

Workshop  
**Tourism and Cultural Heritage**  
*Otranto, April 10<sup>th</sup> 2013*

Tourist economic development of the  
Salento area: territorial experiences,  
state of the art and potentiality

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# Summary

- About us (Salento): resources and identity
- Projects of regional development (2000-06 and ongoing)
- Salento and tourist development
- Competitive tourism: trends and needs

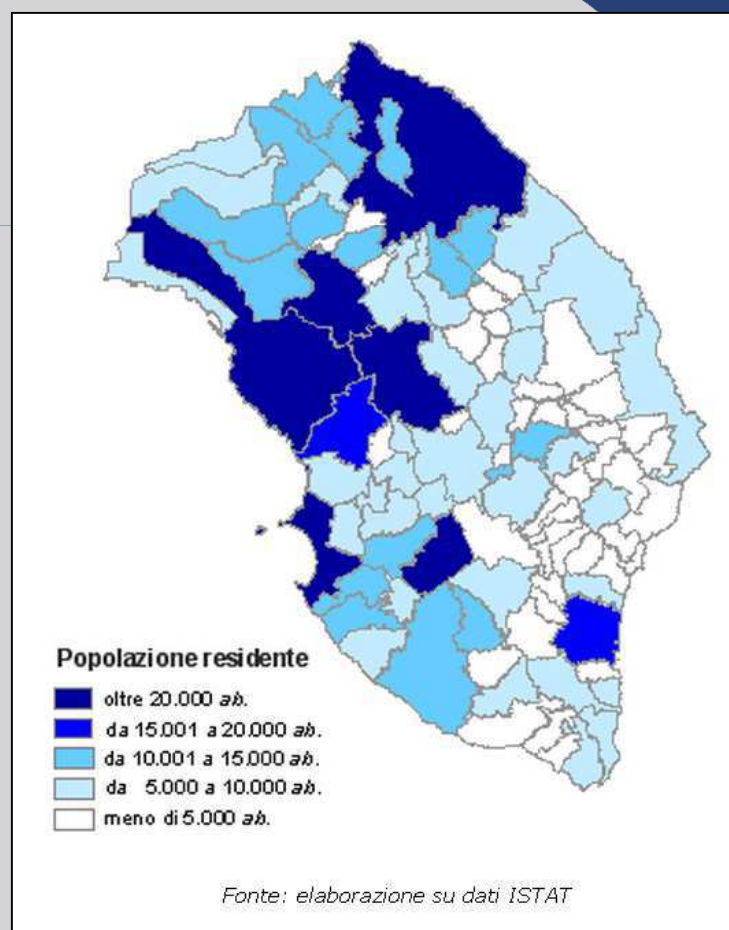
# About us (Salento): resources and identity

Area: 2.759,40 Km<sup>2</sup>

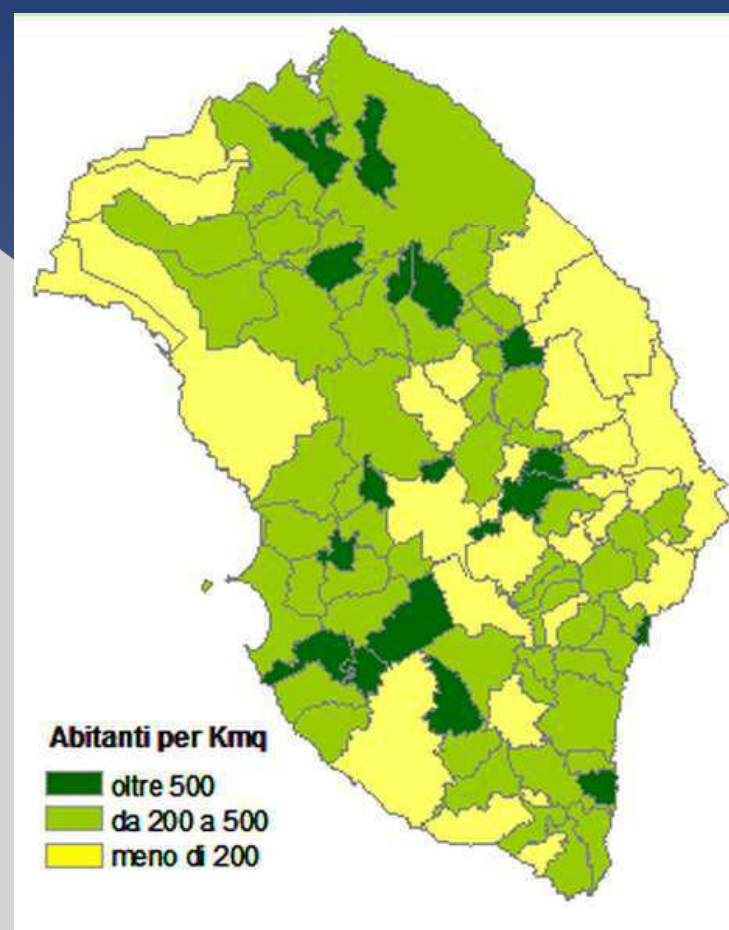
Population: 815.597 (M 389.460, F 426.137)

Density per Km<sup>2</sup> : 295,6

## Valori assoluti

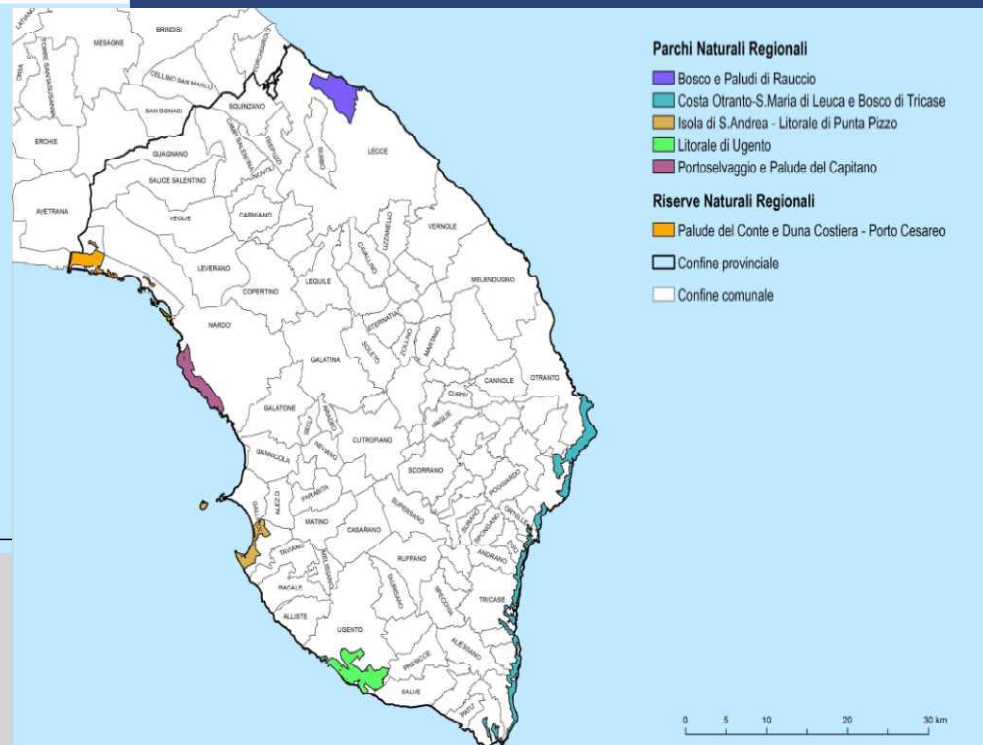
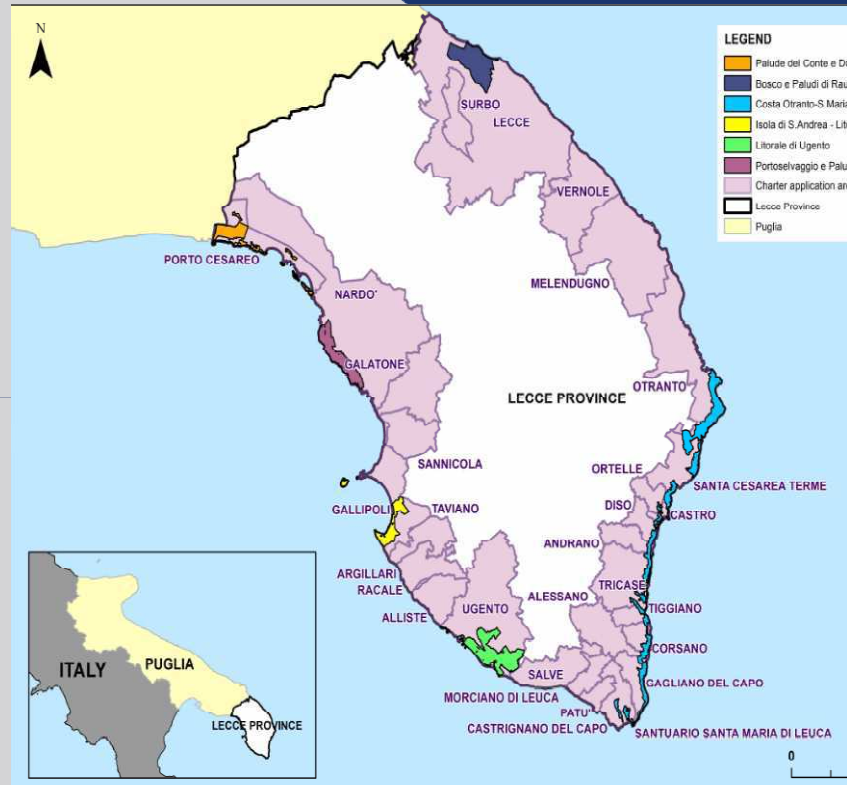


