

## **'Exploring Cultural Heritage for Entrepreneurial Development'**

### **IMPLEMENTATION OF A TOURISM ENTERPRISE**

#### **4th Report**

**(May-June)**

This is a basic three-day itinerary we have specially designed for Root tourists who want to discover or rediscover the land of their ancestors and families who had to emigrate abroad. As you can see, this kind of itinerary can also be ascribed to “Ecotourism” since most of the activities planned meet the definition of this kind of tourism given by the UNWTO, namely: *“All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas. It contains educational and interpretation features. It is generally, but not exclusively organised by specialised tour operators for small groups and service provider partners at the destinations tend to be small, locally owned businesses. It minimises negative impacts upon the natural and socio-cultural environment. It supports the maintenance of natural areas which are used as ecotourism attractions by generating economic benefits for host communities; providing alternative employment and income opportunities for local communities; increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists”*

### **ITINERARY**

#### **1st day**

- Departure from the city of origin and arrival in Crispiano in the early afternoon, check-in and accommodation in Masseria Amastuola, a famous and luxurious Wine Resort located not far away from Crispiano. On your arrival Amastuola Wine Resort will provide you with a rich and tasty welcome aperitif which will include both savoury and sweet fingerfood such as focacce, tarallini, frisedde and many other dishes together with a good glass of local prosecco.

- Meeting with the tour guide and visit to the main places of interest located in Crispiano. The guide will introduce you to its historical centre, the rock settlement of Vallone Lizzitello with its medieval Santa Maria di Crispiano Crypt, the interesting Santa Maria di Crispiano Church and Madonna della Neve Church, to the imposing Torre Cacace and Torre Mininni and to our Public Library dedicated to “Carlo Natale”
- Dinner in a local restaurant “Al Borgo antico”, located in the historical centre of Crispiano, to taste typical local dishes such as Orecchiette with broccoli rabe, Dried fava beans with bitter greens and Grilled lamb’s liver. You can also taste our famous Pasticcini alle mandorle, pastries made with almond and sugar, and a glass of Limoncello, our traditional Lemon liqueur.

## 2nd day

- After breakfast, meeting with the guide and visit to the spectacular vineyard of the Amastuola, created by the great landscape designer Fernando Caruncho and to the archaeological excavations located in this area and featuring an ancient indigenous-greek village dating back to the end of the 8th century B.C.
- Departure to Masseria Pilano, an ancient Masseria dating back to the XVII century, which still preserve its antique premises and which, nowadays, hosts one of the most awarded and renowned farmhouses in the province. Your guide will show you the traditional activities, such as cattle breeding and olive-growing, which are still held in this factory. He will also show you its woodland with native Mediterranean trees and shrubs which provides shelter for porcupines, wild boar, hare, pheasant, and many other wild species.
- At the end of the visit you will have a delicious lunch in the premises of Masseria Pilano. Here you can taste exquisite traditional meat and vegetable dishes, such as Oven roasted lamb, Stewed horse bracioli, Stuffed aubergines and Lampascioni, all of them made by using the several produce and product of this farm. If you want you can also drink and appreciate our most famous red wine, namely the Primitivo wine produced in the farm premises. As dessert you can have a delicious Lemon tart made with lemons grown in the farm.
- In the afternoon you will visit Masseria Mita, an ancient farm dating back to the early 17th century and located at the foot of the Murgia Tarantina. In this beautiful ancient farm you can admire a huge vineyard which gives high-quality wines such as Primitivo, Negroamaro and Aleatico. Here the owner of the Masseria will lead a special workshop on winemaking. At the end of the activity all the tourists will be

offered a tasting of the wines produced by the farm along with a selection of Apulian traditional fingerfood such as slices of focaccia with black olives and onions and other kind of filled focaccia.

- After having visited Masseria Mita, you will visit Masseria Lupoli. This Masseria, which is one of the 12 largest farms of our territory, dates back to 1440 a. C. It consists of a medieval tower, a 16th century chapel, a large eighteenth-century sheepfold which includes some trulli, a hypogeal olive-oil mill and the stables and it is surrounded by 3,5 meters-high dry stone walls. Nowadays Masseria Lupoli is often used, thanks to its extraordinary beauty, as a film location.
- Return to Crispiano and dinner at one of the best Pizzeria in Crispiano: “Saracino, Pizza e Passione”. Here you can choose from a wide range of pizza, from the most traditional to the most innovative ones.

3rd day:

- After breakfast, meeting with the group to head to Masseria Del Duca.
- Visit to the imposing Masseria del Duca: a beautiful fortified Masseria, which dates back to the fifteenth century. Here you can admire the baroque manor house, a lookout tower with loopholes and machicolations which dates back to 1400, and a chapel with its baroque bell tower. In this chapel you can admire beautiful and well preserved frescoes of the Carellian school and a refined matroneo used by the women of Caracciolo family. This Masseria is also a well-known and modern farm with a very diversified production chains. As a matter of fact the economic activities held in this farm include olive and vine growing, cattle breeding, organic eggs production and dairy products, such as mozzarella cheese and Don Carlo cheese. The latter is one of the most celebrated cheese of our province. At the end of the visit the owner of the Masseria will be glad to show you how these kind of cheeses are made and will engage you in an educational laboratory on mozzarella cheese
- Lunch in Masseria Del Duca. In its beautiful premises you'll have the opportunity to taste traditional dishes made with the produce and product of the farm. There you'll taste first courses such as Fricelli with mushrooms, main courses such as Beef rolls, dessert such as Focacelle with quince jam and, naturally, a selection of dairy products and wines.
- After lunch we are going to visit Masseria Russoli and Masseria Francesca.

- Visit to Masseria Russoli, the only farm belonging to Apulia Region Administration and managed by the “Institute for the preservation of equine species”. This peculiar Masseria hosts the “Centre for the conservation of the genetic heritage of Martina Franca asinine race”, an indigenous species of donkey which is about to become extinct.
- After having visited Masseria Russoli, you will visit Masseria Francesca, where the Academy of Equestrian Art is located. Here you can admire wonderful specimens of murgese horses and, if you want, you can have a ride on these wonderful horses.
- The last leg of our journey in Crispiano offers a fantastic workshop on handmade pasta. After having visited the last two Masserias our visitors will return to Amastuola. There they will be welcomed by two old ladies who will teach them how to make several kind of traditional handmade pasta such as Orecchiette, Chianchiarelle and Fricelli.
- Dinner at Amastuola Wine Resort: After the workshop on fresh pasta, you are invited to take part in the dinner served in Amastuola premises. Here you can enjoy the full variety of Amastuola wines with selected Apulian gastronomic offerings such as marinated vegetables, roasted pepper rolls, deep-fried savoury tarts, capocollo di Martina Franca and other cold cuts, Orecchiette with yellow-red tomato sauce and many other dishes.

4<sup>th</sup> day

- Breakfast, check out and meeting of the tourists for the returning trip to their own cities.



**Our company logo and word cloud.**

#### Disclaimer

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