

Study for the development of the territories and their typicality and individuation of integrated tourist routes

This study has the objective to follow the tips Ascoli Piceno Province has arranged by entrusting to the Society Piceno Sviluppo the provincial activities concerning WP1.4. and WP 2.4 of the MARINAS Project – Modelling Adriatic Routes – Integrating Networks, Areas in Adriatic Sea – Strategies for integrated tourism in the Adriatic, acting on the Adriatic Cross-border Interreg IIIA Program.

As above reminded, the study is arranged for the achievement of the goals of the project linked to the operative Adriatic Cross-border Interreg IIIA Program. It is steered to the recognition, on the territory, of the elements which can combine to structure the “region” as a cross-border system, identifiable through an integrated and enlarged tourist offer, recognizable in its methodological homogeneity of arrangement, thus able to give a new sap to the tourist flows even thanks to the remind of a extraordinary variety and quantities of resources and specificities. In this way, we can find a coherence in the primary objective of a common tourist system able to propose itself and face the competition at international level by a strong and structured offer of territories, cultures and services. An offer able to exalt, in a system logic, the differences, the traditions and the several historical-environmental contexts, but even capable to promote a net of services organized according to shared criteria and quantitative standards.

In particular, the goal is to contribute both to the identification of development guidelines of innovative tourist market segments, and the acquisition of elements useful to the promotion of the territories and their specificities through the dialogue among subjects, public and private operators involved in this sector, capable to recognize and collaborate for the development of the existing resources and achievement of a new approach to the tourist market. Essentially, by corresponding in full to the WP2 objective of the MARINAS project, we intend to analyse the potentiality of the new integrated tourism, meant as a tool for the development and opening up of new tourist market segments.

Through the investment of the (natural and cultural) resources and services, and the arrangement of an integrated offer project, creating a global tourist offer represents, for the reasons which will be specified, a new contribution to renew and retrain the tourist offer. In addition, it will help to avoid to concentrate the offer in a limited period of the year. In this way, we will contribute to introduce new proposal modalities of the territory and its services in all the periods of the year, favour the territory knowledge, and particularly the zones less developed from the tourist point of view. They can find a new opportunity of development by the criteria of integration indeed: a promotion of the historical, cultural and naturalistic patrimony through the diffusion of the offers and the creation of circuits.

The research and analyse activity has been carried out with the further objective to be able to transfer this activity even to other local realities of large area in order to develop the findings and the proposals of this study. At this purpose, in order to make practicable the level of local feasibility of the measures which will be suggested later, we have intended to explore the existing level by assessing it through the grid of the analysis which are deepened in this study. All this is possible thanks to the fact the Society Piceno Sviluppo has been engaging for years in the construction activity of grassroots programs for the development and arrangement of the local potentialities. For this reason, from time to time, it has been charged in coordinating the specific activities we think to put fruitfully at disposal of the points of this study. Therefore, we have thought to set up the operative proposal and the recognition of the study cases through the check and confirmation on the field that we have been able to register in these years. In addition, we have analysed the formative process of the participant choices and concrete measures which will be exposed. These data will be useful to the more general pattern of the development plan of the integrated tourist offer which is

not the subject of this study, but which will give substance to territorial choices and proposals in an organic and coherent context.

The necessary elements for the construction of integrated tourist routes and development of the territory and their typicality presuppose: the analyse of the areas and internal coherences, the construction of the integrations, the proposal of concrete interventions with the hypothesis of integrated routes (which may be available within the general context of the cross-border project). As a consequence, these activities will be later detailed in the separate paragraphs of reference, after mentioning the analyse of the tourist movement, and to the consumer typology which proposes itself on the market today.

The consumer and the rereading of the marketing policy

Before mentioning an analyse about the conditions of the tourist sector, a necessary requirement in order to broach the study is to define the current consumer's profile which results useful for the individuation of the elements involved in the promotion of the integrated tourism, in an innovative approach which abandons the old actions of the territorial marketing. Generally, all this because consumers declare to believe less and less to the "traditional publicity": the problem is not to have a large "awareness", but to have a good "reputation". Thanks to the enlargement of the program by which it is possible to make arrive information and messages, it is the consumer to decide what he wants, when and where he wants it. In this context, it will be more and more the consumer to manage production, communication, assessments and distribution (as an explication, we can refer to the "comments" present in the websites which gather information and tourist promotion, with the part concerning the travel impressions, often with the assignment of a out-and-out rating of the satisfaction about the structure, the site and its services). Therefore, it is necessary to proceed by using new models of aggregation of contents in order to make them nearer to the needs of any person and consumer. In this context, we cannot omit what outstanding sector experts affirm: "Marketing is moving from an economic model of *command and control* to another one where the networks and media must be able to modify their arrangement by passing from medium for publicity to gatherers of conversations and opinions". As Professor Toni Gherardelli affirms in his study about "The non-traditional approach to marketing" in the paragraph about the crisis of the old media and the new communication models of the liquid modernity (published in "The Company System, Marketing Basics", page 126, Edition Sole24Ore, 2007): "synthetically, the classical marketing model limits and is in a crisis because it must face this scenario: fragmentation of media: when there are several means, the dialogue with consumer is more difficult; inflation of medias: the growing cost of the means has limited the skill of the brands to reiterate message and, at the same time, the communication budgets reduce; individuals: people become more and more disinterested in the traditional advertising forms; complexity of messages: communication is forced to work always at different levels; editing and avoidance of consumers: in order to answer to the increasing concentration and fragmentation of media and supported by technology, consumers have developed mechanisms of screening and self-defence". In this context, apart from the use of new technologies, it is necessary to re-steer the territorial offer in the perspective of an "involvement" which is one of the new passwords of the non-conventional marketing strategy. It deals with creating direct "experiences" with the consumer-customer, on pain of falling in indifference. By the involvement, we shall arouse emotions as well as a sense of fidelity and a further promotion action towards a satisfying and overall experience of "engagement". "The characteristic of the post-modern consumer is to give more space to emotions and sensuality, in order to use consume as a sign and communication of his own identity. Compared to the past, he expresses a greater autonomy from the production world; he is interested in the new and different aspects and, in the buys too, he resorts to creativity and imagination. He is an open-minded and disenchanting consumer who often changes his destinations; this takes him to a great infidelity compared to the brands. All this in a scenario where consumers are considered as individuals, no more as static categories (classical segmentation of the income, education, age, geographical area). We mustn't consider consumer as an individual, but as a person who contains different consume styles or even in contradiction each

other. He uses them according to the consume moments where, consciously and freely, he is protagonist. This consumer may be: traditionalist in the choice of his car, experimenter about food, minimalist in the furniture of his house, exhibitionist in his clothing, open-minded in his intellectual consumes and conservative towards high technologies.” (Gherardelli, above mentioned study, at page 128). In this context, it is useful to describe the “typology” of consumer which is currently characterizing the general market and therefore the tourist sector too. In addition, we must consider that, in the last years, the tourist sector is undergoing a more and more rapid change which puts the requirement to modify the relation between demand and offer in an innovative point on view. By the territorial analyse, the subjects who compose the destination offer do not propose themselves as a system between the small and middle-sized tourist companies which are not often able to understand the requirements of a demand in rapid evolution. It is important to promote the increase to the conscious tendency to the innovation of the product, process, and therefore to an organizational growth and of an appropriate marketing. Because of the globalization process and considering the reasons of tourism, and thus of travel, which are more and more complex, the tourist demand is changing. All this also because information is more and more rapid; as above exposed, even the access conditions to information are changed. We need: to understand the new phenomena, to know more and better the demand typology, to adapt products to the tourist requirements, but to have even the skills in order to create new products and choose valuable marketing strategies. As above affirmed, they must be able to interact with the new consumer profile which is characterizing this historical phase of the customer-market relation. The relation which unites offer to demand is closely connected: to the creation of a constant and organized link among systems of companies and public administration, to the vision of tourist enterprise as a match point among demand requirements, offer system and the necessity to detect the protagonists of the innovation process of the product in order to organize models and project innovative proposals. In the light of the recent theories about the non-conventional marketing, the interventions on the tourist sector may be therefore considered on four aspects:

- the product strategies (which systems the tourist industry must adopt and what it is necessary to do),
- the global policy (how we must intervene in the several sectors connected to the tourism development),
- the policy of the companies (which choices the entrepreneurs must face and which public intervention it is necessary),
- the role of Institutions (what the several local political actors must do and how they can integrate better each other).

The analyse of the tourist flows

In Italy for some years, even if in an apparent dynamism, the tourist sector has been going through a period of difficulty. There are two different aspects: on the one hand, there is an offer without parallel in the world; on the other, the scant usability of the tourist product. Mainly, it does not seem to be conscious of the novelty which is born all around and has made loose market comparing to France, Spain, U.S.A.. By analysing the flows of the foreigner customers in 2005, we notice different trends in the presences of the residents of the most important European countries. In detail, according to the official data acquired from the Statistical Yearbook 2006 ISTAT, the European tourists come from Germany, United Kingdom and France (who represent in total 18.7% of the global hotel presences), have registered variations respectively equal to -0.7%, +11.0% and +1.6%. On the contrary, as concerns the European presences in the complementary companies, there is a drop for the residents of Germany and Austria, respectively of 3.0% and 1.6%. In addition, we notice an increase of the presences of the Dutch residents (+15.3%). As for the Extra European countries, there are steady increases of the global presences of the tourists come from Canada (+28.5%), Brazil (22.2%), Venezuela (21.6%), Australia (9.8%) and U.S.A. (8.8%); we point out a drop in the presence of the Japanese (-3.7%). The seasonable trend of the tourist flows shows the persistence of behaviour differences between the foreigner and the national customers, with a

stronger concentration of the flows of the Italian clients in the summer months (particularly in the month of August with 24.8% of the global presences), both in the hotels and complementary structures. With reference to 2005, there was 74.1% of the foreigner presences in the sum of the accommodation facilities in the period May-October and particularly in the months of July and August (27.9% of the foreigner presences). According to an ISTAT classification, the accommodation system is articulated in different typologies of hotel and complementary structures. We fall within the definition of hotel structures: the 5-star and 5-star Luxurious hotels; the 4- and 3-star hotels, and the tourist hotel residences. On the contrary, we classify as complementary structures: the camping and tourist villages, the farm-holidays, the bedrooms, the houses admitted and not admitted to R.E.C. (Register of the Commerce Shopkeepers), and other structures (e.g. hostels, religious houses etc.).