## Densità



# About us (Salento): resources and identity

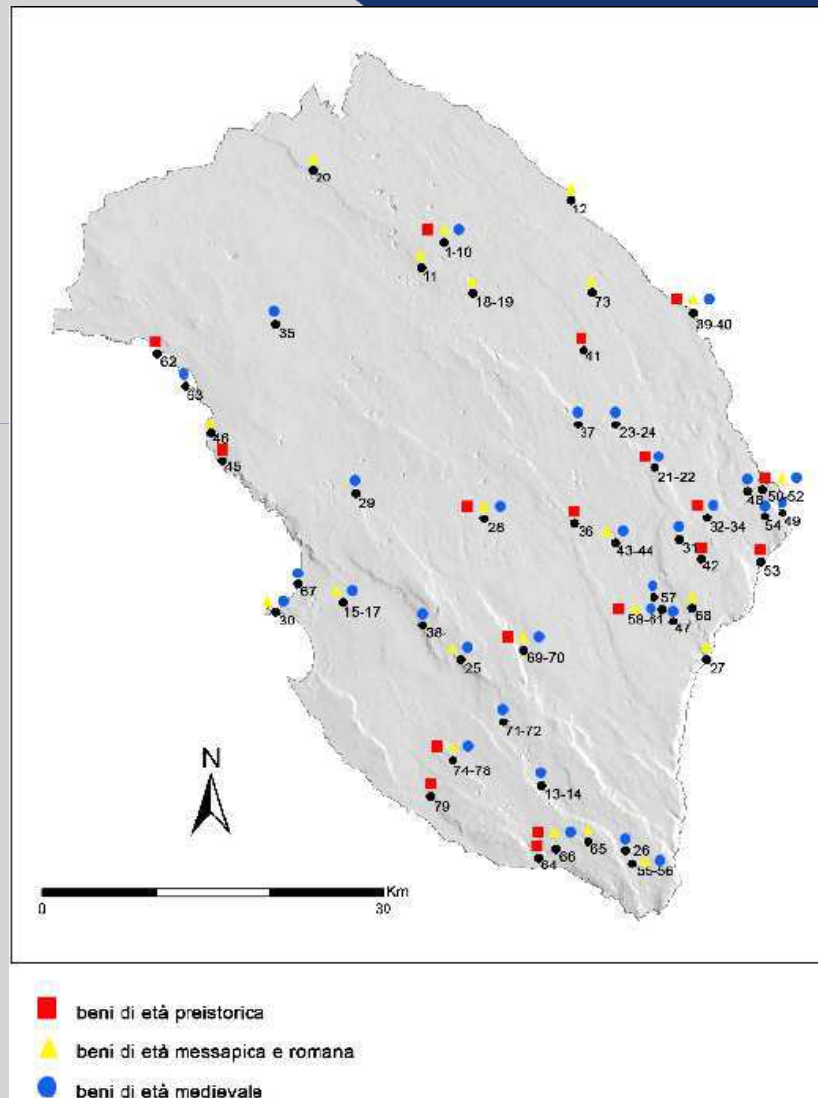
## Environmental heritage



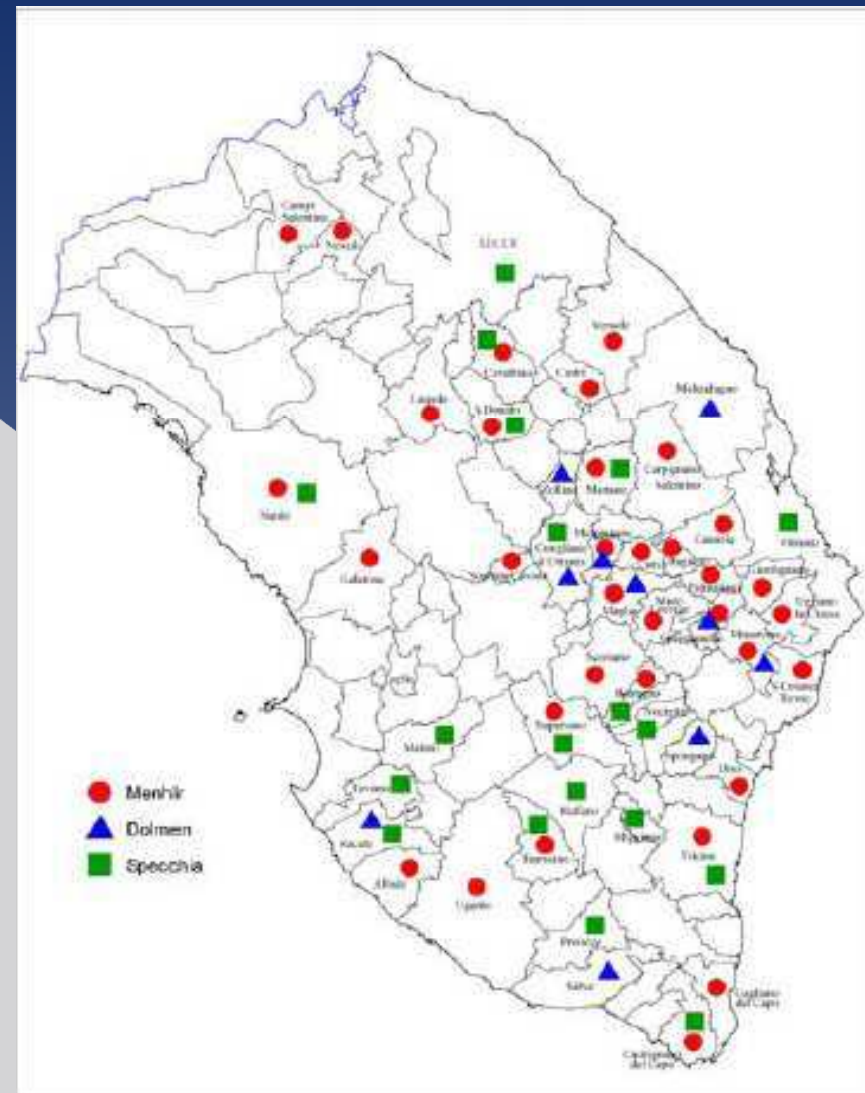
# About us (Salento): resources and identity

