



FAMILIARIZATION TRIP TO GROSSETO
2024 EUROPEAN GREEN PIONEER OF SMART TOURISM
24-28 OCTOBER 2024

PROGRAMME OF ACTIVITIES

Thursday 24/10/2024

Afternoon: Arrival and Hotel Check-in

19:30 - 22:00: Dinner at a Typical Italian Restaurant

The first evening of the trip will feature a welcome dinner at a traditional Italian restaurant in Grosseto. This dinner is an opportunity for the journalists and tour operators to meet each other and network. The restaurant, committed to using local, seasonal ingredients, will provide an authentic taste of Tuscan cuisine. The menu will include a selection of regional specialties, paired with local wines.

Friday 25/10/2024

The trip kicks off with a focus on promoting and showcasing best practices in sustainable tourism. The day is designed to immerse participants in the principles of responsible travel while highlighting the unique cultural and environmental assets of Grosseto.

Morning: Welcome and Learning

09:30 – 13:00 Good Practices in Sustainable Tourism in Grosseto (Presentations)

Location: "Sala Pegaso" of the Province of Grosseto

Moderator: Mr Fiorini, Director of MaremmaOggi

09:30 – Welcome by the **Mayor of Grosseto Antonfrancesco Vivarelli Colonna**, **Mr Leonardo Marras** (Regional Councillor for Tourism), **Mr Riccardo Megale** (Tourism Councillor of the Municipality of Grosseto), **Mr Francesco Limatola** (President of the Province of Grosseto).

A short speech by **Professor Giancarlo Macchi** representing the "Polo Universitario" of Grosseto,

10:00 – Presentation of the Maremma Territory with focus on the Grosseto territory **Mr Gianluca Soldateschi**, President of Cooperativa Le Orme, Guides of Maremma, Tuscany

10:20 – Presentation of good practices and the experiences in sustainable tourism made in the Grosseto territory and in collaboration with the Municipality of Grosseto.

Representatives from the Natural Park, Archaeological Park and Archaeological Museum, and trade associations including tourist and environmental guides, will share their experiences in promoting responsible tourism. They will focus on how they educate visitors about the local environment and culture, ensuring that tourism supports the preservation of natural and cultural resources.

(5 minutes per presentation plus 3 minutes of translation into English)

Presentation 1: Archaeology, Cultural heritage and Tourism

Cultural experiences for all and diversified by age to discover history and archaeology immersed in an intact naturalistic context.

Mr Leonardo Bochicchio, Director of the Archaeological Park of Roselle

Mr Luca Giannini, Director of the Archaeological Museum and of Art of Maremma

Presentation 2: Nature, Biodiversity and Tourism - Conservation Efforts in the Maremma Park

Mr Simone Rusci, President of the Maremma Park, a nature reserve near Grosseto, will provide an insight into the Park's conservation efforts and how sustainable tourism has played a crucial role in protecting its biodiversity. The discussion will cover how the park balances visitor access with environmental protection, ensuring that tourism contributes to, rather than detracts from, the area's natural beauty

Presentation 3: Canoeing in the Maremma Natural Park

Ms Paola Talluri, environmental and tourist guide (Cooperativa Silva)

Presentation 4: Trekking, guided visits, laboratories and past traditions of the Maremma

Ms Loriana Canton, environmental and tourist guide (Cooperativa Le Orme)

Presentation 5: Sports activities on the Ombrone River: Kayaking, Rafting, Canyoning

Mr Maurizio Zaccherotti, Associazione Terramare

11:00 – 11:15: Coffee break

Presentation 6: Different ways to experience cycling in Maremma

Mr Angelo Fedi, President of Fiab (Federazione Italiana Amici della Bicicletta), will discuss the growing trend of cycle tourism

Presentation 7: Inclusive and accessible activities for people with disabilities

Mr Michele Bertaccini, Cooperativa il Melograno

Presentation 8: Project "Mare per Tutti" (Sea for all)

Ms Valentina Corsetti, President of Consulta per la disabilità

Presentation 9: Sea sports activities and inclusive sailing sports project

Mr Manuel Giannerini, greetings by **Ms Alessandra Sensini**, Olympic Windsurfing Champion from Grosseto.