In our country, the accommodation capacity is characterized by the presence of a higher number of complementary structures compared to the hotel structures.

As for the year 2004, the ISTAT detected a number of extra-hotels structures equal to 81.009 unities and a number of hotels equal to 33.518 unities, with a variation compared to the last year of +0.1% for the first ones and +1.4% for the second ones.

On national scale, the flow of the customers in 2005, in the total of the accommodation structures, was equal to 88.3 millions of arrivals and 355 millions of presences, with an average period of permanence of 4.02 nights. Compared to 2004, the variations were of +2.7% both for arrivals and presences.

Therefore, in 2005 the increase of the tourist activity emerged in 2004 continued.

Years	Arrivals	% of variation previous year	Presences	% of variation previous year	Average Stay
2001	80773	2,2	350323	3,4	4,28
2002	82030	0,3	345247	-1,4	4,24
2003	82725	0,8	344413	-0,2	4,16
2004	85957	3,9	345616	0,3	4,02
2005	88268	2,7	355017	2,7	4,02

Source: ISTAT

The trend of the flows in 2005 shows similar tendencies for the two components of the tourist demand concerning the hotel and complementary structures. As concerns the presences in the hotel structures, there was an increase of 1.0% for the national component and 5.1% for the foreigner one, while as for arrivals there was a growth of 1.3% for the Italians and 3.2% for the foreigners.

As for 2005 too, we confirm the characteristic behaviour of the national and foreigner flows compared to the hotel category: the presences of the foreigners are higher than the Italian ones in the 4- and 5-star hotels, while in the lower categories (3-, 2- and 1-star) the national customers dominate. The presences in the complementary structures stressed an increase of 1.3% for the Italians and 5.0% for the foreigners. There were much stronger increases in the arrivals which present +5.2% for the Italians and +5.7% for the foreigners.

Year	Italian arrivals	Foreigner arrivals	Total	Italian presences	Foreigner presences	Total
2001	1,8	1,2	1,5	1,6	3,5	2,3
2002	1,6	0,7	-0,6	-3,8	-2,5	-3,2
2003	3	-4	0	1,4	-4	-0,9
2004	4,1	6,2	5	1,2	3,4	2,1
2005	1,3	3,2	2,1	1	5,1	2,7

Source: ISTAT

Arrivals and presences in the complementary structures per residence of customers 2001-2005.						
% of variation previous year						
Year	Italian arrivals	Foreigner arrivals	Total	Italian presences	Foreigner presences	Total
2001	5,7	5,1	5,4	4,8	7,5	5,9
2002	,2	5,8	5	2	3	2,4
2003	11,7	-2,6	4,9	4,7	-4,2	1
2004	-1	-0,5	0,8	-2,8	-3,8	-3,2
2005	5,2	5,7	5,4	1,3	5	2,8

Source: ISTAT

The main destination of travels has been an Italian resort for 83% of the total of travels. North has been the area which has received the greater flow with 40.6% of travels, followed by South and Centre, respectively with 22.7% and 20.1%. Otherwise in 2005 too, after North, the Southern resorts were important destinations for long holidays (29.1% of the travels of the same type), and those of the Centre for job travels (24.2% of the job travels). In terms of presences, both South and North hold the record with about a third of the effected overnight stays for the total of travels, compared to 14.9% of the Centre.

In order to conclude this short context of the context analyse, it is important to stress what the ISTAT data make emerge: in 2005 in the tourist balance, which has the objective to quantify takings and payments in currency generated by tourism and international travels, there was an active balance of the tourist market equal to 10.5 millions of Euros, and a drop of 1.7 millions of Euros compared to the previous year.

As concerns the Marche Region, according to the ISTAT and Chamber of Commerce data, we notice the Ascoli Piceno Province has a capacity of hotel structures of 225 unities classifying after the Pesaro Urbino Province. The same is emerged as for the complementary structures represented by a number of farm holidays accommodations equal to 153 unities. By an analyse about the “bed and breakfast” accommodations, we notice its number in the Ascoli Piceno Province is greater than in the other provinces, with 215 structures.

By the data concerning the months of greater arrivals and stays, we notice tourism in the Ascoli Province is still a summer phenomena which has in August a higher percentage of visitors. As a consequence, the most important tourism is still the marine one. It is important to verify how, in our province, how the cultural, thermal and mountain tourism is growing. This reflects the new requirements addressed to the wellbeing and knowledge of artistic beauties apart from the natural ones present in the territory. The expense balance of the international tourism in the province reflects, like the national trend, a negative variation; this data strengthens the necessity of a redefinition of the tourist offer addressed, in a more precise way, to the new requirements of tourist.

Analysis of the internal areas and coherences

The challenge is to compete in a market scenario where we must learn to develop new promotional and commercial tools, new ways of offer proposals, new aggregation and alliance forms in order to “do a system”. Some scientists affirm it is the offer to create the demand: this observation shows the necessity of a structured “presence” on market and, within the territorial services, the capacity of “incoming”, but of proposal too. Meanly, it deals with integrating the land potentials by a system of networking and proposals organized but flexible, able to “represent” the territory and allow its “integral use” with all the senses of the tourist involved in an “experience” which constantly puts him in the scene centre. We pass from the traditional 4 P (product, place, price, promotion) to a more appropriate marketing model of services. In marketing, it is time of new concepts such as the package, the system to offer and interact with customer. By the offer, client researches a final benefit of the most various nature; by the “package”, he expects a series of services which contribute to his satisfaction. In fact, it is inside a package, together to the mean performance, that there is attention to a series of secondary services which qualify the out-and-out offer. Therefore, those services may help in the choice, (see Gin Martinez, “The marketing of services”, in “The

Company System, Management Basics”, Edition Sole24Ore, 2007) because it is on details we play the competition. Thus, it is in this context that here the rereading of the “challenges” is proposed again, so as they are exactly described in the regional promotional tourist program “Italy in a region” on the official bulletin of the Marche Region of 22nd February 2007, page 5: “In the next years, as for the tourist offer of the Marche Region, the challenge will have to consider: the added value of the offered service, that’s the possibility given to tourist to get more satisfaction by the stay proposing a greater number of services at a right price; the flexibility and facility to use these proposals by offering larger opportunities of choice through an integrated mix of occasions, in order to encourage the birth of new markets; the capacity to understand the market changes by adapting with rapidity the planning; the necessity to empower the communication aspects, starting up an innovation process even through different investments in the informatics applied to tourism; the possibility to use more carefully the big events as a means of tourist promotion. Even through the link with the culture and environment sectors, the retraining of the global image of the Marche system serves not only to strengthen the tourist offer, but also to renew the face of all the regional productive system. In this context, tourism represents a powerful means in order to spread what is offered in the territory. Besides, it is clear the tourist sector is closely connected to the development and management of the whole territory, and that the one cannot evolve without considering the consequences it may have on the other one.” As Richard Normann would say, it deals with searching new multiple coherences among the company elements; here, we will suggest the tourist and environmental ones.

The objective we must put ourselves at provincial level is to qualify the identity of an homogeneous territory. In a such way, it is possible to combine the “principles” of the marketing strategies, reminded at the beginning of this study, according to operative lines in a logic of “tourist cluster” which includes cultural heritage and environment, typical productions, accommodation and leisure structures. The local organization put as a system represents a valid help in order to promote not single realities, but larger and meaningful fields under the tourist point of view. It contributes to the tourist involvement and to support the competition levels which aren’t more, on global scale, among companies, but among systems.

The strategy for the tourist promotion of the Ascoli Piceno Province bases on the necessity to develop some essential points both as concerns the scenario and the global tendencies, and the specific aspects and characteristics of the territory:

- The development of the potentials and resources considers the centrality of the territory as a place of identity, of the culture and economic activities. In order to build development and promotion activities, the strategic points are founded on “cultural heritage”, historical-artistic patrimony, natural resources, traditions. However, they are based even on innovations, productive activities, wine and food products, thus on typicality, uniqueness, identity. On the one hand, it is necessary to build a *coherent system* of all the activities linked to a high quality of all the points and all the functions of the system; on the other, promotion activity - towards the inside and outside - must tend more and more to characterize itself as an *integrated marketing*, that’s as a group of actions and communications aimed to promote an identity, some values, some competences and resources.

- Therefore, the strategy of the territory development must be put into action by creating a closer link between the coastal strip and the internal one. It is necessary to point to the differentiation of the offer which allows to combine different and several tourist stimulations: sea, mountain, hill, country, nature, culture, history, art, wine and food, thermal baths, handcraft, traditions, sport: a group of resources which offer various choices and integrations.

