

# I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

## **PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”**

**Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”**

Title of deliverable (as in SIU): **Final event – Follow up report**

Work package number, name of Work Package:

**WP4THE ENHANCEMENT**

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**4.2 PILOT ACTION**

Partner in charge (author): **LP**

Partners involved: **LP-P1-P2-P3-P4-P5**

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# FINAL EVENT AND FINAL PRESS CONFERENCE FOLLOW-UP REPORT

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## INTRODUCTION

The Final Event and Final Press Conference of I-Archeo.S. Project has took place at Teatro delle Muse in Ancona, on the 20th June 2019.

Speeches:

- Welcome by Paolo Marasca, local authority for culture, Ancona Municipality
- Introduction by the I-Archeo.S. Project Coordinator, Mr Lino Manosperta
  
- Presentation of the Outputs and results of the Project:
  - Introduction of Marche Teatro Pilot Action by Marche Teatro General Director, Velia Papa
  - Presentation of Partner itineraries and experience with video.
- Presentation of the “Transferability and implementation plan for project results and outputs” by Mr Michele Trimarchi, I-Archeo.S. Pool of Experts

## PARTICIPANTS

Project Partners and Pool of Experts  
14 Dance and Theatre companies  
4 Journalists  
1 Representative of Marche Teatro Cluster  
1 Tour Operator

## OUTCOMES OF THE FINAL EVENT SPEECHES

Velia Papa, General Director of Marche Teatro has highlighted how attractive culture is in terms of tourism and how Good Practices are needed to promote tourism through culture.

Local authority to Productive Activities, Port, Strategic Plan has underlined the need to put in place the monumental heritage of the countries of the Adriatic Ionic Region from a sustainable tourism perspective.

Lino Manosperta and the Project Partners enthusiastically recounted their itineraries confirming the will and the need to continue the collaboration even with stakeholders of the Clusters in future activities.

Michele Trimarchi has put in evidence the great result of the project: create value from a new approach to cultural tourism in an area endowed with rich and diffused built heritage, artisan know-how, intangible heritage, rooted traditions, meta-cultural industries such as enogastronomy, textile, and the like.

Trimarchi has also presented the “Transferability and implementation plan for project results and outputs” that aims at facilitating the comparison, the cross-fertilization, the implementation of the single actions of the Project in the logic of transferability.

The wide homogeneity of Adriatic culture can be combined with the delicate heterogeneity of its local identities, offering residents and voyagers a unique experience, fulfilling expectations and at the same time worth a comeback to continue the exploration of the places participating in the whole program.

Thanks to the concept of sustainability and to the phenomenon of overtourism, Culture and Tourism started to work together. Culture needs Tourism and Tourism needs Culture. But the world of Culture is not always prepared to embrace Tourism and to build a project with it.

Nevertheless Cultural Tourism is one of the largest and fastest-growing global tourism markets.

Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness.