

PRESS RELEASE

New tourist itineraries to discover Park of Alta Murgia: meetings with the stakeholders of the project PATH

In the frame of the project PATH "*Promoting the attractiveness of the areas through hiking and the introduction of a different tourist approach*" financed by the CBC Programme INTERREG V-A Greece-Italy 2014/2020, the National Park of Alta Murgia is realizing some thematic routes that will offer visitors the possibility to discover the natural beauties and the points of historical-cultural interest within the Park.

In order to involve the local communities in the valorization of the paths and inform the involved subjects (local authorities, environmental associations and tourist companies) on the new tourist-cultural tool that will be realized, the Park of Alta Murgia is organizing some meetings with the local stakeholders, which will be held on 19th at the Azienda Tedone Consolini and on November 26 at the Madonna dell'Assunta, structures both located within the Park.

The mentioned paths will be shared through an interactive multimedia map that will allow end users to plan the visit according to their needs, accessing unpublished information on tracks and attractions.

The project PATH, funded for € 863,947.63, aims at developing diversified tourist paths in the cross-border area with the enhancement of advanced technologies and practices that contribute to the sustainability of tourism.

Together with the National Park of Alta Murgia, the Regional Union of Municipalities of Western Greece is the lead beneficiary of this project in collaboration with a Greek partner, the Region of Western Greece and two other Italian partners, the Institute for Construction Technologies of the National Research Council and the Nature Reserves Oriented Regionals of the Eastern Coast of Taranto.

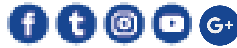
Information on the meetings:

- 19th November 2019 - 1.30 pm at the Tedone Consolini Company (Contrada Lama d'Ape, 482 / a, 70037 Ruvo di Puglia BA)
- 26 November 2019 - 1.30 pm at the Madonna dell'Assunta Company (Madonna dell'Assunta, SP35, 70022 Altamura BA)

Outdoor workshop activities along the identified routes will last up to an hour and a half. In case of rain, the events will be held in a special indoor structure.

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The Greece-Italy Interreg VA Program is a European Territorial Cooperation Program that aims to help public institutions and local stakeholders to develop cross-border pilot projects and actions and to create new policies, products and services, with the ultimate goal of improving quality of life of citizens. Strategically, the program will improve innovation in a number of areas such as blue growth, tourism and culture, agribusiness and cultural and creative industries. The Greece-Italy Interreg V-A program aims to achieve the highest return from EUR 123 million funded for 85% by the European Regional Development Fund (ERDF) and 15% by the 2 Member States through national co-financing.