The analysis of the territories is synthetically broached here in order to come up to the objective, not secondary, to make recognizable the process which will lead to the definition of strategic actions for the land development and construction of routes. This analysis is known by the Ascoli Piceno Province which has thought to propose by several publications. In addition, these are works gradually broached in the logic of a serious territorial development which is “reread” now in

the light of the new way to spend spare time and thus of the tourist market, as it will be showed during this study leading to the definition of new integrated and “transversal” offers in its components. Therefore, here we stress the necessity to reread the tourist assets in order to recognize the “emergences” and qualities of the tourist resources variously meant, as above affirmed, of cultural, architectural, historical-artistic, naturalistic, wine and food, accommodation type, of the services and typical products.

In order to give a meaningful expression of the potential actions, we think it is essential to analyse more in detail places and resorts in the province for understanding better the mean aspects of a territory characterized by a so large variety of landscapes and typical elements. In order to build the coherences, in the following paragraph we propose a schedule of the 73 Province Municipalities where, more directly, the “emergences” functional to the study are showed.

San Benedetto del Tronto: from the one hand, it is characterized for new shipyards, markets and calls of numerous merchandises; on the other, it tends more and more to integrate the ancient zone in the tourist proposals. The seafront is one of the most beautiful in the Adriatic Sea; for over four kilometres, it ranges palms, pines, oleanders; then, one can go towards the upper village which, one time, was the city dominated by the hexagonal tower of the Gualtieris. The city is characterized for several museums such as the ichthyic one “A. Capriotti”, the museum of the amphora “G. Perotti”, Antiquarium Truentinum – Museum of the fishing, of the seafaring civilization, Museum Catani, Sistani Museums of the Piceno.

Porto San Giorgio: town on the coast, pleasant seafront, it was born as a simple village of fishers which was linked, since the Roman Age, to the Fermo town by becoming its port. In order to defence itself from the Turkish attacks, in the 11th century it was fortified; in 1266, it had a stronghold by the Fermo Podestà Tiepolo: in fact, it has his name. In the same period, the port was empowered in order to favour the merchandise development. In the 18th century, it obtained the independence. The city heart is San Giorgio Square with the Democracy fountain, the San Giorgio Church, the Clock Tower and the theatre Vittorio Emanuele 2nd. Walking along Garibaldi Avenue, we can enter the most ancient part in the city; here we can see the Municipal Palace, its structure and the ruins of an ancient castle. Then, there is the characteristic seafaring village where, among avenues of oleanders, pines and palms, we can admire little villas in liberty style of the early years of the last century.

Ripatransone: even if it is at 12 kilometres from the sea, it is at a remarkable altitude: the hill where it is situated is itself a natural sighting tower which ranges from the Mountain of Flowers, to Gran Sasso, to the Mounts Sibillini. It deals with a centre of remarkable artistic interest which has been able, even recently, not only to saveguard its landscape and art patrimony, but also to promote its rediscovery. In addition, we can admire: its town picture gallery and collection of plaster casts “Uno Gera”, one of the richer and more singular museums in the region, characterized by a collection including pictorial works of 70 artists, from the 13th century to nowadays, and masterpieces such as a triptych and three paintings of Vittore Crivelli, xylographs of Adolfo De Carolis. It contains even an interesting collection of the Renaissance pottery. As it is situated on the higher hill in the zone, this is the typical area of the Piceno red wine. The large municipal territory, which is partly situated in the area of the Rosso Piceno Superiore, is characterized by an intense agricultural production. Member of the associations “Town of Wine” and “Town of Olive Oil”, it represents very well the typicality of the Marche landscape so characteristically signalled by the man hand. The valleys and the hills, which sweetly descend until the sea, marked by small rivers, have been modelled, during the centuries, by the work of farmers: the *natura naturalis* lives together to the *natura artificialis* in an intense and vivid exchange. The gullies, the particular and surprising land pieces, are characteristic of this zone. In the village, there is also the closest street in Italy and even one of the historical theatres in the territory.

Acquaviva Picena rises on two surrounding hills; the highest one is over 360 metres. Its territory is situated in a hill strip which extends between the rivers Tronto to the South and Tesino to the North, at over 7 kilometres from the sea and next to San Benedetto del Tronto. Acquaviva Picena is a place rich of culture and traditions, perfect for those who like to immerge in art and history. The village surely represents a zone of remarkable archaeological interest. Even if it is a small portion of a very rich archaeological patrimony partly still to discover, the several finds happened in its territory show a remarkable presence of ancient settlements. The first human ruins which have been discovered are pre-historical indeed. Since about 1960, all sorts of objects of the Palaeolithic Era have been discovered; they are currently in some local museums and several private collections. The village is dominated by the famous Fortress, masterpiece of military architecture of the X century, seat of the museum of the ancient weapons which exhibits a collection of steel weapons of the XIV and XVI centuries; among them, some rare extra European pieces. The “pagliarole” are straw baskets and represent a characteristic of the craft tradition. The local cuisine is characterized by good and authentic past tastes. A stop at the lunch time, in one of the restaurants of the historical centre or in the farm holidays disseminated in the country, allows to taste the local tradition dishes. Simple and good food: local jam, pecorino cheese, various types of pasta made with eggs, rabbit, stuffed olives and so on. Then, we must add our delicious typical sweets such as the “spumoni”. Our DOC (Of Controlled Origin) wines are the Rosso Piceno Superiore and the white wine Falerio of the Ascoli Piceno Hills.

Offida is placed in a high position, between the rivers Tesino and Tronto, production reign of the wines Rosso Piceno Superiore and Falerio. There are walls of a castle and part of the fortress, by a Baccio Pontelli project in the XV century. It has one of the most interesting and better conserved historical centres in the zone. Some typical products are: the “chichì ripieno” which is a very delicious and tasty flat bread stuffed with tuna, peppers and other ingredients, and the “funghetti” which are very simple sweets made with water, sugar and flour. They are called in this way because they look like small mushrooms. A dish of the typical cuisine is the “taccù” which was very common in the past; it is a sort of pasta made in great pieces without eggs, but only with water and flour. Another one is the “rabbit with sauce”: the meat, which is very tasty, is cut in small pieces with a sauce of peppers, olives and other ingredients. The crafts are developed by the art of bobbin lace; entering Offida, we can admire a monument dedicated to the “merlettaie” (the women who make the bobbin lace) achieved by the carver Aldo Sergiacomi in 1983; now, the local administration is preparing even a museum with the more ancient and beautiful creations. The Castelletti Pagnanelli Palace of the XIX century contains both the Municipal Picture Gallery and the Archaeological Museum with finds dating back to Palaeolithic settlements.

Arquata del Tronto rises in a strategic position, in that marginal land which serves as a hinge between the Marche, Latium and Abruzzi Regions. Dominated by a wonderful mountain scenario, the Mounts Sibillini on the one hand, the Mounts of the Laga on the other, the village has a strong characterization distinguishing itself by its fortress put to control the Salaria street. The sports and recreational activities that it is possible to practice in this territory are several such as: mountain climbing, mountain bike, walks riding a horse and so on. One can practise these activities by crossing places of remarkable historical-naturalistic suggestion. In wintertime, there are at disposal the several plants and equipments of the skiing resort of Forca Canapine (height 1.541 metres), at about 21 kilometres from Arquata del Tronto. This territory offers even the possibility to practise ski mountaineering and cross-country skiing. The geo-morphological form of the zone Forca Canapine – Piane di Castelluccio makes this place particularly proper to the free fly; for this reason, it is very appreciated, at international level too, by the lovers of this sport. The territory offers an extraordinary historical artistic patrimony where legend, tradition and history fuse by giving life to several recalling: the Descent of the Fairies in Pretare (Legend of the Sibyl); the Medieval Meal in Arquata (Queen Giovanna of Naples); the Feast Beautiful Spelonga (Turkish Flag pulled out in

Lepanto in 1571). The typical products are those of mountain tradition such as those coming from cattle, pork and lamb farms, and those of more naturalistic kind such as the forest fruits.

Amandola is situated at 500 metres on the sea level, on the South-East part of the Mounts Sibillini, in a wonderful panoramic position. Placed on the top of three hills, the historical centre, which dates back to 1250, is characterized by solid structures in fired brick and is rich of architectural interest monuments. The village must its name to the almond tree which, in the past, dominated in the zone. The village offers services for the mountain tourism with efficient sport plants and a flourishing handicraft characterized by the restoration of antique wood furniture. It offers even typical wines, white truffles and other characteristic products of the Mounts Sibillini.

Altidona: placed in hill at about 230 metres, it dominates from the top the “entrance door” of the Aso valley; in its territory there are about 3 kilometres of seaside which give it a bathing tourist connotation with accommodation activities outdoor. We attribute it ancient origins evidenced by the Roman ruins in the Villa Montana resort. In the early years of XX century, in the municipal territory, a statue of Esculapio, dating back to III century B.C., was discovered. In the XI century, it belonged to the Montecassino Abbey before passing to the Farfa Abbey. Its history is linked to Fermo. In 1507, it appeared among its castles of second degree. It knew the sack of the Napoleon Government and, in 1860, it was annexed to Italy.

Appignano del Tronto is situated in the heart of the Chifenti valley among cliffs and steep gullies which create a fashionable landscape dominated by vines and olive trees which produce the territory typicality: wine and oil. In the Romanic-Gothic Church of Saint Michael Archangel, there are some remarkable art works. The Church of the Assunta is decorated by wall paintings of the XIV century.

