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ENGLISH VERSION:

Seminar: Semiotic Analysis and Identification of Quality Criteria for Drafting Regulations

Within the realm of tourism and cultural innovation, the University of Palermo hosted a strategically relevant seminar on April 29, 2024, titled "Semiotic Analysis and Identification of Quality Criteria for Drafting Regulations." Held in the Aula Magna, this event served as a significant platform for discussion and exploration of dynamics related to the valorization of the Sicilian territory through the H2020 Incultum project and its activities, with a particular focus on the Pilot Sicily and its connection to the Greenway.

The seminar's speakers, Professor Caracci and Professor Puca, provided detailed overviews of their respective areas of expertise. Professor Caracci outlined the fundamental role of the H2020 Incultum project and the activities of the Pilot Sicily, with a specific focus on the Greenway and strategies to make it an attractive hub within the tourism and cultural context. On the other hand, Professor Puca offered an in-depth analysis of semiotic research and the regulations developed within the Incultum project, highlighting the importance of semiotics in the valorization of territory and cultural identity.

The event commenced with institutional greetings from Liborio Furco, president of GAL ELIMOS, and Professor Dario Mangano, coordinator of communication courses at the university, emphasizing the importance of collaboration between academic institutions and industry operators for the development and promotion of initiatives of excellence in the Sicilian territory.

The strategic objectives outlined during the event include the desire to make food&wine connotation a key element of the Greenway, thereby conferring recognizability and competitive advantage in outdoor and experiential tourism segments. Additionally, there is an aim to actively involve local operators in enogastronomy and hospitality, making them beneficiaries and promoters of the new Greenway.

On the operational front, the intention is to develop shared criteria for the construction of local enogastronomic offerings and promote the project among territory operators, encouraging the participation of new activities and aligning offerings with Greenway principles. Another objective is to promote enogastronomic offerings to end-users, effectively communicating them in relation to the new Greenway.

The GAL Elimos, with the scientific and operational support of the Sicilian Semiological Circle, has initiated a cycle of surveys and analyses of the territory focused on enogastronomic and receptive activities in areas adjacent to the Greenway. This initiative aims to map offerings, understand user types, and lay the groundwork for the development of tourism regulations that guarantee high-quality standards.

The regulations resulting from this initiative will define a reference standard for tourism and reception offerings, facilitating access to the enogastronomic itinerary and encouraging local operators to integrate their services with infrastructure functional to the Greenway's target audience. Key touchpoints of the regulations include proximity to the Greenway, territorial typicality of food offerings, and specification of services aimed at the Greenway's target audience.



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Finally, primary services that tourism, restaurant, and receptive structures must guarantee to adhere to the Greenway have been outlined, including friendly hospitality, accessibility for differently-abled individuals, and the offering of quality food products, preferably local.

The seminar represented a crucial moment for defining strategies aimed at promoting the enogastronomic and touristic excellence of the Greenway, thus contributing to consolidating its role as a primary attraction in the Sicilian tourism panorama.