## Cultural heritage

### Archaeological heritage



### Ancient and archaeological sites



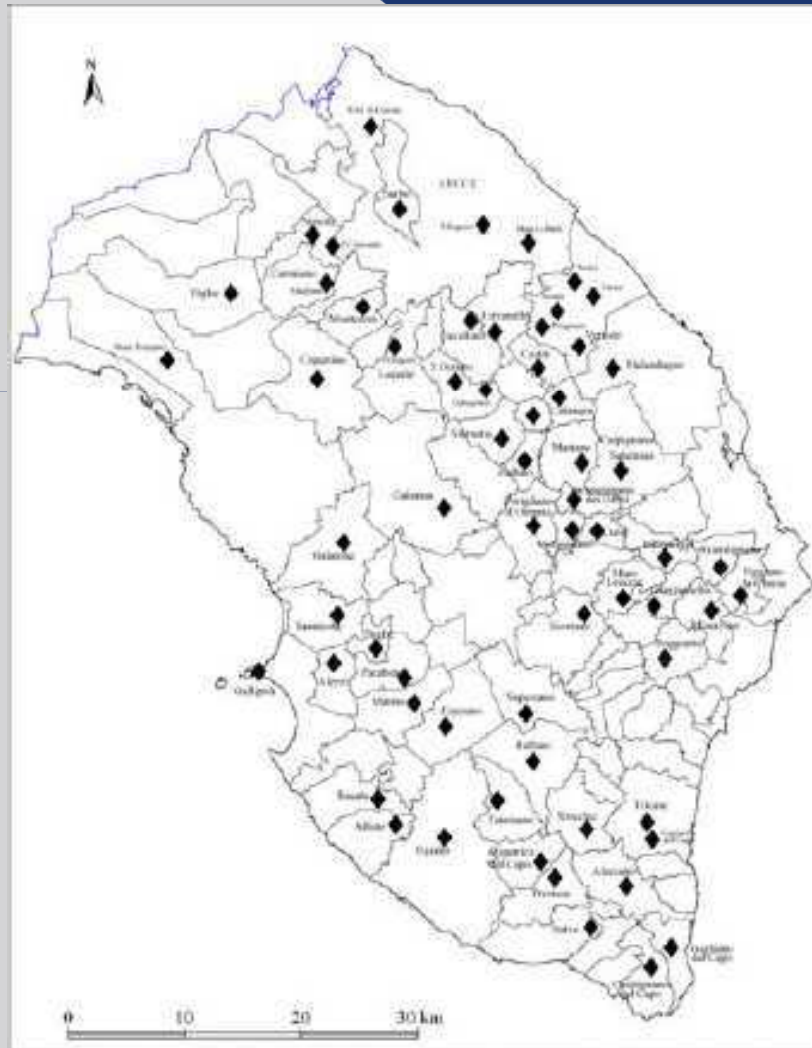
Fonte: Programma Sviluppo territoriale turistico Salento (2010)



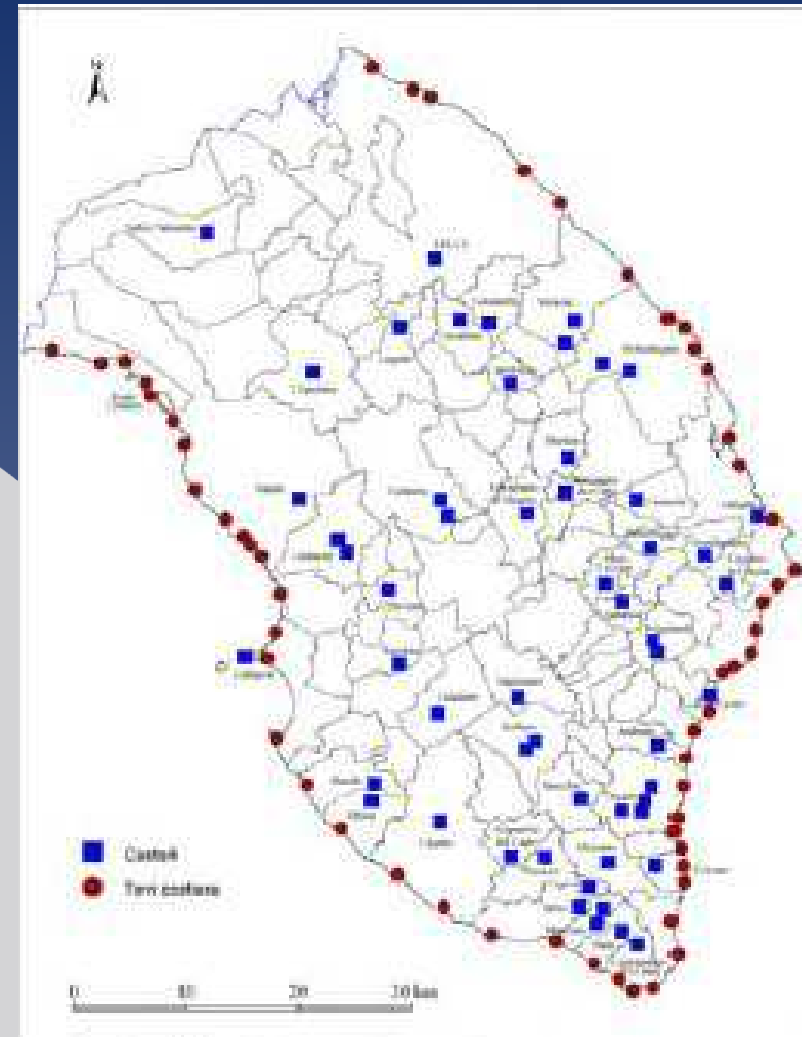
# About us (Salento): resources and identity