Carassai: village situated in hill at 365 metres on the sea level, anciently called Castrum Guardiae where there are two complexes: a feudal village called Castello Vecchio (Old Castle), characterized by small roads dating back to VI-IX century; the other one, called Castello Nuovo (New Castle), was built by the Fermo people in XIII century. It is a village of clear rural characteristics; its main activities are the production of wine, olive oil and fruits. To them, we must add the workings of pork meat and pottery.

Castel di Lama is divided into two mean urban agglomerates: that of Castel di Lama in the hilly zone and that of Villa Sant’Antonio in the plane zone of the Tronto valley. Its centre is in Piattoni where we find the Church of Saint Mary in Mignano of the XVI-XVIII century; inside, there are wall paintings of the XVI century. Since the Romanic Age, the hilly part was and is currently cultivated for the production of wine and olive oil. Here, the Sanctuary of the Madonna of the Angels rises. All the territory is rich of numerous villas of the XVIII century.

Castignano is placed at the foot of the Mount Ascensione. From the square of medieval origins, visitors can admire a natural spectacle which goes from the chain of the Appennini to the sea. Castignano has given to history the most ancient Italic inscription found so far. The so called “stele di Castignano” is a sandstone block, high about one metre, dated back to the VII-VI century B.C., which contains an inscription concerning the sacred territorial limits written in the block itself.

Colli del Tronto was named Castrum Fanum in the origins. In its territory, we have found a necropolis of graves of Piceni and Romans. It is interesting to see the Saint Felicita Church; inside, it contains the canvas of one of its citizens: the painter Ferdinando Cicconi.

Comunanza: situated at 448 metres in the bottom of the Aso valley, it has the appearance of a characteristic medieval village. Some archaeological finds next to Colle Terme show the site was lived as long as the Roman Age, with the presence of thermal establishments. The current

settlement dates back to the V and VI centuries, when some families coming from the Ascoli Piceno town transferred in this zone in order to escape from the barbaric incursions. The village lived alternate situations and was contended between Amandola and Ascoli Piceno, by remaining in the influence sphere of the last one. At about one kilometre out from the village, next to the Mount Passillo, at 588 metres on the sea level, there are still the ruins of the castle which was Nobili Family's. It is impossible to rebuild the original form and structure of the fortress.

Cossignano: some finds discovered by archaeologists show it was lived as long as the Age of the Piceni. In 268 B.C., the Romans occupied the Cossignano area. In the Christian and Medieval Age, the Cossignano history was linked with that of the Pontifical State, as the village entered for ever this State and was always Guelph. During the Middle Age, Cossignano adopted a defensive policy, the only possible one as, formerly, it counted one thousand inhabitants and had a castle in a good position. In order to face the need of men, it asked mainly helps to Ascoli and the Pontifical State. This provoked the hostility of Fermo which was interested in Cossignano in order to control better the moves of its eternal enemy, Ascoli, and of the villages which became Ghibellin. In 1396, the Marca Governor Andrea Tomacelli decided to reside, for a short time, in Cossignano which became the capital of the region that he governed. In 1581, the statute of the Cossignano Municipality was drawn up. After the birth of the Kingdom of Italy, the Cossignano intellectuals defended and obtained the independence of the Municipality, contended because of the small dimensions of the village.

Falerone: the numerous archaeological finds and the ancient sources show that, as long as the VI century B.C., the Falerone population was in history and was considered “important” people. In Romanic age, it became important centre “Falerio Picenus”; Ottaviano decided to build a small town, capital for the centurions of the middle Valtenna. It was even a colony of his veteran soldiers. For this reason, here numerous patrician villas, theatres, amphitheatres, thermal sites rose. Since the XI century, the territory history identifies with people who governed it. In the XVI and XVII centuries, this territory knew a remarkable agricultural development and, in the following years, the straw working for the production of hats began.

Folignano: once, it was an important defensive point of the Ascoli town. Being indeed on the border with the Kingdom of the Two Sicilies, it was for much time theatre of battles; the fortresses and the castle of Folignano evidence it.

Force: territory which varies from 826 to 303 metres on the sea level, it is dipped by the torrents Pallone and Tesino. Apart from the Sibillini chain, the panoramas we can admire are endless; eye can space until the Italy Gransasso, the Maiella and Conero. The Municipality is rich of sources which have been giving water, for some centuries, to numerous public fountains like, for example, the Fonte Viva which is still active today. It is possible Force had origin in the V century AD by the settlement of populations of the next plains in order to escape from the barbaric invasions of the Goths and Lombards. In this territory, an evident sign was left by the Farfa monks because, maybe, it was them to take here the art to work the copper, mean handicraft in this territory.

Francavilla d'Ete rises on the top of a hill, among the valleys of the Fusa and Ete Morto rivers. The original urban complex is the same which is conserved today, with the mean square which has substituted the ancient castle structure. The hilly territory which surrounds Francavilla goes towards the sea to east; it arrives to the mountain chain of the Sibillini to west. According to sources, the origins of the first urban complex probably date back to the year 1140, when the servants of the masters of the Gualdrama and Montirone Earls escaped for hiding on the Mount Tiziano, where now Francavilla rises, in order to create an agglomerate free from servitude. In fact, “franco” means “free”; and this is probably the origin of the village name.

Grottazzolina rises on a light hill at about 227 metres on the sea level. Some archaeological excavations make date the town origin back to the VI century B.C.. This territory, as well as those which surround it, has suffered the barbaric invasions. Then, towards the mid X century, the castle was built by the Farfa monks: the first urban complex of the village that they called Montebello. Soon after, it passed under the domination of the Canons of the Fermo Cathedral who changed the name in “Grotta dei Canonici” (Cripta Canonicorum). In 1208, Ottone IV allowed to Azzo of Este the Mark of Ancona. At his death, in 1217, the possession of the Mark was confirmed by the Pope Onorio III to his son Azzo VII (or Azzolino) who gave to the castle the name of GROTTA AZZOLINA which still conserves. From 1526, it came back under the domination of the Church until it was annexed to the Kingdom of Italy. In this town linked to art, some celebrities were born: the brothers Graziani – lyrical singers, Vincenzo Monaldi – philosopher who was Health Minister after the Second War, Guido Piergallina – priest and researcher of antiquities.

Lapedona: the municipal territory is situated between the Fermo zone to the North and the Aso river to the South. It is mainly characterized by a hilly landscape, apart from the Valdaso zone which is completely plain. Most inhabitants live in the country. The historical centre conserves its original structure of castle, surrounded with walls with two entrance doors. It has never been independent and has always been under the domination of Fermo. The early Lapedona inhabitants were a people coming from Greece, then the Romans founded here a colony.

Magliano di Tenna: according to a not documented tradition, it was founded in the year about 1000 by a certain Captain Mayano; he made build even the castle with five towers; only two of them still exist. The Madonna with the saints Victoria and Lucy, attributed to the artist Vincenzo Pagani, is conserved in a chapel communicating with the Saint Gregory Church.

Maltignano: “praedium maltineanum” that’s “spoils of war of Maltino”. When the Romans put end to the long Social War which concluded by the conquest of Ascoli in 89 B.C., the winner soldiers became owners of the conquered lands. Publio Maltino Basso became the owner of this territory indeed. The name MALTIGNANO appears on the documents, for the first time, in the year 800 exactly, when Charles Magnum came to Italy. After conquering the Marca and Piceno lands, before reaching Rome in order to be crowned by the Pope, he met Justolfo, the Ascoli Bishop; he gave him as a feud the Ancarano Castle with all its territory, the Garrufo land from the Tronto to the Vita rivers. He gave to the twelve canons who formed the Ascoli church the Maltignano castle, with all its territory from the Tronto to the Vibrata valleys. The deed which evidenced this gift is unfortunately arrived to us with some mistakes.

Massignano became free municipality after the year 1000, after being a village of the Roman town of Cupra. In 1334, it was conquered by Rinaldo of Monteverde, Lord of Fermo. It was constantly contended between Fermo and Ascoli Piceno. Since the XVI until the XVIII century, the municipality was part of the Pontifical State; it was it again after the Napoleonic period until the Unity of Italy. In the last centuries, one of the main economic activities, together to agriculture, was the production of pottery (Borgo Vasai).

Monsampietro Morico: the village name appears for the first time in the period of the Pope Alexander II in a document of 1061, when Malugero – son of the Norman Dragon, Earl of the Puglie – founded a castle protected by high and solid walls. Malugero called his property Morico in honour of his wife Morica. After that the village was assaulted and conquered many times, in 1317 – in a volunteer way - the village submitted to Fermo following the same historical events. In 1407, the Vice Delegate of the Marca, Bernardo of Varano, occupied it by his troupes. During the short period from 1415 to 1416, it was submitted to the Lordship of Carlo Malatesta.

Monsampolo del Tronto is an agricultural centre placed in the Tronto valley. Border land between the Committee of Ascoli, Fermo and Aprutino Committee, it was a strategic point both at military and commercial level. The Maria Santissima Assunta Church is to visit: it is of the XVI century and contains inside the Deposition of A. Vitali and two canvases of P. Gaia: the Last Supper and the Circumcision. The Saint Francis ex monastery is characterized by a cloister with a colonnade. In the Municipal Palace, we conserve a remarkable book collection called “Biblioteca Tomistica di Sant’Alessio”, with some precious pieces and several volumes of the XVI-XVII century.

Campofilone is one of the first municipalities one can meet along the Valdaso (the Aso valley) by coming from the sea (3 Km from Pedaso). The name origin derives from “campus fullonum”. Campofilone is famous for a gastronomic speciality of its: the “maccheroncini”: an egg pasta hand cut, a tradition which dates back to 400 at least, evidenced by some documents of the Benedictine Monks.

