



In the framework of the Lifelong Learning Programme LEONARDO DA VINCI Mobility

**Bulgaria Economic Forum
2103-1-BG1-LEO03-08 821**



The team of the **Associazione Art. Cult. “A Rocca”** and **Eprojectconsult** International department, in cooperation with **Bulgaria Economic Forum** took the role of intermediary partner for group of people from Sofia, Bulgaria in the frame of Lifelong Learning Programme Erasmus + Programme. During the project named **“The Italian learning experience in the development and marketing of touristic products”** we hosted 10 selected participants. The professional training was in the marketing field; thereby they gained experience in their working field and became acquainted with the traditional Italian and Sicilian strategies for the development and the marketing of touristic products.



Duration, Dates, Participants

The duration of the project was of 2 weeks, from 09/ 01/ 2014 to 09/ 14/ 2014.

Names of participants and further information:

Nº	Name as per ID	Position	Email
1	Vania Todorova DANKOVA	Head of Department KMB - Bulgaria EAD	greisyyy@gmail.com
2	Maya Stoyanova PETROVA	HR Manager KMB - Bulgaria EAD	petrova987@abv.bg petrova@tabakoshops.net
3	Marina Neycheva HRISTEVA	Manager EventZone	marina_h@mail.bg
4	Genka Ivanova NANKINA	Manager GN Agro EOOD	gena.nankina@gmail.com
5	Atanas Dimitrov TASHKOV	Manager Ahmatovo OOD	atanas@tashkov.com
6	Hristo Nikolaev YANEV	Owner – Manager VIP-Sliven OOD	manager@visitsliven.com
7	Ivan Vasilev Angelov	Supervisor Interhotels AD	office@funtastichotels.com
8	Emil Zhetchev	Owner – Manager E.N.G.E. EOOD	zhetchev@abv.bg
9	Marina LAVRENOVA	Manager LOKAL 13	lavrenovamarina@gmail.com
10	Gueorgui Vasilev TABAKOV	Chairman Bulgaria Economic Forum	g.tabakov@biforum.org



Education and Culture DG

Lifelong Learning Programme

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Preparation of the mobility project

In order to make the cooperation between both organizations effective, guarantee the best quality project and to satisfy the participant's expectations and needs, we have designed the program of the project together. We have exchanged e-mails in order to discuss the aims of the project, to develop the plan of activities and to clarify any doubts.

Arrival of the participants

The group of participants arrived 01/ 09/ 2014 at the airport of Catania/Palermo. The "A Rocca" organization provided the transfer from the airport to participant's accommodation in Barcellona Pozzo di Gotto town.

The next day they had an informative welcome meeting, designed to give the participants useful information they require during their stay in Sicily. Firstly, they had the introduction to the program in general. The tutor informed the trainees about the organization and described the work activities, obligations and tasks they will be involved in during the project. Next, they were provided with the plan of the city and were acquainted with all the hospitalities of Barcellona P.G. and nearest cities.

The next informative session was dedicated to the cultural aspects of their life in Sicily: the work style in Italy, rules to follow, behaviour and other cultural information was given to the participants. The "Help me" card with useful numbers and phrases in Italian as well as a leaflet with all the useful information they may need (address, rules, tips, etc) during their stay were distributed.



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Accommodation of the participants

Participants were accommodated in 3 different flats in Barcellona Pozzo di Gotto. Barcellona P.G is located on the north coast of Sicily. It belongs to the Province of Messina. The city proper has a population of over 40,000 inhabitants. The strategic location is surrounded by many wonderful cities: Messina 45 km; Palermo 180 km; Catania 180 km; Taormina 80 km; Agrigento 200 km; Aeolian Islands 20 km. Barcellona P.G. is a very nice town, located very close to the seaside, very busy during the day and very calm during the night time. Moreover, there are many interesting places to visit, such as natural parks, museums, ancient villages and Greek/Roman historical areas.



The flats for participants were fully equipped (including kitchenware, washing machine, bed covers etc.) and well located in the city center. The participants were living at the following



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addresses: Piazza Trento 2nd flor (3 individual), Via TCP Arcodaci 48 5th floor (1 matrimonial and 2 individual) and Via Trieste 48 (1st floor) (3 individual). They were placed in individual and double rooms.

Details of the visits

The subject of the visits for participants was marketing (of touristic products). The participants had the opportunity to learn techniques practiced in Sicily for the development and the marketing of touristic products which will ultimately help them in their professional career. The visits took place in 11 relative enterprises in the region of Sicily such as hostels, travel agencies, tour operators or wine houses.