## Cultural heritage

### *Ipogei – oil mill*



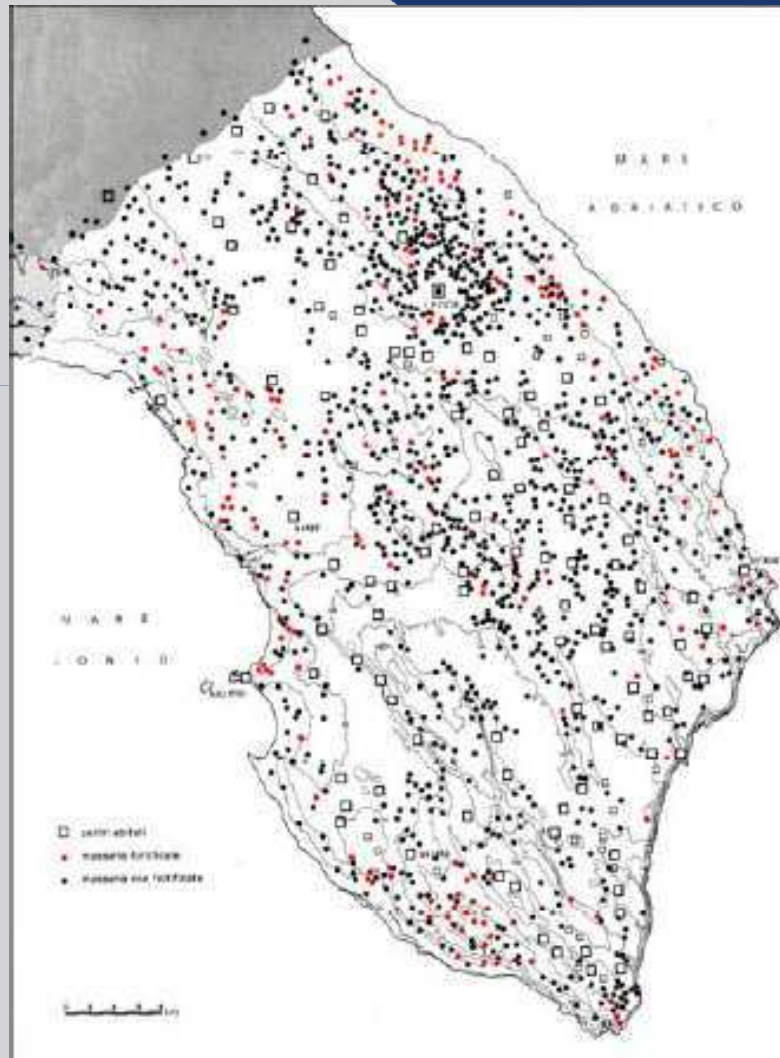
### *Castles and coastal towers*



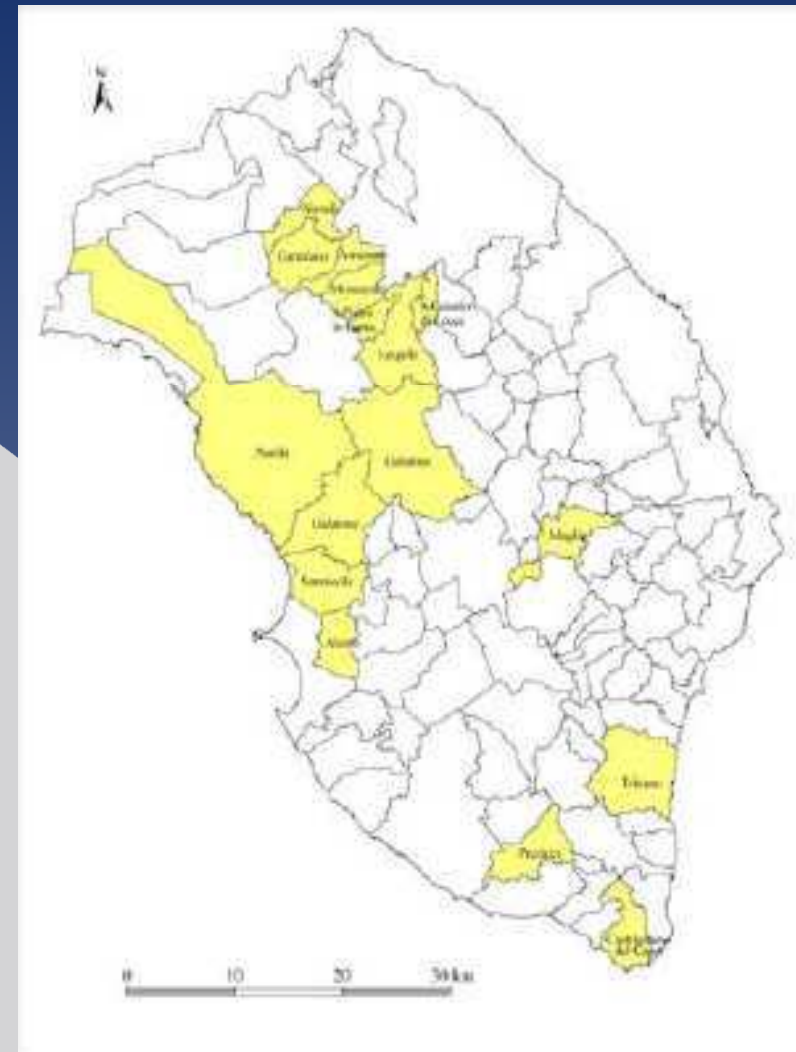
# About us (Salento): resources and identity

## Cultural heritage

### Fortified farms



### Historic Houses

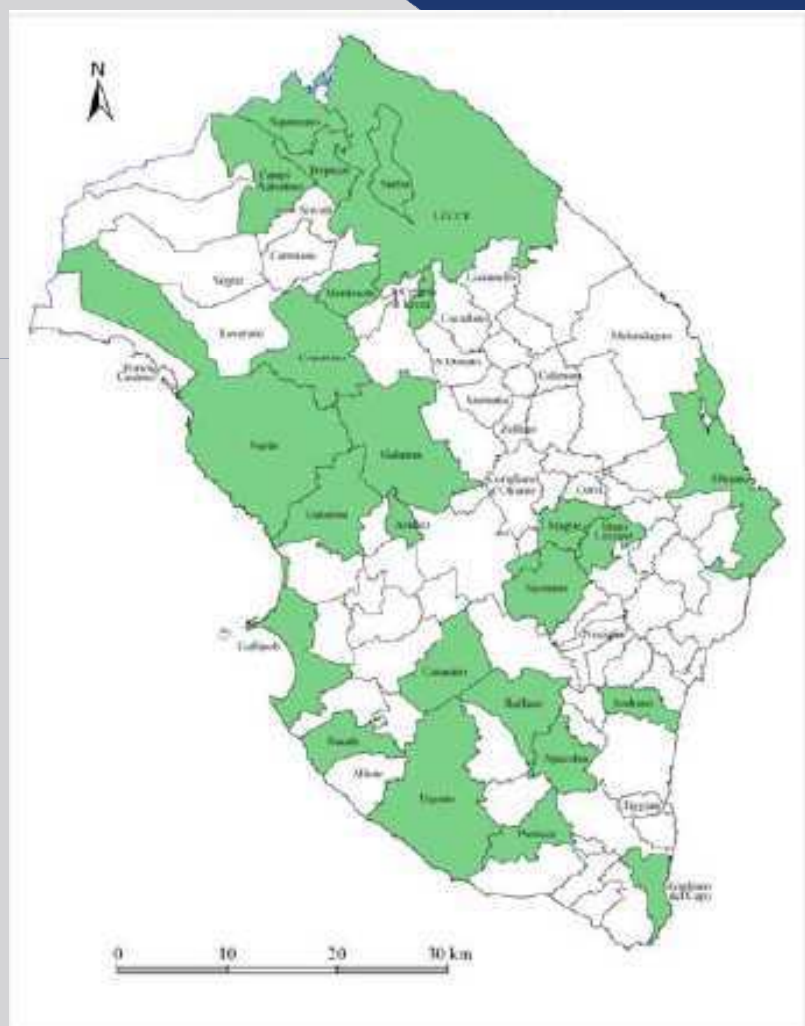


Fonte: Programma Sviluppo territoriale turistico Salento (2010)