Montappone rises on a hill, like all the zone centres founded in the Middle Age. Montappone must its economic wellbeing to the unknown creator or importer of the working of the straw hats. As long as the far XVIII century, during the long winter pause, after working in the fields, farmers gathered for working baskets and hats by using straw. Throughout the ages, the village has been able to prove the production techniques until creating an out-and-out industry of the sector and nowadays the small local entrepreneurs are known and appreciated by the most important hat producers in the world. The Museum of Hat has its importance as it conserves machines, documents, photographic material and all the objects collected in the nearest municipalities which had this same activity, such as Massa Fermana, Monte Vidon Corrado and Falerone which show all the different phases of the ancient working.

Belmonte Piceno is situated on a ridge which serves as a divisor between the valleys of Tenna and Ete Vivo. Important Piceno centre, in the Roman Age Belmonte was inserted in the zone of Falerio (Falerone). In its territory, we find ruins of funeral monuments called “Morrecini”. Some of these graves presented very rich funeral outfits, with weapons of various kind and many other objects. This shows that, in the Roman Age, Belmonte was probably a very important centre as concerns the working of amber coming from the Baltic area and found in so big quantities in the Piceno zone only. Nowadays, the territory is characterized by important naturalistic routes which retrace the necropolis. The gastronomic typicality is characterized by the products deriving from the milk working, wines and fruits.

Monterubbiano is placed on the Northern side of the Aso valley, on one of the higher hills in the zone. Archaeological finds found on the territory make date its origins back to the later Palaeolithic Age. Evidences of settlements of the Piceni and contacts with Etruria are visible in the Municipal Archaeological Museum. In the village centre, there is the municipal palace of the XIV century which contains the Archaeological Museum and the Picture Gallery; among the most remarkable pieces, a small trunk of the XV century. For the charm we find along the streets and policy of cultural and tourism promotion, in the full safeguard respect of the works of the past and environmental values, in 2002 Monterubbiano got the award of the “orange flag” (mark of environmental tourist quality addressed to the small hinterland resorts with an excellence offer); we have to stress the presence of a signalled net of paths and the rich and qualified fruit production in the hamlet Rubbianello.

Fermo: this ancient town rises on the top of the Mount Sabulo. Roman colony, it is dominated by the imposing dimension of the Cathedral; in the space in front of it, we can admire a very beautiful panorama. Fermo is always the most important centre in the area for its long history, the presence of historical-artistic evidences, the industrial activities and tourism and cultural initiatives. The territory results an ideal synthesis of sea and hills: we go from the large beaches of “Lido di

Fermo”, Casabianca and Marina Palmense, to the attractive centre of “Torre di Palme”, situated on a spur next to the seaside; even Capodarco rises on the Adriatic Sea in a panoramic position. The Fermo town is silhouetted on this large territory, from the top of its hill; it conserves numerous and precious evidences of its history. The Square of People surely represents one of the most attractive sites in Fermo; careful and linear in its forms, it offers a spectacle of rare beauty and architectural rigour, where some structures - among the most meaningful of the town history – are perfectly inserted. The “Palazzo dei Priori” (built in 1296) conserves the Picture Gallery and the Archaeological Museum. In the Picture Gallery, we find pieces which go from the Middle Age up to the XIX century, some of them of extraordinary importance such as the polyptych of “Andrea da Bologna” (1369), the paintings of “Jacobello del Fiore” (1608), the Pentecost of Giovanni Lanfranco, and other works of artists of the region. The Archaeological Museum exhibits the finds of Pre-Roman Fermo: various objects and bijoux of the Age of the Piceni. The ancient seat of the Library is the Hall of the Globe, completely decorated in walnut wood, where the original complex of the Library is conserved. We can visit the Roman Cisterns, an architectural complex composed by 30 great halls linked among them. Even the cuisine is very characteristic because it has a strong respect of the tradition.

Montegiorgio is the most populated centre in the middle valley of the Tenna river. Its origins date back to the Pre-historical Age; in Roman Age, it was part of the territory included in the zone which interested the town of Falerio Picenus. Its urban structure dates back to the Middle Age when the Benedictine Monks settled over there. The first urban complex is placed on the higher hill and around the church and Monastery of Saint Mary in Georgio from which the village name derives. In the Piane hamlet, there are the very modern plants of the Saint Paul Hippodrome for harness racing. The territory is crossed by an important historical-naturalistic route and the village is known for an ancient tradition of framers.

Ascoli Piceno is situated on a rock spur at the confluence of the Tronto and Castellano rivers. On the base of Neolithic finds, we can say that since that age Ascoli was seat of a settlement, thus prior to the immigration of the Sabini. In fact, according to an ancient tradition, these last ones would be arrived to this zone, between the VII and VI centuries B.C., led by a woodpecker (the bird sacred to Mars) and they would be integrated with the native population, by giving rise to the Piceni who made of Ascoli their reference centre. Later, its events followed those of the Roman Empire. Sacked by the Goths, Lombards and troupes of Frederick II, every time it proposed itself as a civilization and vitality centre. Its power and energy are evidenced by its symbol stone, the travertine which makes exalt the ruins of a great past. The Roman ruins, later the Romanic and Gothic ones, and other art evidences made of Ascoli the “Town of the hundred towers”; it never ends to give surprises, especially in the very famous “Piazza del Popolo” (Square of People). Enriched on three sides by 59 arches and the dimension of the tower of the “Palazzo dei Capitani” (Palace of Captains), it encloses inside itself the town history. It is retraced even in the halls of the Picture Gallery and Diocesan Museum, rich of works of art, from the cope of Nicolò IV of the XIII century to the works of Carlo Crivelli, Pietro Alemanno, Cola d’Amatrice, Tiziano Reni, Luca Giordano, G. Ghezzi, Pietro Vannini, A. De Magistris. The typical products of the Ascoli Piceno zone are: the olives “all’ascolana” (stuffed of meat, breaded and fried), “festingo” (Christmas cake with dry figs, almonds and raisins), white wine: Falerio of the Ascoli Hills, red wine: Rosso Piceno.

Acquasanta Terme is situated along the trail of the upper road Salaria, where the Garrafo torrent confluences into the Tronto river. Extended on 138 square kilometres, with heights between 200 and 2000 metres, the territory includes about 50 hamlets disseminated in a large and changeable landscape, partly situated within the National Park of the Mounts of the Laga. From the capital village, intensely frequented thermal resort, we slowly pass to a harder scenario, crossed by ancient winding trails and solid evidences of the past. The Acquasanta economy is based on the territory natural resources, travertine, mountain and tourism. Famous as long as the ancient ages, the thermal

plants are developed upon a system of caves from which thermo-mineral waters stream. It is grown insomuch as it has become one of the most important centres of thermal tourism in the Italian central western area. Travertine is the building material used since the more ancient ages and results one of the most important economic resources for the village. Travertine dominates the landscape; the companies which deal with cutting of the blocks and its working are situated in all the territory. Mountain, with its forests and products, is becoming again an important part for the territory economy. Abounded in the 50's-60's, nowadays mountain seems to relive a new development phase. All this thanks to a little number of persons who have believed in the possibilities to create income by forests; today, they have become out-and-out mountain entrepreneurs. By answering to the market demands, mainly of the confectionery industry, they have increased the production of chestnuts, thanks to the contributions of institutions too. Then, next to chestnuts, other forest products are harvested: truffles, mushrooms and so on. The territory, which is part of the Park of the Mounts of the Laga-Gran Sasso, is even a tourist destination for people fond of mountain both in summer and wintertime.

Montefiore: typical village of medieval style of the regional hinterland, today the historical centre of Montefiore looks well conserved enough: some remarkable stretches of walls with doors and six great towers dating back to the XV and XVI centuries are remained. The evidences of the artistic historical past are represented by the Belvedere De Carolis, striking panoramic balcony; through the Door Aspromonte, we can enter the historical centre and reach the heart of the village dominated by the Saint Lucy Collegiate Church. By continuing the walk along the village centre, a stage in the interesting Hall Adolfo De Carolis is required; it is a striking environment with a ceiling decorated of elegant single-lanced windows of the XIV century. Inside, we can admire: the sketches on oil canvas the master prepared in order to execute the wall paintings of the "Sala dei Quattromila" in the Palace of the Podestà in Bologna, some pen and pencil drawings. Then, we can find the Exhibition of Domenico Cantatore (1906-1998), mounted in 1989, which collects many painter works. At last, it is interesting to visit the Saint Filippo Neri Church which is out of the village centre: built on the basis of a small church of 1573 called "Santa Maria del Monte", it was restored at the end of the XVII century by the Congregation of the Filippini who dedicated it to their founder. Finished the artistic historical route, we propose to visitor to direct towards the luxuriant G. De Vecchis Park. The typical products are represented by olives, jams deriving from the cultivation of peaches and numerous types of fruits, wines such as the Falerio and the Rosso Piceno and typical recipes such as the "vincisgrassi".

Monteprandone rises on a hill at 280 metres on the sea level by offering an enchanting panorama both towards the sea and mounts. It is the native land of Saint James of the Marca (1393-1476) and the painter Carlo Allegretti (XVI-XVII centuries). Among the green pines, the historical centre still conserves the ancient walls and small streets. The Municipal Palace contains part of the Saint James's very precious library with the "Autograph Codes"; the Saint Nicholas collegiate church conserves a wood crucifix of the XVIII century. At 1.5 kilometre from the historical centre, the Convent of Saint Mary of Grazie (or Monastery of Saint James of the Marca) rises. Inside, apart from the saint's memorabilia, we conserve: a "Madonna with baby" in polychrome pottery of Tuscan Art (XV century), a "Coronation of the Virgin" (1525), painting of Vincenzo Pagani and a crucifix attributed to Cola d'Amatrice; in the Saint James chapel, we find an elegant Renaissance portal dated 1543. The hills are rich of vineyards which give DOC (of controlled origin) fine wines such as the Rosso Piceno Superiore and Bianco Falerio of the Colli Ascolani. A stop or a stay allows to taste simple and good food: ham, loin, Pecorino cheese, "pappardelle" (pasta with eggs) with gosling sauce, rabbit, lamb.