12:00 – 12:20: Sustainable Tuscany (Presentations)

Mr Francesco Tapinassi, Director of Toscana Promozione

The final session of the day continues with a deeper dive into the broader concept of sustainable tourism in Tuscany. This session will explore regional initiatives aimed at fostering a tourism model that supports local communities, reduces environmental impact, and enhances Tuscany's cultural and natural heritage. Speakers will share success stories and strategies that have been implemented across the region, offering valuable lessons that can be applied elsewhere.

12:30 – Closing remarks by Ms Misa Labarile, Policy Officer at the European Commission

12:40 – Food experience: Making tortelli with a local chef!

13:30: Lunch of traditional Tuscan dishes prepared with organic, locally sourced ingredients. This meal highlights the rich culinary heritage of the region and emphasises the importance of supporting local producers as part of sustainable tourism practices.

Afternoon: Discovering Grosseto

16:30 – 18:30: Guided Tour of Grosseto

The day continues with a guided tour of Grosseto, a city that blends history, culture, and sustainability. The tour will include visits to key landmarks, such as the well-preserved Medici Walls, the Cathedral of San Lorenzo, and the Maremma Archaeological and Art Museum. Throughout the tour, guides will emphasise how the city integrates sustainability into its preservation efforts, ensuring that its cultural heritage is preserved for future generations.

19:30 - 21:30: Welcome Dinner

The day concludes with a welcome dinner at a traditional Italian restaurant in Grosseto. The dinner, attended by local authorities, provides an excellent opportunity for participants to meet and network. The menu will feature a selection of seasonal, locally sourced dishes that highlight the region's rich culinary traditions. During the dinner, local authorities will formally welcome the group, reinforcing Grosseto's commitment to sustainable tourism and the preservation of its cultural and natural heritage.

Saturday 26/10/2024

Morning: Immersion in Maremma Park

09:30 – 12:00: Excursion in Maremma Park

The day begins with a guided tour of the Maremma Park, a protected area renowned for its stunning landscapes and diverse ecosystems. As participants walk through the park's scrublands, they will be surrounded by the Mediterranean flora, including ancient pine

forests that have stood for centuries. These forests not only provide a lush backdrop but also play a crucial role in the region's ecological balance.

The excursion will take participants through various habitats, from the dense woodlands to the wetlands, which are of great naturalistic and scientific interest.

Throughout the walk, the guides will discuss the importance of preserving these natural areas, emphasising how sustainable tourism initiatives help protect the park's unique flora and fauna while providing meaningful experiences for visitors. The excursion will also touch on the park's role in scientific research, particularly in studying and maintaining biodiversity in the Mediterranean region.

12:15 – 13:00: Visit to the Alberese Farm, Organic Farming, “Butteri” and Breeding of Maremma Horses, Maremma Cows and Cattle

Participants will have the opportunity to observe the Maremma cattle, a breed known for their striking long horns. These cattle, along with the free-ranging horses bred by the Tuscan Ente Terre Regionali, are emblematic of the region's rural heritage and are maintained using sustainable farming practices that align with the conservation goals of the park.

13:15 – 14.45: Lunch at a Local Farm

After the morning's exploration, participants will enjoy a relaxing lunch at a nearby farm. This meal will be an opportunity to experience the farm-to-table ethos that is central to sustainable tourism in Tuscany. The farm, which practices organic agriculture, will serve a variety of dishes made from fresh, locally sourced ingredients, reflecting the rich culinary traditions of the region

Afternoon: Medieval Batignano and the Oil Festival

15:30 – 17:00: Visit to the Medieval Centre of Batignano

In the afternoon, the group will travel to Batignano, a medieval village nestled in the hills near Grosseto. Known for its narrow streets, ancient stone buildings, and stunning views of the surrounding countryside, Batignano offers a step back in time to the Middle Ages. The visit will include a tour of the village's key historical sites, such as the Church of San Martino, which features beautiful frescoes, and the old castle ruins that once served as the village's defensive stronghold.