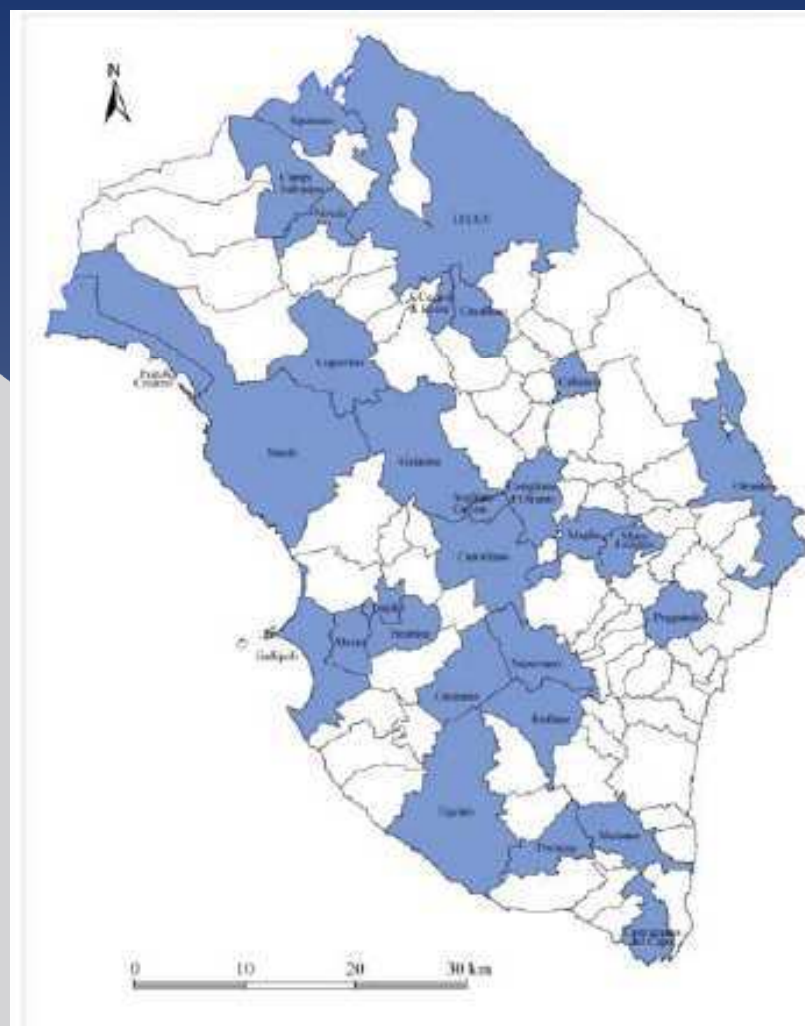
# About us (Salento): resources and identity

## Cultural heritage

### *Archivi e biblioteche*



### *Collezioni, musei, pinacoteche*



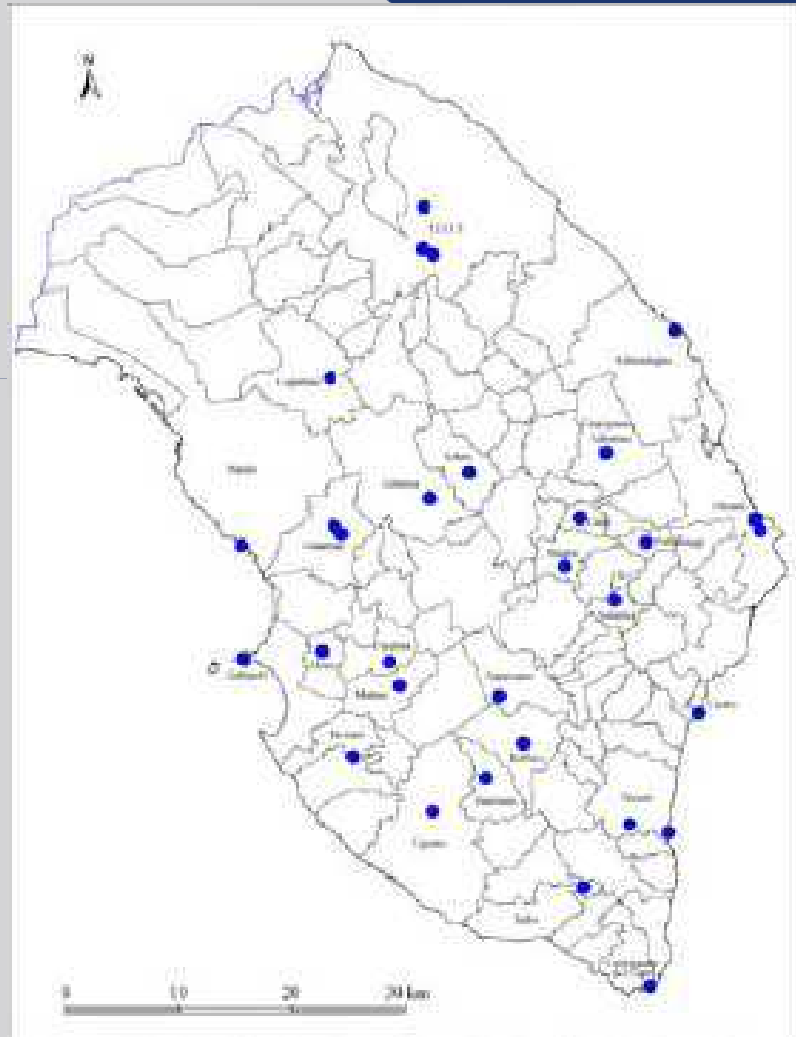
Fonte: Programma Sviluppo territoriale turistico Salento (2010)



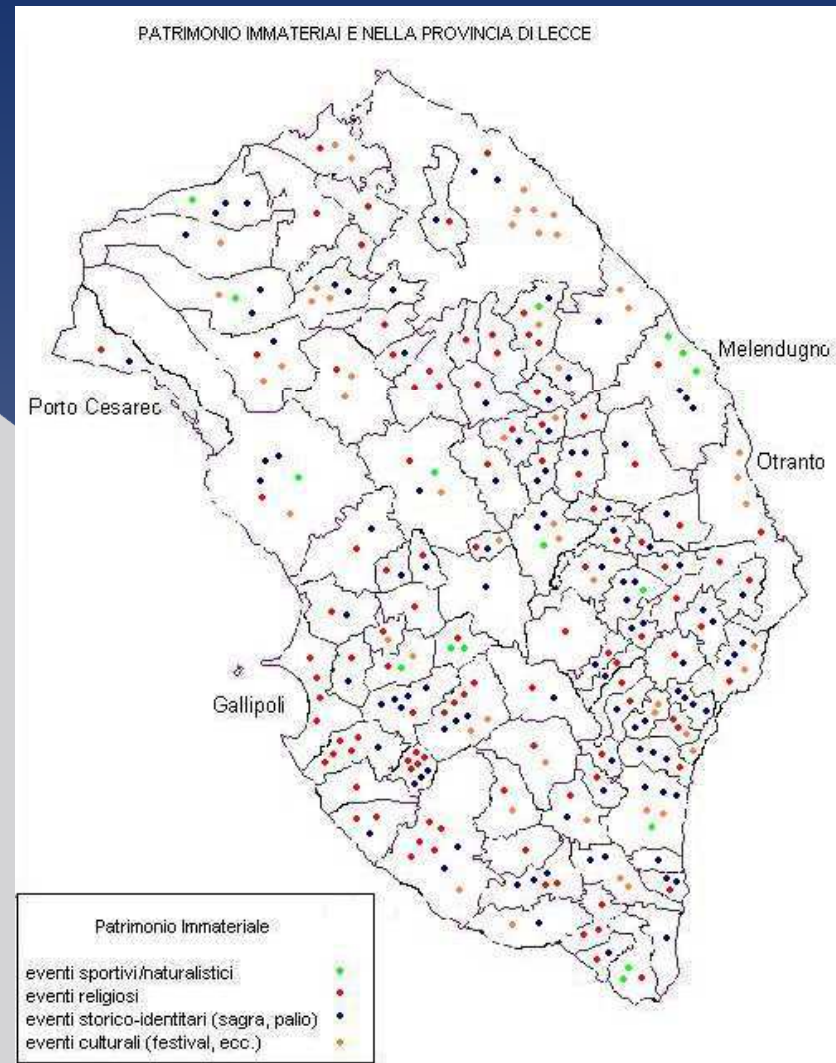
# About us (Salento): resources and identity