Cupra Marittima belongs to the "Riviera delle Palme" area of the regional lower coast. Mainly known as a tourist seaside resort, from 1997 it has received the award "European Blue Flag" (for the clean sea) confirmed until 2007. It has a great importance even from the historical, architectural

and cultural point of view; in fact, here we find a Roman and Medieval archaeological area. We suggest to visit even the Marano Castle (XII century), the Saint Andrew Castle (XI century), restored in 2003 and turned into an open-air theatre. In addition, it is surely interesting to visit: the recently instituted Museum of the territory, the Didactic Laboratory, the archaeological evidences found in the excavations of the Carminucci area, the Malacological Exhibition - opened all the year - "Shells from all over the world" with more than 700.000 pieces. Finally, we cannot forget the route for bikers, opened in 2003, which links Cupra Marittima, Grottammare and San Benedetto del Tronto for a total of 15 kilometres all running along the sea.

Pedaso: already existing before the year 1000, placed on the Mount Serone which dominates the current urban complex, it was part of the State of Fermo. Even if the buildings were grown up around a tower for the control of the coast and Aso valley, nothing could against the invasion of the Turks. The destructions of invaders and the seismic movements convinced to make move all the complex in the level part and on the coast. Centre of fruit cultivations favoured by rich surrounding lands, the village mainly addresses to the tourism industry which finds here a particular beach dominated by a white lighthouse of the end of the XIX century, symbol of the town. Around a small headland, a great quantity of mussels reproduce; they are the main element of many characteristic local dishes.

Montalto Marche: already fief of the powerful Farfa Abbey, it became a town, the Bishop seat and capital of a large territory composed by 14 "lands". We can reach the original centre by two still existing doors: Patrizio door to South West and sea door to South East. In the historical centre, an elegant square opens where we can see the Preside Palace (XVIII century) which hosts the Archaeological Museum, the Museum "Of Water, Lands and Canvas" and the town picture gallery where there are the wood door of the Lions (XVII century) and, on the two short sides, the small baroque church of Saint Nicholas and the building of the XVIII century of the library; and in the centre the Giuseppe Sacconi bust. On the contrary, out of the historical centre, there is Sisto V Square where we find the Cathedral and the Bishop Seminary which contains a section of the Sistini Museums of the Piceno. The environmental and territorial characteristics are the plants for the production of wine and the historical naturalistic route Cerquatonda until the Monti Fountain.

Montedinove rises between the Aso and Tesino valleys, on the higher hill in the zone, at only 3 km from Montalto. Archaeological excavations even recent in the zone have led to the discovery of graves of Piceni with funeral outfits. In some scientists' opinion, it could deal with the site of the mysterious *Novana*, the Roman town Plinio the Elderly places in the internal Piceno, but its exact position is still unknown. A second hypothesis places this town in the Carassai zone or not far from the Monterinaldo sanctuary. The Monterinaldo territory is part of the gift the feudal Lord Longino of Azzone did in 1039 to the Farfa Abbot. Then, in the XII century, the Partens built the fortifications which give to the village an almost circular conformation. The walls had two doors: the Door of the Mounts, not conserved, and the Sea Door constituted by the only passage arch. It is interesting to visit: the Municipal Palace, the Saint Lawrence church, the ruins of the fortifications, the Saint Thomas of Canterbury Monastery.

Montefalcone Appenino: on the ridge which divides the Aso and Tenna valleys, a piece of rock receives the Montefalcone agglomerate. The village is a coordinated group of buildings in fired brick and stone which offer large visions on the Mounts Sibillini, Aso Valley, hills of the Piceno. It is interesting to visit: the Felici Palace which contains the Alemanno Museum and "Neldo Bruni" Museum of fossils and natural history, the castle ruins with the fortress and the castle walls of the XI-XIII century, and "Lugo di Sasso" where there is the Franciscan Monastery where, according to tradition, Saint Francisco stopped. The vertical cliff of over 200 metres, rich of fossils with naturalistic route, is striking such as the forest which is a protected area.

Montefortino is one of the most meaningful settlements of the Mountain Community and National Park of the Mounts Sibillini. The panorama of the mountains is spectacular, with tops reaching 2.000 metres such as the Priora or Pizzo Berro, but the most fascinating presence is the Mount Sibyl (according to legend, Sibyl was the prophetess who foretold the Christ birth). Montefortino possesses a meaningful cultural patrimony spread all over the territory, but even a place for the conservation of works of art: the Town Picture Gallery entitled to Fortunato Duranti (1797-1863); Leopardi Palace, seat of the Picture Gallery, is a remarkable example of noble architecture of the XVI century. The extraordinary range of dishes and typical products allows us to effect a striking food travel in the local traditions: from the wild boar to the tasty Sibillini lamb, to the very rare and fine snails of high mountain. In the Montefortino zone, it is possible to find and taste land and undergrowth products of extraordinary delicacy such as the perfumed truffles (black and white) and the mushrooms which go to enrich the large and tasty gastronomic patrimony.

Montegallo is constituted by 23 hamlets mostly disseminated in the ridges of a large hilly system. Dominated by the imposing Mount Vettore, the territory covers an extension of 4.859 hectares and offers an extreme variety of environmental and urban situations. The administrative seat of the Municipality is in the Balzo hamlet which is situated in a strategic position. The territory is a starting point for excursions to Mount Vettore and Lake of Pilato, the only glacial lake of the Mounts Appennini. The architecture is linked to the presence of the Benedictine Monks. The name Montegallo is made to date back to the presence of Narcisio Gallo (sent by Charlemagne) who founded the territory castle on the Mount over the XV century. It is interesting to stress: the permanent fauna exhibition with the most representative animal species of the Mounts Sibillini, the honey and chestnut museum, the country civilization museum. The territory typical products are the “cacioni” of chestnuts, the maize bread, the “tagliatelle” (pasta with eggs) with mushrooms. The wood and stone workings are characteristic.

Montegiberto is placed on a hilly relief between the Ete and Aso valleys. The Montegiberto urban structure snakes according to a characteristic compact plan, simple but harmonious and elegant, which makes converse the agglomerate on the victory square, so called since 1918, maybe the ancient court of the original castle. Surely lived by the Piceni, in Roman Age its territory was included as a Roman zone, in the time of the second triumvirate (43 B.C.). In the Middle Age, in the current Montegiberto territory, there were two castles: the “Casale” one and “dei Podio” one. The main street cuts in two parts the agglomerate and leads to the square which faces the elegant façade in fired brick of the XVIII century of the Municipal Palace, Saint Nicholas church, Saint John Baptist church. At the village entrance, there is the Sanctuary of “Maria Santissima delle Grazie”. The local typical products are: the “vincisgrassi”, the “cotolette” of lamb, the “frascarelli” (a particular type of rustic pasta), “lu pizzotto” (a particular type of rustic bread with floor, raisins and dry figs), the “polenta” with several sauces, the “chiacchiere”, the “frestinghe” (a dry fruits cake).

Monte granaro is one of the greatest centres in the Piceno, placed at 279 metres on the sea level between the rivers Chienti to North and Ete Morto to South. In the documents, Monte granaro appears for the first time in the IX century in the Choricon Farfense. Free municipality in the XII century, in 1387 it becomes fief of the Venetian family of the Zeno. In 1443, after the sack of the Piccinino, it passes under the domination of the Sforza and therefore under the Pontifical State until the Unity of Italy. The seats of the ancient churches of Saint Huges and Saint Peter constitute the limits of the fortifications corresponding with the current historical centre. The manufacturing activity of production at low cost “Chiochiere”, started up in the mid XIX century, has become in our century one of the most advanced examples of industrial production which has given rise to the shoe “cluster”.

Monte Leone di Fermo was built on Roman pre-existences by the Farfa Benedictines. The meaning of the words which compose the name Monte-Leone has their own history: “monte” in

Latin was “mons”, “leone” which may be originated by “legionis” (military force), or “leonis” (lion); or these names may derive by the prehistoric “lehum” or “legun”. In the documents of the Farfa monks and other papers, the word “leone” would make think to the name of the founders; it is possible there have been more founders because the settlement was spread in several hamlets and resorts. The Piceni had established their buildings on the sunny sides of the hills. The tower at irregular hexagon is what remains of the ancient castle of Torre Casole together to the court of the X-XI century of Saint Maroto, today in the parish church dedicated to Saint Marone, and some wall ruins. A typical gastronomic product in this area is the “ciabuscolo”, a tender salami of pork meat with herbs.

Montelparo develops in harmony with the urban streets characterized by rapid steps placed on hard slopes, among an agglomerate which conserves the charm of an ancient grandeur in the structures and subtle shades of the construction material. A very ancient human presence is documented by the found archaeological material. The current agglomerate dates back to the early years of the Middle Age when, so the historical memory handed down by the place-name documents, the Lombard Elprando built an equipped castle. At the end of the XVII century, the land instability begun to develop. In 1703, the sinking was immense and took away most agglomerate. The ruins are evident. The most conserved ruin, almost intact, is near to the Municipality (XIV-XV centuries) and is represented by the town tower. The exhibitions set up in the territory are: the museum of the ancient crafts, the town museum of sacred art. The local traditional dishes are the “baccalà” (dry fish) which, according to some historical sources, was cooked as long as 1703 in order to celebrate the Saint Anthony feast, and the “polenta” with sausages served on the traditional “spianatora”, the wood tablet used in the past in every house, and cooked according to the original recipe.