The tour will highlight Batignano's commitment to preserving its medieval heritage, showcasing how the village has maintained its authenticity while embracing modern sustainable practices. Participants will learn about the village's efforts to promote responsible tourism that benefits both the local community and the environment.

The Oil Festival, one of the most popular and characteristic festivals in the area, is held at the medieval centre of Batignano.



17:30 – 20:00: Dinner at the Oil Festival

Participants will join the locals in the Oil Festival. Dedicated to the region's renowned olive oil, this festival is a vibrant celebration of Tuscan culture and gastronomy. Held in the heart of Batignano, it is a great example of how local traditions can be preserved and shared with visitors in a way that supports sustainable tourism.

The evening will begin with a tasting session, where participants can sample a variety of locally produced olive oils, learning about the traditional methods used to create olive oil. This will be followed by a dinner featuring dishes prepared with the freshest local ingredients, all highlighting the versatility and flavour of Tuscan olive oil.

Sunday 27/10/2024

Exploring the Nature Reserve Diaccia Botrona and Roselle

09:30 – 12:00: Walk in Diaccia Botrona Nature Reserve

In the morning, the group will visit the Diaccia Botrona Nature Reserve, a wetland area that is one of the most important and biodiverse in Tuscany. The reserve is a testament to the region's successful reclamation and conservation efforts, offering a fascinating glimpse into both its natural history and its human impact.

The excursion will take participants on a short walk to Isola Clodia, a small hill rising from the remains of the ancient Lake Prile. Here, they will find the ruins of a villa built by the Roman patrician Clodius in the 1st century A.D. The site offers a unique blend of natural beauty and historical significance, with the villa standing as a reminder of the area's past as a favoured resort during Roman times.

Participants will also explore the surrounding wetlands, which are home to a rich variety of aquatic birdlife. These wetlands are crucial habitats for numerous bird species, and the visit will provide an opportunity to observe them in their natural environment. Guides will explain the ecological importance of these wetlands and the ongoing efforts to protect them through sustainable tourism and conservation initiatives.

The tour will also include a visit to the ancient structures used for the reclamation of the area, offering insights into the significant environmental transformations that have shaped the region. This part of the visit will provide a deeper understanding of how human intervention has altered the landscape over the centuries, from the draining of the marshes to the modern conservation efforts that aim to restore and maintain the area's natural beauty.

12:30 – 14:30: Lunch in a typical restaurant with genuine Maremma products or at a local farm

After the morning's exploration, participants will enjoy a relaxing lunch in a typical restaurant or at a local farm. They will serve a variety of dishes made from fresh, locally sourced ingredients, reflecting the rich culinary traditions of the region.

Afternoon: Discovering Ancient Roselle

15:00 – 17:00 In the afternoon, we will visit the ancient Etruscan-Roman town of Roselle, with its imposing cyclopean walls and archaic houses, which will reveal fascinating secrets of the mysterious Etruscan people; there are numerous Roman remains, such as the beautiful amphitheatre from the Imperial period and the splendid Domus with mosaics.

17:30: Wine Tasting at a Local Winery

Tasting for all for exploring another aspect of Tuscany's cultural heritage, an alternative afternoon programme will be offered: a visit to a local winery. Participants will have the chance to tour a typical Tuscan wine cellar, where they will learn about the region's winemaking traditions, which are closely tied to sustainable agricultural practices. The visit will conclude with a tasting session, featuring some of the area's finest wines, offering a perfect blend of culture, history, and sustainability.

Monday 28/10/2024

Morning: Check-out from the Hotel and Departure