## Cultural heritage

### Sanctuaries / Basilicas



### Events

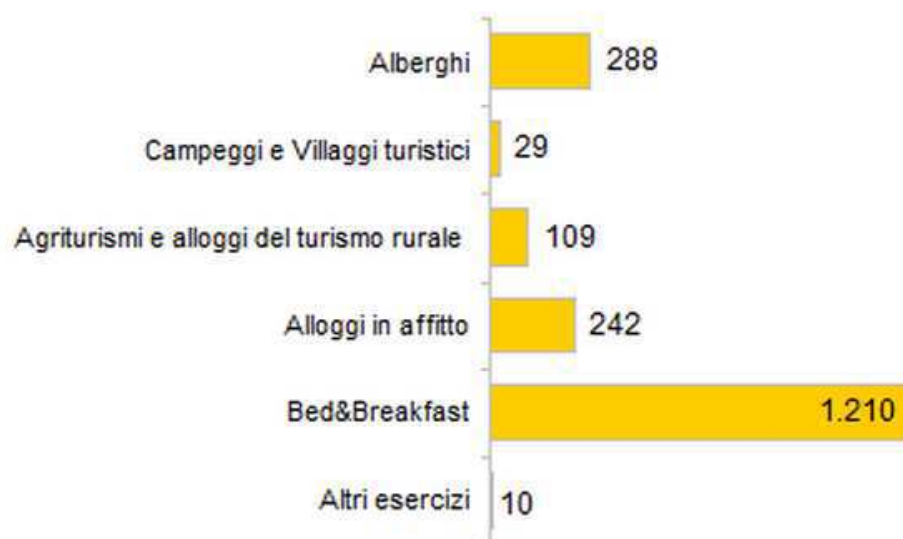


Fonte: Programma Sviluppo territoriale turistico Salento (2010)

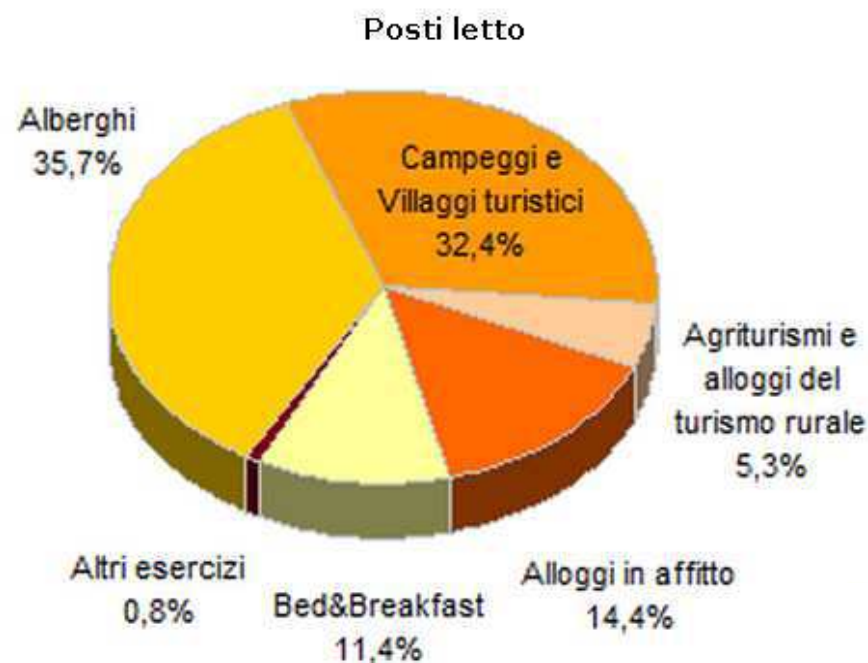
# About us (Salento): resources and identity

## Tourist facilities

### Facilities



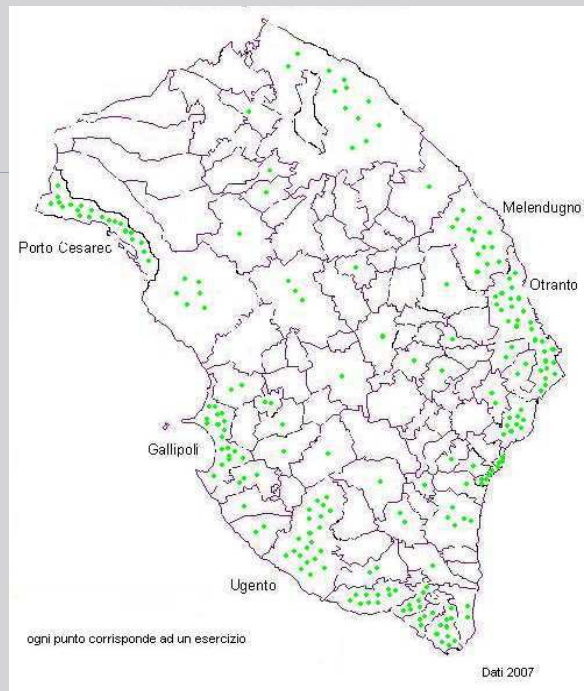
### Beds



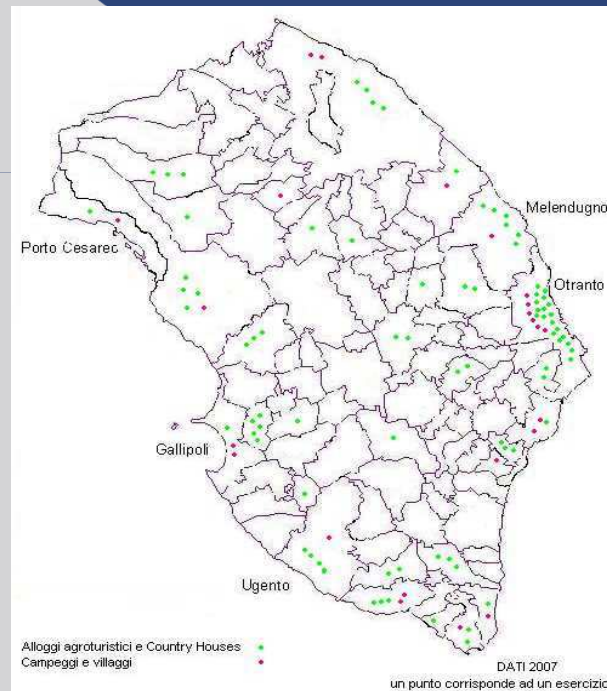
# About us (Salento): resources and identity