Montemonaco: placed on the watershed between the Tenna and Aso rivers which has its source just in the Foce zone, it is the higher urban centre in the region and, for this, offers some wonderful excursions in the Mounts Sibillini and a marvellous panorama from the sea to the Abruzzo mountains. It is supposed the village had been founded by a Benedictine monk; its name should derive by this. Two churches leaned against the ruins of the castle walls are important to visit: Saint Blaise church, of the XV century, and Saint Benedict church which possesses a majestic portal dating back to the first half of the XVI century. As already exposed, the territory is included in the National Park of the Mounts Sibillini; it is starting point for excursions to the Lake of Pilate and the cave of the Sibyl. A product of the typical cuisine is the Pecorino cheese of the Mounts Sibillini; in fact, these mountains are ideal for the production of the sheep cheese. In particular, the Appenini sheep is bred; it gives very good milk.

Monterinaldo: the name origin could derive by a tale: three brothers – Pietro, Elpidio and Rinaldo – would have founded the castles of Monsampietro Morico, S. Elpidio Morico e Monte Rinaldo. Maybe, this story is linked to the feudal rule of Frankish Age. As a further confirmation of the existing link, there is the fact that Monte Rinaldo village feasts Saint Leonard who came from a noble Frankish family. Another explanation attributes its foundation to a certain Rinaldo Morico, son of Rinaldo of Monte Verde; this last one was really existed and was Fermo lord in the years 1376-1379. In the resort of Cuma, we can visit an archaeological area, Hellenistic-Italic sanctuary. The typical products are characterized by fruit productions, working of pork meats, the Monterinaldo Pecorino: a cheese of sheep’s milk which is consumed fresh or matured and is produced in the Fermo hinterland until the Mounts Sibillini.

Monte San Pietrangeli: even if finds of ancient graves can make suppose the village dates back to the Roman Age, we have the early historical data in the X century only, when the Ferentillo monks established the first urban complex dedicating it to Saint Peter, from which the village name. During the Sforza rule in the Fermo area, even Monte San Pietro rebelled and obtained the direct subjection of the Holy See. In 1458, it fell again under Fermo. Different facts happened and the

village passed from Fermo to Ascoli. On 29th September 1537, after a last bloody revolt against Fermo, the village definitely came back under the direct rule of the Church. The fact happened in the Saint Michael Archangel day and the Saint effigy was inserted in the coat of arms. So, the word Angeli was added to the Monte San Pietro name. The mean economic resources of the village are agriculture and shoe crafts, in the most general context which characterizes all the productive activity of the large shoe cluster.

Monte Urano is situated between the Tenna Valley and the Sant'Elpidio area. Its origins date back to Roman Age. The Monte Urano castle has been linked to the historical facts of the Fermo town, at first as a province of ancient Rome, therefore as a feudal place of the Middle Age and then as a territory belonging to the community of the Fermo area within the Pontifical State. The local economy which has been almost exclusively agricultural until the end of the XIX century, subsequently turned – at the beginning of the XX century, after the short period of the gathering of rags – into a strong specialization in the shoe sector which makes it one of the most active and important centres and now it is considered a centre specialized in shoes for kids.

Monte Vidon Combatte is situated on a hill within the Aso valley; this small municipality offers a panorama of a large agricultural landscape and of natural beauties, from the sea to the mounts. According to tradition, the name origin derives by a fact of Middle Age when its name was still Monte Guidone. Attacked by a near castle, its lord asked for help to his brother Corrado who governed the Monte Vidon Corrado castle. The messenger would have turned to the feudal lord by crying him “Corri Corrado che Guidon combatte” (“Run, Corrado because Guidon is struggling”) from which the transformation of the name in Monte Guidone Combatte. Maybe, more simply, it derives from its owner name which is expressed in the “Liber Iurium” as Combatte, Lord of Monte Guidone. In the historical centre, the door of Pelagallo Palace and the parish church of Saint Blaise are characteristic places to visit. Just for its hilly position, the territory is crossed by a net of paths which offers a contact with nature. The typical products are the “fusilli alla montedinovese” (pasta) and the wine Rosso Piceno.

Monte Vidon Corrado: mentioned for the first time in a document of 1229, when Fermo organizes the resistance against Ronaldo of Spoleto, it seems to have more remote origins for the recent archaeological finds (IV and II centuries B.C.) and the presence of a pagan temple where now the “Madonna del Carmine” church rises. Devastated in 1398 by the Carrar Earl, it was later occupied by Carlo Malatesta and Francesco Sforza. Evidences of its medieval past are visible in the historical centre which presents elegant civil houses with decorations in fired brick of the XV century and ruins of fortifications of the XIV-XV centuries, among them the castle with its tower. Here the painter Osvaldo Licini (1894-1957) is born. In the municipality, since 1986, the “Centre of Studies Osvaldo Licini” is set up in order to promote and implement researches and studies. Within the Centre, there is the permanent exhibition “Osvaldo Licini: signs and words”. The municipality represents a traditional centre of the straw working for the production of hats. The activity has been the main resource together to agriculture. The rabbit “in porchetta” is a typical dish in the zone.

Montottone: until the XV century, it had the denomination of Mons Actonis (Mount of Attone), then substituted by the current one of Montottone. In 1537, taken away the government to Fermo, Pier Luigi Farnese constituted in Montottone the Ecclesiastic State in Agro Piceno under the government of the cardinal Raduccio Farnese. The ruins of the powerful castle walls are evidences of the important past; within them, the village is remained almost unchanged. The artistic crafts in the territory express themselves through the pottery with the traditional earthenware, the carpentry through the restoration and achievement of wood furniture in poor art and production of articles in wrought iron. The Municipality hosts the Country Civilization Museum and Pottery Museum. The typical dishes are constituted by: different kinds of pasta and mainly the “vincisgrassi”, “cicerchiata”, “castagnole”, tripe and other products.

Moresco: addressed towards the Aso valley, with panorama on the sea, it is placed on the original walls and is dominated by an imposing heptagonal tower of the XII century. It has an elliptical structure and develops around an internal court. In its territory, important settlements in Roman Age, and monasteries and feudal centres in Lombard Age rose. In the XIII century, the castle passes as a property to the Fermo town until the Unity of Italy. In 1869, it loses its independence by becoming Monterubbiano hamlet as far as, in 1910, it comes back to be an independent municipality. In the territory, there is the “Pietro and Roberto Nardi” Museum of Cars and Motorcars which relives the car history. The typical dishes are the pizza with figs and the “polenta” with clams. The village, which is placed among the hills, is rich of flower and fruit plants and is crossed by a signalled net of paths.

Ortezzano: placed on the top of a hill addressed towards the Aso Valley which limits the territory with its affluent Indaco, it presents traces of an ancient settlement. The archaeological finds show a Roman presence; its ruins are in the hamlets of Cisterna, Prato and Saint Massimo, seat of a monastic settlement too. The village economy is linked to agriculture; multiple initiatives of transformation and commercialisation of its products are connected to it. The valley and territory fertility allows to obtain a fine fruit cultivation. The small craft laboratories are characteristic for their products: the working of pork meats, the production of olives and raisin which are transformed in oil and wine of quality such as the Falerio and Rosso Piceno. The dishes of the typical cuisine are the roasted lamb “co battuto”, the “polenta”, the “vincisgrassi”.

Palmiano is the smallest municipality in the Piceno territory. It rises in the valley of the Cinante torrent, in a quiet landscape dominated by forests and cultivated fields. According to tradition, Palmiano would be risen thanks to the work of the Benedictine monks; their presence has contributed to create a solid economic, social and cultural reality of the whole territory. Even if important historical-artistic signs are absent, we find maintained ancient religious traditions and the good cuisine evidenced by the local typical products (particularly mushrooms and truffles) which constitute the main attractions of a solid environment, still in the time. The typical dish is the pizza “co li fichi” (with figs), a sweet bread with the winter products such as raisins, almonds, dry figs and nuts.

Petritoli: placed on a pleasant hill dominating the Aso valley, it offers a wonderful landscape which ranges from the Mounts Sibillini (30 km) to the Adriatic coast (15 km) rich of olives and verdant hills. The territory includes two historical centres, Petritoli and Moregnano, both of medieval origin. Thanks to its natural environment constituted by verdant hills and valleys which go towards the Aso and Ete basins, Petritoli has been for centuries a benchmark for many neighbouring municipalities for structures and services. It offers peace and, at the same time, shows dynamism and remarkable development possibilities. The local crafts are represented by a printing house dating back to the second half of the XIX century. The territory is characterized by a signalled path route and the zone is representative for fine fruit and vegetable productions.

Ponzano di Fermo has a territory which extends on three hilly ridges ploughed by the Tenna and Ete Vivo rivers, and the Rivo, Consolo and Desenzano torrents. It includes three urban centres: the capital, Torchiano and Capparuccia. The most ancient document which relates the Ponzano name dates back to 1059 and is contained in the Deed where Longino gives to the Fermo Bishop the land situated in the current territory, next to Saint Mark Church. The Capparuccia centre underwent a total transformation from agricultural to craft-commercial zone at the beginning of the Seventies until being the most populated centre in the Ponzano municipality today. Still today the working in wrought iron represents one of the craft characteristics in the territory. In the typical food, we insert the “pappardelle” (pasta with eggs) with hare and “tagliatelle” (pasta with eggs). The territory is crossed by a signalled path net.

