



DOSSIER ON THE 2019 EDEN RUNNER-UP DESTINATIONS Template

Project number:	Project Acronym:
Destination: Comune di Barano d'Ischia	"Barano, l'Oasi del Benessere"

SECTION 1 – INTRODUCTION

1. FOREWORD MESSAGE OF THE MANAGEMENT OF THE DESTINATION

(Max 250 words)

Based in the sud-est part of Ischia Island, the Barano town council is the second for expection. A distinctive geographic conformation makes it a very variegated territory,where marine zone and hill views share the place.

Maronti beach (the largest strande of the Island),Nitrodi source,the routes shows its peculiarities,meanwhile in the traditions it's impossible to avoid the mention of a famous "Ndrezzata",recently putted on the inventory of Campania Cultural Patrimony. A rich list of events (in the few years a lot of famous singer like Michele Zarrillo,Fausto Leali,Riccardo Fogli,Sal Da Vinci,Ivana Spagna,Marco Masini,Enzo Avitabile etc,) took part in the annual town shows. Recently,Barano, and above all Maronti and Testaccio,did like a set of the lucky serie tv "A genial friend", showed on Rai1.

SECTION 2 – DESCRIPTION OF THE DESTINATION IN A MARKETING PERSPECTIVE

In this section the destination is described from a pure place-marketing point of view (travel-friendly communication style, attractive slogan, and some pictures) for promotional purposes. This part of the document should be prepared with a support of a travel journalist or expert in place marketing.

2. POSITIONING DECLARATION

**What makes this destination excellent?
Why should a tourist visit it?**

Here it should be stated (in max 2 or 3 lines) in which way the destination is excellent (from a traveller's point of view). The prospect traveller should immediately get clear in what sense this destination is excellent.

Please, add a picture that symbolizes the statement.

Raised begin sea and mountains,Barano d'ischia offers an unique travel experience,who fits good for people who love sea and also who preferred mountains. It offers to tourist a possibility to enjoy unique peaceful and unique holiday,away from city caos.Maronti beach and Nitrodi source,with own "miracolouse water" , makes Barano the perfect place for who's reseaching relax and pshico-phisc wellness to detox from hectic beats of daily life.



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3. EXPERIENCES

What can a traveller do in visiting the destination?

Please, describe max three iconic experiences the destination has to offer:

Headline

A short three- to five-word phrase that captures readers' attention and imagination.

Benefits

Focus on what travellers will gain from of the experience.

Call-to-action:

Be clear and concise in describing the primary action you want readers to take (start the sentence with an action verb). In case you want to have descriptions of the amenities that may be important for certain promotional activities, make sure it supports the experience. Do not position buildings and beds as the reason for travel.

TIP: Travellers have to appreciate the benefits the destination is offering before they decide to visit. Describing experiences is about involving passion, telling stories, triggering curiosity and addressing traveller motivations. Use no more than 200 words for experience and some pictures to support your statements.

Maronti, where sea and sky meets

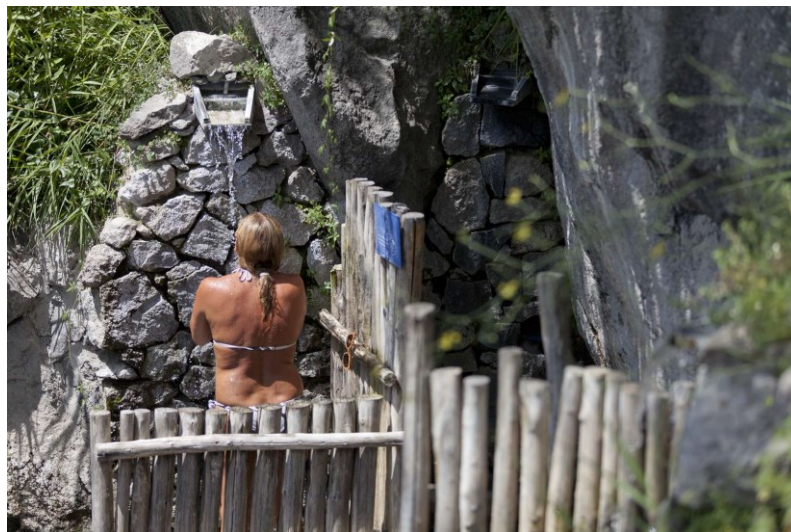
Setted between the Petrelle tip and Sant'Angelo street,Maronti strand is born on a suggestive and unique bay,extended for 3 km.It hosts a Fumarole termal site,chacarterized of vapour yields particularly helpful,which comes from underground and Cavascura site,where inside is localized a natural source known since the colonization of Ischia Island. Maronti beach thanks to own services (balnear point,taxi boat,NCC), is great for who's looking for relax.