## Tourist facilities

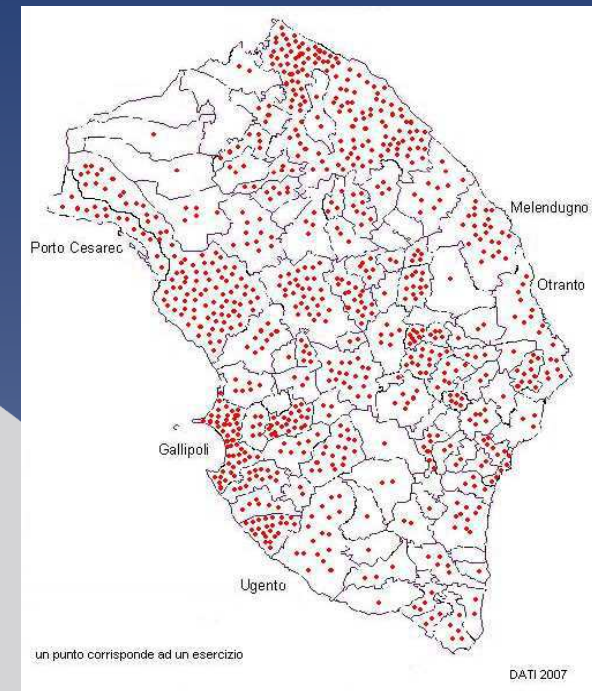
### Hotels



### Campings and villages



### B&B



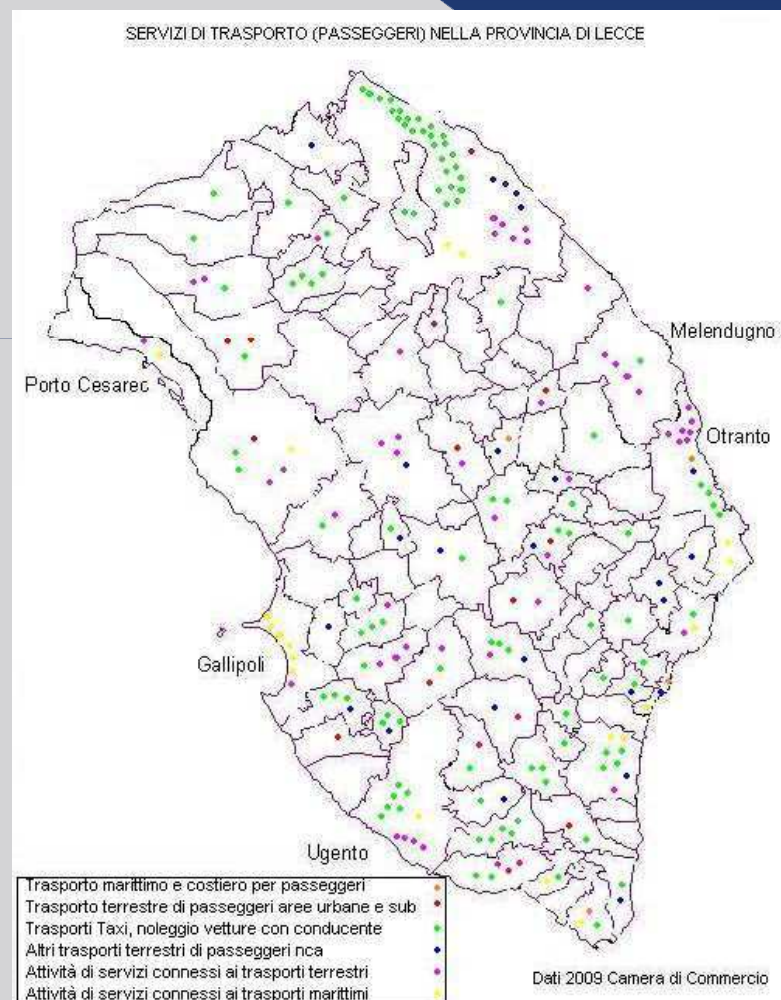
Fonte: Programma Sviluppo territoriale turistico Salento (2010)



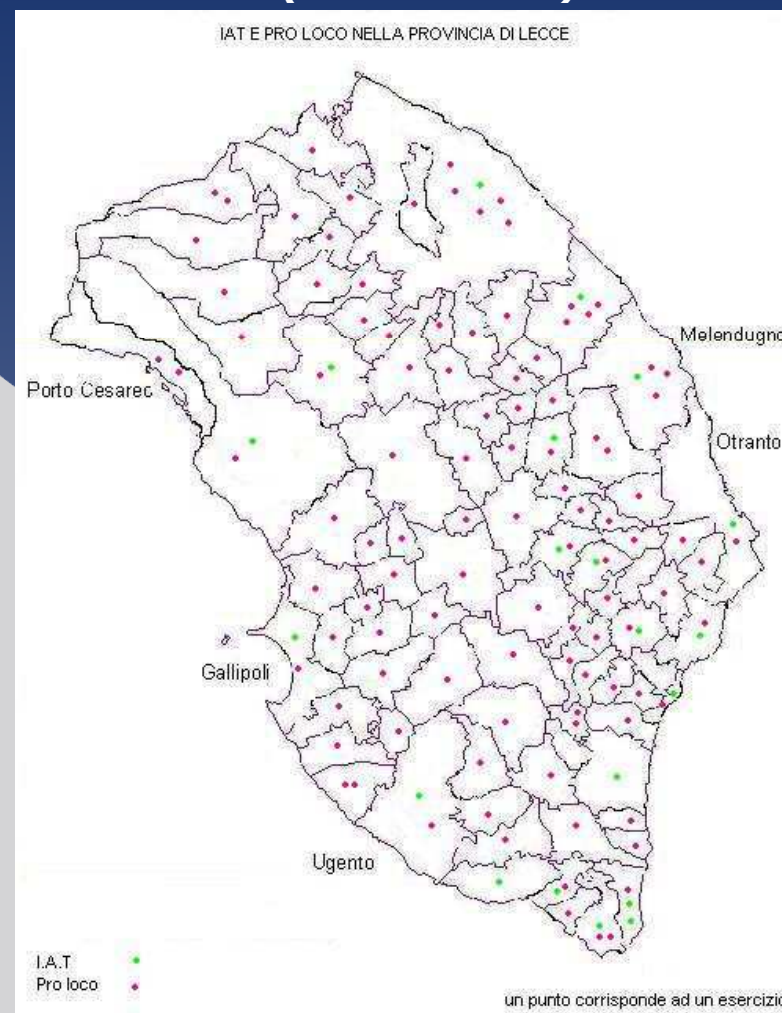
# About us (Salento): resources and identity

## Tourist facilities

### Transports (passengers)



### Information and hospitality (IAT e Pro loco)



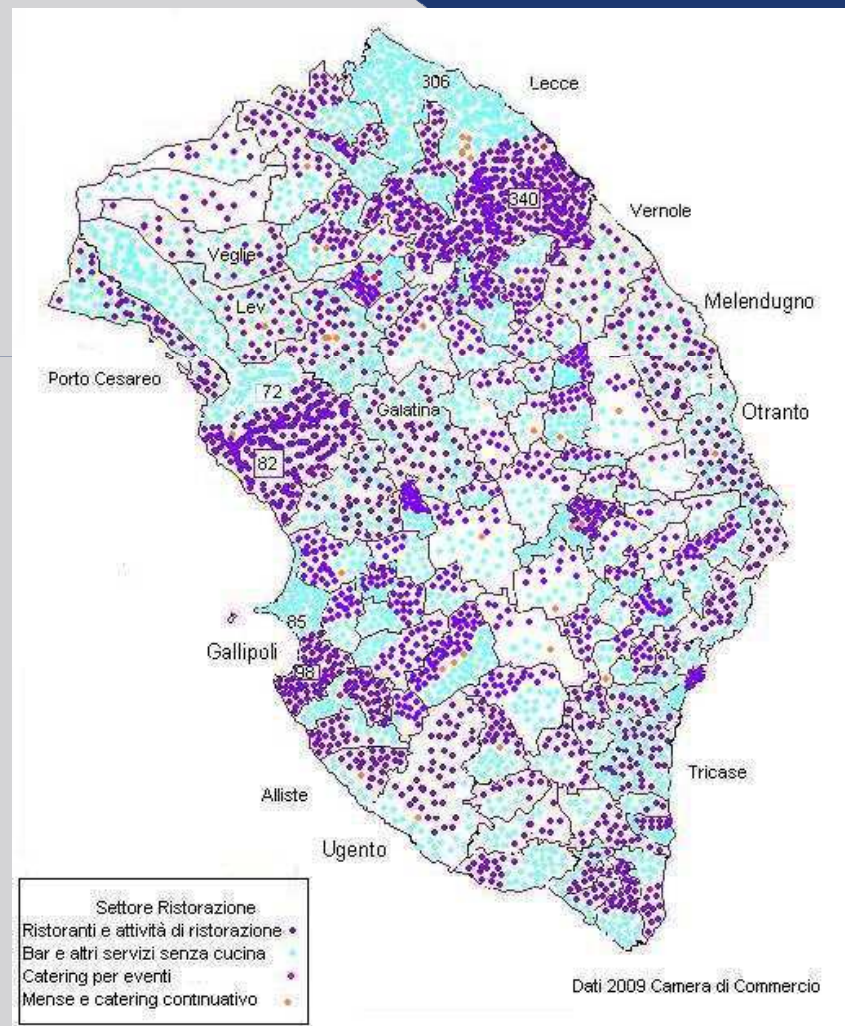
Fonte: Programma sviluppo territoriale turistico Salento (2010)