More specifically the enterprises where the visits took place and the date of the visit:

SICILIA WAY,

Sicilia Way helps you organizing the wedding of your dream in Sicily. "A Rocca" company, Partita IVA 03105770832 Via TCP Arcodaci 48, 98051 Barcellona Pozzo di Gotto (ME), Sicilia, Italy Tel:+39 0902130696, Email: info@siciliaway.com, date: 02.09.2014

EOLIAN HOTEL

A new fully renovated hotel equipped with every comfort. Via Salita Cappuccini, 21/23 – 98057 Milazzo (ME) Tel. +39 090 9221992, Email: direzione@eolianmilazzohotel.it, date: 03.09.2014

CASSISI HOTEL

This new hotel is situated in the historic centre of Milazzo, just a short walk away from the small tourist port and the embarkation point for ferries to the Eolian Islands. Via Cassisi, 5, 98057 Milazzo (Me) Tel. (+39) 090 922 9099, Email: info@cassisihotel.com, date: 03.09.2014

HOTEL LA BUSSOLA,

Located few meters from the seaside, Hotel La Bussola welcomes you in a friendly and comfortable setting.



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Via N. Bixio, 11/12 98057 Milazzo (Me) Tel. +39 090 9222153 090 9221244, Email: info@hotelabussola.it, date: 03.09.2014

CASA FARANDA,

Located in Castoreale near various touristic attractions, this charming guest house offers nine rooms to book all year long.

Via G.Siracusa, 47 - 98053 Castoreale (ME) Tel. 328 679 6115, Email: faranda1571@gmail.com, date: 03.09.2014

PRO LOCO ARTEMISIA,

Since 1953, the association Pro Loca Artemisia aims at preserving the artistic heritage of the region of Messina as well as promoting tourism.

Via Trento, 2, 98053 Castoreale Messina Tel. (+39) 090 974 6673, date: 03.09.2014

GIAMBÓ SICILIA VERDE,

It produces ornamental mediterranean plants from over 25 years, positioning the firm among the sector leaders.

info@siciliaverde.it Via del Mare Vigliatore C.da Acquitta - 98050 Terme Vigliatore (ME) +39 090 9740944, date: 04.09.2014

SALUMIFICIO LOMBARDO,

Salumificio Lombardo, comes from a long family tradition in the field of meat processing and sausage production since 1830.

Viale Principe Umberto n.17 - 98122 Messina (ME) info@salumificiolombardo.it, date: 04.09.2014

PARCO MUSEO JALARI,

Park Museum of “Jalari” is located a few kilometres away from Barcellona P.G. and offers artists a workplace who exhibit annually their artworks covering the fields of photography, painting, sculpture and design.

Frazione Maloto, 98051 Barcellona Pozzo di Gotto, Tel. (+39) 090 974 6245, Email: info@parcojalari.com, Monday 07.04.2014 & Tuesday 08.09.2014

CAMBRIA VINI,

This vineyard is pleased to introduce you to the techniques of cultivation.

Contrada San Filippo 98054 Furnari (ME) – Italia Tel. (+39) 0941 840214/0941 81526, Email: info@cambriavini.com, Tuesday 09.09.2014

FIASCONARO COMPANY,

They produce the famous italian sweet dish: “Panettone”.

P.zza Margherita. 10 90013 Castelbuono (PA) <http://www.fiasconaro.com/contatti/> +390921677132, date: 10.09.2014

HOTEL MIRAMONTI,

This lovely Hotel is situated in the hillside, in the center of Gangi.

Via Nazionale, 19 90024 Gangi Palermo +39 0921 644424, date: 10.09.2014

AGRITURISMO VILLA RAINO,



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See cheese and sausage making, olive pressing and many more artisan traditions first hand while staying on this 19th-century farm.

C.da Raino, 90024 Gangi (PA) +39 0921 644680, date: 10.09.2014

TOWN OF GANGI

The town sells houses to be renovated for 1 Euro.

<http://www.comune.gangi.pa.it>, Gangi (PA), date: 10.09.2014.

TARNAV

This cruise line offers you to reach the Aeolian Islands.

Via dei Mille, 9, 15 e 17 - Milazzo (SICILY) Tel: +39 0909223617, Email: tarnav@tarnav.it, Monday 11.09.2014



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Skills and professional competences acquired:

- Foster cross-cultural communication skills;
- Become acquainted with services offered and way of making tourism business in Sicily in the marketing field of touristic products;
- Greater awareness of country- and culture-specific skills and needs;
- Identification of new and effective practices and/or strategies for sustainable growth in the field;
- Gain in business knowledge (e.g. transfer of know-how);
- Foster critical thinking: Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems;
- Acquire strategic thinking ability (e.g. encourage sustainable network and partnerships beyond national boundaries);
- Greater intercultural open-mindedness and flexibility;
- Acquisition of specialized English language skills and improved Italian language skills for some participants;
- Ultimately responding to the specific skills required for successful European professionals in the marketing field of touristic goods.