Nitrodi, a wellness source

Based in Buonopane, moreless 200 metres above the sea, surrounded by green, the source is famous for her curative proprieties, admired by Greek and Roman people. The water, (which benefits recognized by Ministry of healthy with decret n. 3509 – 2003) , is mineral natural ipotermal sulphate, for external use, but also for drinking. Is particulary reccomended for cure psoriasis, alopecia, for healing of varicose ulcers, fisculas. Moreover, helps diuresis and it's good for cure some of gastrointestinal pathology. It's the best corner for who's serching relax and comphy holidays.



The walk of vintage cellars, the Sanctuary walk, the walk of bays and the walk of the big crater are the four big naturalistic track who guide the tourist to discover the most beautiful corners of

the territory. This walk loosens between vineyards and chestnut, and the typical Mediterranean vegetation and allows to travel to enjoy best views and know some of the historical peculiarity, picturesque and cultural, like as the Sanctuary of Schiappone, Piana di Buceto ecc..





4. MAIN TOURISTIC FEATURES

Iconic/Famous people

There are many personality related to Barano d'Ischia. Inside in, the Irish philosopher, theologian and Anglican bishop George Berkeley who stayed in Testaccio at 1717 and here wrote a diary published in the book "travel in Italy". Another guest was the count Giorgio Corafà, generale and vice king of the twin Sicily borbonic Kingdom.

Famous historical facts happened in the destination

At 10 august 1859, Ferdinando II and the queen Maria Teresa d'Asburgo -Tesch, like usual, come to Ischia. In that time, the King decided to move in Barano and the queen ask for use the toilet at the Sebastiano di Iorio's shop and he agreed, preserving her "necessity" in the glass bottle.

Cultural and Natural sights

Maronti beach, old Nitrodi source, the walks, represent only some attraction in town.

Celebrations, festivals and events

Please, describe in no more than 200 words the main features that are worth a travel to the destination.

A rich schedule of events have been realized every year, especially in summer. In this events the musically and cultural traditions meet together. Aubergine festival, pizza festival, a sporty white night, San Michele's party and other became almost a fix date, appreciated and expected by citizens and tourists.

5. PRATICAL INFORMATION REFERENCES

Please add websites (links) references for practical information:

The municipality of Barano d'Ischia is located fifteen minutes drive from the port of Ischia and is easily accessible with public buses (Lines 5, 6 and CD, in addition to Summer Lines 10 and 11). Furthermore, there are taxis, NCCs and taxis boat. The beauty of the landscape also makes walking around pleasant. In the territory insist various types of accommodation (from family-run pensions to four-star hotels, passing through B&B) and also there are numerous restaurants, also characteristic. There are several commercial activities (supermarkets, clothing and shoe stores, post offices, fuel distributor, newsagents, stationery stores, fishmongers, fruit and vegetable shops, banks, hardware stores, driving schools, bars, religious buildings etc. All for a very varied offer, able to satisfy every type of tourist and every taste. Security is guaranteed, in addition to the Municipal Police, by the presence of the Carabinieri Station, which is about few meters from the Town Hall. In terms of health, Barano can take advantage of the "Anna

Getting there & away Getting around Accommodation Restaurants Shopping Touring Health and Safety

Rizzoli” public hospital (located fifteen minutes by car), as well as the medical guard service.

SECTION 3 – DESCRIPTION OF ACTIONS WHICH JUSTIFY THE NOMINATION

In this section, there is a description of all reasons why the destination fulfils the European and national criteria. It is important that all actions and initiatives taken are presented in a way to underline why they contribute to make the destination considered a good practice in the field of sustainable tourism.

6. GENERAL CRITERIA

What makes this destination excellent in “health and well-being tourism”?

What makes this destination emerging, not traditional and off the beaten track?

On what basis was it assessed that the destination offers authentic tourism experiences?

On what basis was it assessed that the destination has local authorities with a capacity in managing their destination in a way to ensure social, cultural and environmental sustainability?

On what basis was it assessed that the destination has a management destination organisation that has a capacity in sustainable tourism management?

On what basis was it assessed that the destination has agencies, NGOs or authorities with a capacity in adopting sustainable tourism practices?

Please, specify criteria, facts and data upon which you have based the assessment

The Source of Nitrodi, with the extraordinary healing properties of its waters, and the Spiaggia dei Maronti represent the two poles of well-being and health of the territory baranese. Despite the numerous attractions and the various services offered, Barano d'Ischia remains a location a human dimension, far from the chaos of the city and ideal for those who want to experience a vacation in the name of authentic relaxation and well-being. The circumstance for which some territorial and naturalistic peculiarities are unique (think of the Baia dei Maronti and the Fonte di Nitrodi), so it is not possible to experience a tourist experience similar in any other place. The Administration has embarked on a road that goes towards achieving sustainability social, cultural and environmental. He joined the "plastic-free" initiative and obtained several funding from the Metropolitan City of Naples regarding the environment and environmental sustainability (public green, recycling, cleaning of the seabed). Based on the fact that, as mentioned above, various initiatives have been undertaken that go into this direction, it being understood that we can always improve and, therefore, other initiatives for a eco-sustainable tourism can and must be undertaken in the future. In the territory there are various associations that actively cooperate in organizing events and promoting the territory itself. Moreover, there is also a pro loco structure.