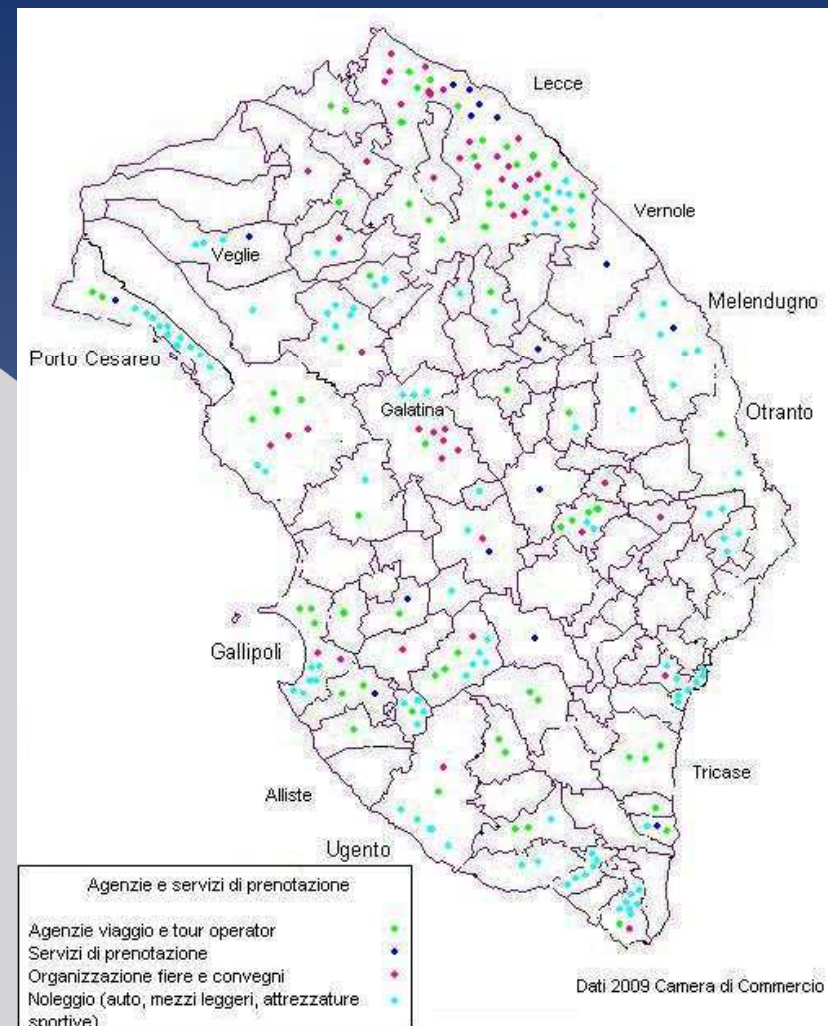
# About us (Salento): resources and identity

## Tourist facilities

### Restaurant, bar, catering

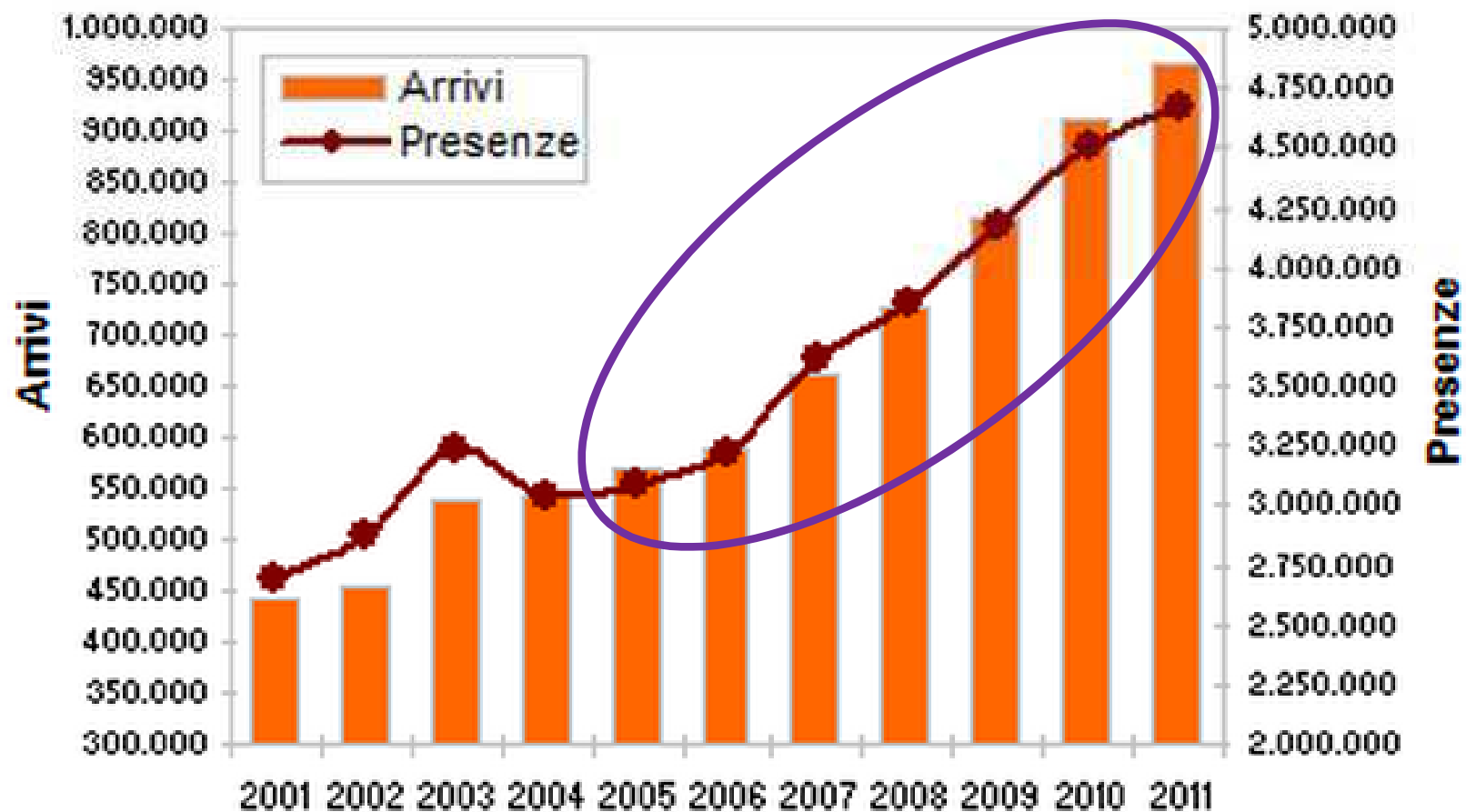


### Booking (travel agencies and TO)



# Salento and tourist development

## Tourist arrivals and nights trend 2001-2011



## Projects of regional development (2000-06)

POR Puglia 2000-06 in cultural and tourist field:

- PIT – Territorial integrated projects (above all rural heritage)
- PIS – Sectorial integrated projects (thematic, environmental and cultural resources, great integration with the tourism)