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CULTURAL PROGRAM

Castroreale (September 03, 2014)

Castroreale is a village in the Province of Messina of Sicily, southern Italy. It has around 2,702 inhabitants but over 80 churches, and is architecturally interesting, with some houses dating to the 13th century.

Milazzo (September 06, 2014)

Milazzo is a substantial town on the coast of north-east Sicily, west of Messina, and best known (and most visited) for its beach and historic village. The centuries have left their mark very clearly on the layout of Milazzo, with the walled city at the top of Milazzo, the "Old Town" of medieval origin at the foot of the hill, and the more modern city at the bottom and along the harbor area. The Old Town includes the fortified citadel and medieval quarters of Milazzo, and contains numerous religious buildings. The lower town was built in the 18th century. The center of lower Milazzo revolves around the Piazza Caio Duilio, which is flanked to the west by the Palazzo Marchese Proto and to the east of the "Chiesa del Carmine", with a lintel carved with garlands and a niche with a statue of Our Lady of Consolation".

Jalari Park Museum (September 08, 2014)

Park Museum of "Jalari" is a workplace for artists who exhibit annually their artworks covering the fields of photography, painting, sculpture and design. The Park Museum "Jalari" is located a few kilometres away from Barcellona P.G., more precisely on the Peloritan mountains, and extends over 35 hectares. As it is difficult to put the spirit of this place into words, we cannot but encourage you to experience it yourself.



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Aeolian Island (September 11, 2014)

The Aeolian Islands or Lipari Islands (Italian: Isole Eolie, Sicilian: Ìsuli Eoli) are a volcanic archipelago in the Tyrrhenian Sea north of Sicily, named after the demigod of the winds Aeolus. The locals residing on the islands are known as Eolians (Italian: Eoliani). The Aeolian Islands are a popular tourist destination in the summer, and attract up to 200,000 visitors annually. The largest island is Lipari. The other islands include Vulcano, Salina, Stromboli, Filicudi, Alicudi, Panarea and Basiluzzo. The present shape of the Aeolian Islands is the result of volcanic activity over a period of 260,000 years. Only the volcano on Stromboli, the northernmost island, is still active and puts on a brightly colored performance on most nights. Scientifically the archipelago is defined as a "volcanic arc". Geology explains the origin of the Aeolian Islands as a result of continental drift due to movement of the Earth's crust. The African continental shelf is in constant movement towards Europe. The resulting collision has created a volcanic area with ruptures in the Earth's crust with consequent eruptions of magma. The "Eolian Arc" extends for more than 140 kilometres, but the area of geological instability caused by the collision of Africa and Europe is very much larger. It includes Sicily, Calabria, Campania together with Greece and the Aegean islands. The complex of the eight Aeolian Islands, covering an area of 1,600 square kilometres, originated from a great plain at the bottom of the Tyrrhenian sea. Emissions of lava from depths of up to 3,600 metres resulted in the formation of the Eolian Islands, together with Ustica and a series of submarine volcanoes named Magnani, Vavilov, Marsili and Palinuro, as well as two that are unnamed.



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Evaluation of the project

The evaluation of the project is excellent. Employees of the “A Rocca” Association and people involved in this project hope that it was a rich and useful experience for all the participants. The monitoring team did its best in order to satisfy the expectations of each participant and to ensure the communication with the sending organization at each stage of the project. In order to reach this, there were two days of evaluation - one after the first week and the other at the final days.

Participants had the chance to see the way of working in Sicily. Certainly, they had an opportunity to get to know a lot of useful information about the functioning of Sicilian enterprises, which are related to the field of marketing of touristic products. Those participants who had a previous experience in this field also could compare all the similarities and differences of these related enterprises in Sicily and Bulgaria. All participants gained worthy experience in attending the above mentioned meetings.

At the end of the project, participants received a “A Rocca placement certificate” and EUROPASS.

Most importantly the participants gained professionally experience in their sector, so that they will be more competitive in the labour market in Bulgaria.



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Conclusion

Our monitoring team did its best in order to satisfy the expectations of each participant. We were always ready to offer help, advices and solve any doubts with our guaranteed 24-hour availability; in any case they needed some assistance.

Consequently, the participants seemed to be satisfied with this project. According to their opinion, it was an interesting and useful experience. We hope they found inspiration and got new ideas about how to deal with their future career in their country. We are satisfied because due to their participation in the programme, the participants have enriched their professional experiences.

Moreover, participants had opportunity to explore new horizons by fully integrating in Sicilian culture and meeting many new friends from Italy and from the other parts of world. In addition, all the group of participants have become good friends, and can still meeting each other and exchange their experiences after the project.

Our team is very satisfied with the participant's involvement in the project and personal interest of each person involved. We hope we can continue our cooperation with Bulgaria Economic Forum.

September 14th, 2014, Barcellona Pozzo di Gotto

Antonino Pietrini

Director



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