</p> <p>Furthermore, co-marketing offers can be proposed indicating for this purpose operators, activities, companies available (art. 7). Proposals containing co-marketing offers will be treated in a preferential manner.</p>
2	<p>Is it still possible to participate without having the association's tax code?</p> <p>In the expression of interest is it necessary to indicate the hotel accommodation, the typical places or the shows, etc. and do the costs of each activity/service need to be indicated?</p> <p>Are economic resources assigned to participants and/or proposers?</p>	<p>Among the elements that must be contained in the expression of interest, <u>under penalty of exclusion</u>, relevant for the purposes of the evaluation, there is a description/presentation of the proposing party (art. 5.4.1) including the activities it has realized. Tour participants must have proven experience preferably in the tourist-cultural fields and have a specific and clear interest in advertising and/or promoting the Puglia destination. As indicated in art. 6 of the public call, following the successful outcome of the evaluation, the A.RE.T. will offer the participants hospitality services using an economic operator (travel agency). The travel agency has been selected for this purpose by the A.RE.T. following a public procedure and is the only party entitled to provide the above-mentioned services upon indication and request of the A.RE.T. It should be</p>



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		<p>noted that the A.RE.T. is the only interlocutor of the aforementioned Travel Agency and is not required, in any way, to make formal or informal requests relating to specific accommodation and/or services that are not consistent with the purpose of the tour. In no case is there any provision for the payment of sums of money to the proponents/participants of the tours, either by way of reimbursement of expenses, or for the purchase of travel tickets, or for other services. Based on the submitted expression of interest, the A.RE.T. agrees an itinerary with the travel agency, choosing the accommodation and other economic operators on the basis of specific market surveys. The proponents and participants cannot in any way interfere in the material and logistical organization of the tour.</p>
3	<p>Can Pro Locos submit an expression of interest?</p>	<p>As per art. 2.1 of the public call, the expressions of interest for the realization of educational tours/ fam trips/blogs and press tours may be submitted by private parties, of any legal status, who operate/work in the field of promotion or tourist and cultural activities. Pro Locos are private associations for the promotion of their local territories. As regards the legal status, they formally correspond to parties who can submit an expression of interest. It should be noted, however, that the strictly local dimension of the promotion may not be considered strategically valid in the evaluation, given that the tours, with their respective visiting itineraries, are designed to cross multiple locations in the region, projecting guests into a wider and more varied perception/experience in relation to territorial attractions. The purpose of the proposed tour must always be understood in the above-mentioned terms, also in relation to the objective of marketing Puglian tourism services.</p>
4	<p>Do the services to be offered in co-marketing have to be specified?</p>	<p>In the event that the proposal also contains an offer of co-marketing services, it will be necessary to specify (filling in the Google Form, section 5) operators, activities, companies identified for co-marketing services (art. 7). Proposals submitting co-marketing offers will be treated in a preferential manner in the evaluation.</p>



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5	<p>What kind of information is needed regarding the detailed description of what will be produced/realized on the occasion/following the educational tour?</p>	<p>All the outputs must be indicated in the expression of interest (filling in the Google Form, section 6) which is intended to be produced during or at the end of the tour, such as: journalistic, editorial, radio and television/film/blogging services, tourism packages, commercial catalogs. In case of failure to realize or send tour outputs, the A.RE.T. reserves the right to insert the proponents in a "black list" deeming the outcome of the tour unsatisfactory with reference to the strategic promotional objectives pursued. A.RE.T. also reserves the right, in the event of inexperience or negligence in the production or in the event of failure to produce outputs, to take action against the proponents and/or participants for the recovery of economic resources unsuccessfully used for hospitality services.</p>
6	<p>Can multiple questions be submitted for each theme?</p> <p>If a tour operator of national/international importance interested in Puglia is also involved in the project, must the proposal be submitted together with the proposer or is it enough to mention the same?</p> <p>If a municipality is also involved in the project, must the proposal be submitted together with the proponent or is it enough to mention it?</p>	<p>As explained in art. 5.5, each proposing party can send a single expression of interest for each period (Period A - Period B) pursuant to art. 4.2 of the public call. The expression of interest must contain the indication and presentation of <u>all the parties</u> involved. In the case of <u>public entities</u>, the role and any economic partnership must be specified. This is because, as indicated in art. 8.1 of the public call, the evaluation of the expressions of interest involves verifying, among other aspects, the compatibility with various public funds received or recognized for the initiative that is the subject of the proposal.</p>
7	<p>Can the proposals be made by a company that deals with communication?</p>	<p>As per art. 2.1 of the public call, the expressions of interest for the realization of educational tours/fam trips/blogs and press tours can be submitted by private entities, with any legal status, who operate/work in the field of tourism and cultural promotion or activities.</p>



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8	<p>With regard to art. 6 of the public call, who bears the cost of hospitality services?</p> <p>Does the proposer or do the participants receive a financial contribution?</p>	<p>As indicated in art. 6 of the public call, the A.RET. supports hospitality and provides services by using an economic operator (travel agency), selected by the same through a public tender procedure. No, the proposer or the participants do not receive any financial contribution, either as reimbursement of expenses, or for the purchase of travel tickets.</p>
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Bari, 22.02.2022

The person in charge of the execution of the Educational Tours

Dr. Alessandra Boccuzzi

Head of the Procedure (RUP)

Atty. Miriam Giorgio