7. SPECIFIC CRITERIA

Please, specify criteria, facts and data upon which you have based the assessment.

SECTION 4 – INFORMATION ABOUT THE DESTINATION MANAGEMENT ORGANISATION

8. THE ORGANISATION MANAGING THE “DESTINATION”

(i.e. organisation which submitted the application for the EDEN Award)

	Governance System	Overall Budget (in €)	% Budget in tourism	Staff working in tourism activities
What type organisation is it?	Select of the following: Municipality	Select of the following: 250,001 – 500,000	Around 10%	Total: number Breakdown - permanent: number - temporary: number - consultants: number
Which tasks in tourism management are performed by the organisation? Please choose one of the list on the right	Strategic planning <input checked="" type="checkbox"/> Tourism infrastructure development <input checked="" type="checkbox"/> Human Resources development (within our DMO) Advance Innovation and Information Communication Technology systems (ICT) Promotion activities/publications <input checked="" type="checkbox"/> Management and development of events <input checked="" type="checkbox"/> Management and development of attractions <input checked="" type="checkbox"/> New tourism products/services development Capacity building programs for SMME's Training and education seminars for tourism professionals Business advice/consultancy Quality management Tourism facilitation activities (reservations and bookings) <input checked="" type="checkbox"/> Information services for tourists/visitors Customer Relationship Management (CRM) Monitoring and evaluation of consumers' behaviour Develop sustainable tourism products/services Research and development actions			
Please indicate the partnership or co-operation schemes in which the private sector has been involved in the organization?	Advisory boards Joint Management units Sectorial liaison groups Corporate partnerships with private associations and agencies Membership Registration (annually or periodically) Outsourcing/subcontracting private companies Visitors/tourists services and products Others: partnership with local association			
Please indicate if there are special agreements with the regional or national tourism offices for marketing the destination in the domestic and international markets.				

9. CONTACT DETAILS

CEO, General Manager, Legal representative of the Organization

Sindaco Dott. Dionigi Gaudio, legale rappresentante p.t. dell'Ente, domiciliato per la carica presso la casa comunale, sita alla via Corrado Buono 6 – Barano d'Ischia, tel. 081906718, fax 081906736, email sindaco@comunebarano.it, lingua straniera inglese.

Tourism Manager

*The person who will attend the EDEN
Network meetings and who is in
charge of tourism management*

Dott. Raffaele Di Meglio, Vice Sindaco con delega allo Spettacolo ed agli _Eventi, domiciliato per la carica presso la casa comunale, sita alla via Corrado Buono 6 – Barano d’Ischia, tel. 081906718, fax 081906736, email segreteria@comunebarano.it, lingua straniera inglese.

Avv. Daniela Di Costanzo, Assessore con delega alla Cultura, Attività Culturali, Paesaggio e Beni Culturali, domiciliata per la carica presso la casa comunale, sita alla via Corrado Buono 6 – Barano d’Ischia, tel. 081906718, fax 081906736, email segreteria@comunebarano.it, lingua straniera inglese.

SECTION 5 – STATISTICS AND FACT ON SUSTAINABLE TOURISM IN THE DESTINATION

10. TOURISM STATISTICS

Tourism Volume

Please, in counting the tourism volume consider all accommodation establishments close (less than 30 minutes) to the destination

	Hotel	B&B, apartments, other
Number of establishments	13	5
Number of bed places	810	94
Number of days of the peak season	90	90
Arrivals	Around 18.000	
% of arrivals from abroad (international arrivals)	40%	
Nights (overnight stays)	-	-
Average daily rate per room in the peak season	-	-

11. FACTS ABOUT SUSTAINABILITY

Facts and data on a sustainable tourism supply chain	<i>From some years there are paid parking to discourage private vehicles.</i>
Facts and data demonstrating results to reduce the use of the cars in the destination	<i>During the summer season a landing ban is established</i>
Facts and data demonstrating results in waste reduction	<i>The Municipality has the highest percentage of separate collection on the island</i>
Facts and data demonstrating results in decreasing water consumption	<i>The water network is subjected to continuous monitoring to avoid losses</i>
Facts and data demonstrating results in reducing energy consumption	<i>The school is equipped with a photovoltaic system.</i>

12. GENERAL STATISTICS

How many inhabitants?	9.782
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