Porto Sant'Elpidio is the youngest of the municipalities in the Ascoli Piceno Province and one of the most important in the shoe cluster. Its independence dates back to 1952. A document in parchment, dated 886 and attributed to the Emperor Charles the Grosso, mentions the port. The find of a necropolis near the Corva hamlet reveal urban settlements as long as the IX century B.C. In 1035, the port was given by private persons to the Fermo Bishop and remained Fermo property until 1247, when Sant'Elpidio obtained its control by the Pope representatives. In 1616, the port becomes sea call with its own army fit for answering to possible attacks of pirates. Since the second half of the XIX century, the shoe production has become the mean activity. By the affirmation of the Marche model, many companies linked to the shoe production are spread. The territory has specialized its own activity in the sector of the woman shoe. For the coast and the landscape interest of the territory, the village is affirmed as a seaside resort too.

Rapagnano: probably, the origin of its name is “Ripa of Giano” given that in the hill top a temple dedicated to that god would be risen. Rapagnano is related by Pliny. In 1880, pre-Roman and Roman finds were discovered: earthenware and bronze pots, amphora and pikes. Here, Giovanni XVII was born; he was elected Pope in 1003. In the XVII-XVIII centuries, it underwent remarkable transformations because of an earthquake, such as the square enlargement, the rebuilding of the churches and some palaces. Out of the village, we can see three rural churches: the Saint Colomba Church rebuilt in the XVIII century, the ruins of the Saint Tiburzio Church (1507) and the Blessed Virgin Mary Church. In 1880, in the Saint Tiburzio country, thanks to archaeological excavations, important pre-Roman and Roman finds were discovered; today they are conserved in the Ancona Archaeological Museum.

Roccafluvione: to few minutes from Ascoli Piceno, it is situated along the course of the Fluvione torrent, immersed in green hills, with a large extension of 60 square kilometres and the particularity to have 54 hamlets. The place-name is composed by the terms “rocca” (fortress) and “fluvione” (river). The territory was populated since the Neolithic Age, as some finds, conserved in the Ascoli Piceno Archaeological Museum, show. The Roccafluvione territory is one of the greatest producers of fine black truffle. The production is obtained by natural and cultivated truffle-grounds. The small and middle-sized companies linked to truffle have been operating for years in the sector and this guarantees to consumer reliability, competence and products of high level. Truffles have been gathering since the beginning of the last century, when only few people knew the taste and value of this fine land product. The artistic and environmental patrimony is very rich: very ancient Benedictine churches situated in the different hamlets, a bridge of natural origin, the falls on the Fluvione torrent, landscape paths to practice on foot, by horse, by mountain-bike. The gastronomic specialities are: the “crespelle” (a sort of fried flat breads), the Easter pizza with cheese, the “tortellini” (pasta stuffed of meat) with black truffle and ham.

Rotella is placed at the confluence of the Tesino river and Oste torrent, at the slopes of the Mount Ascensione. It was erected in the X century AD as a defence castle by Farfa Benedictine monks. Even the hamlets risen in the X century about are very ancient (Capradosso, Castel di Croce, Poggio Canoso). The Diocesan Museum of Sacred Art is interesting. The territory morphology has favoured the development of protected areas which are part of the Mount Ascensione: the Rovetino forest and several chestnut forests. The typical dishes in the zone are: the “calcioni” (pasta stuffed of cheese), pizza with cheese, pizza with dry figs, raisin and nuts.

Santa Vittoria in Matenano: built in 890 by the Farfa Abbot Peter I, it constituted the religious life centre in the Marche Region. The Abbot Ratfredo made transport over there towards 930, in the time of the sacks of the Saracens, the body of the Saint Virgin and Martyr Victoria, of noble Roman family, which is still conserved in the Sanctuary of the Collegiate Church. It became municipality in the XIII century and then had, in 1406, its own Statute which is conserved in the municipal file

together to several and interesting parchments of the XIII century and other ancient acts going from 1481 to 1791. It was literary and artistic centre too, as books and codes of its abbey prove; in one of them, conserved in the Ascoli Piceno Library, we read the most ancient vulgar document in the Marche Region. In its historical centre, the municipality has always maintained the original Medieval route, with several ancient houses and interesting monuments.

Sant'Elpidio a Mare: even if the name can deceive, Sant'Elpidio is placed on a hill which dominates the Tenna and Chienti Valleys. The will to develop the enormous productive patrimony and, therefore, to keep a fundamental part of the town history has found the right recognition by the mounting of an important expositive space inside the Montalto-Nannerini Palace, wholly dedicated to shoe. In fact, the town is a diffusion centre of the production and industry and is inserted in the shoe cluster. The Astronomic Observatory is interesting too; situated in the Castellano zone, it is one of five observatories present in the regional territory. In the Casette d'Ete hamlet, where the shoe production has taken a great importance, we find the Villa Brancadoro and the Imperial Basilica of Saint Cross of the Chienti.

Servigliano is between 189 and 447 metres of altitude; it is the Appenini plain. Its foundation is attributed to Publio Servilio Rullo (I century B.C.). Formed in the Middle Age, the ancient castle was abandoned because of some water infiltrations and the charge to build the new urban centre was entrusted to Virginio Bracci. The building is singular for its unitary and rational structure. The historical centre is characterized by the particular urban structure at square form with three entrance doors. For its hilly position, the village activity is addressed to the cultivation of olive trees and vines. A typical zone dish is the “frappe”, a Carnival sweet.

Smerillo rises almost hidden among the forests which cover the mountain, at 806 metres on the sea level; it is a particular observatory of the backgrounds framed by the Mounts Sibillini. A series of geological stratifications, rich of sea fossils, tell that the current enormous rocky boulder – five millions years ago – was a seabed. The resort Fossa is rich of fossils and the Municipality has mounted a museum of fossils too. The natural balcony of Smerillo seems to go towards the sky and its profile is visible from any place of the region. The Smerillo forest is included in an protected area and the presence of mushrooms, truffles and chestnuts allows these products are used for the local typical cuisine. Even the ruins of an ancient watermill on the Tenna river are interesting.

Spinetoli: the municipal territory extends between the Tronto Valley (where there are the hamlets of Pagliare and Villa San Pio X) and the hills on the left side of the river (where the capital rises, at 177 metres on the sea level), at the confluence with the Fiobbo torrent. The Spinetoli village was probably created by the colonization of the Lombards in the year about 1030, on a Roman area with a sanctuary dedicated to the goddess Tellure, maybe in a zone rich of thorny roses (by which the name would derive). The museums of the country civilisation and shoe have been mounted but, thanks to its hilly position on the Salaria Inferiore street, it is interesting to remark that a protected area has been created too: the naturalistic oasis “La Valle”.

Torre San Patrizio preserves the mark of the far medieval origin. Walls of the XIV century surround the old urban complex with very remarkable elements. The origins of the “turris patrizia” date back to about the VI century B.C. The current name was given when some lords or the same monks or bishops of Fermo stamped to the historical name that of a saint. Become Municipality in about 1258, in the Renaissance Age, it was subjected to the Duke Valentine, son of the Pope Alessandro Borgia. It knew alternate historical situations unfortunately bleed by destructions, always trying to preserve itself as free municipality.

Venarotta is inserted between the Fluvione and Chiaro Valleys in a various landscape and with generous cultures. About its origin, history and legend interlace. According to some people, it was

founded in the VI century about, by political exiles come from Ascoli who settled on a hill they provided to defend it. Apart from houses, castle and surrounding walls, they would have erected a temple dedicated to the goddess Venere, from which the Venarotta name. The inhabitants governed themselves for a long time with their own rules. In 1237, the Ascoli people declared war against them and stormed the village. Lost its freedom, Venarotta remained subjected to Ascoli by sharing with it the historical events. Venarotta includes nine hamlets and five urban complexes, with interesting evidences of medieval life. The Venarotta economy is meanly linked to agriculture and breeding. The crafts are essentially based on the working of iron and stone. The typical dish is constituted by the “cacioni” (pasta with eggs).

Analysis of the assets and construction of the integrations

Concerning the above analysed elements, we can build and cross routes and circuits which allow the fruition of homogeneous or differentiated points. Through the offer of diversified opportunities, we can: operate even in the researched extension of the average stay; develop an accommodation offer even integrated, articulated and differentiated, as a real tourist cluster (historical residences, hotels of different levels, farm holidays accommodations, bed and breakfast, hostels, camping, etc.); create links and collaborations with other territories for an integration and enforcement, as in the general objective of the MARINAS project.

In addition, the tourist product cannot be exclusively considered in its quality dimensions, namely concerning the tourist offer, but it must be developed in the supply ways too. Therefore, it is necessary to concentrate not only on the product diversification, but even to develop total quality systems in the tourist business. It is interesting here to develop the initiative of the Ascoli Piceno province for the diffusion of a mark “umbrella” of second level able to put into action a net among accommodation companies which have achieved by themselves a voluntary certification for a system of quality management. Starting from the argument that there cannot be a quality territory if there are not companies which take up quality and put it as a qualifying element of their own offer, we have given life to a “certification” process where just the Ascoli Piceno province issues the support to the “Network of Quality in the Piceno” according to a specific regulation. It pays particular attention to the institutional communication and initiatives of territorial promotion. It deals with an added value for a territory that it is necessary to recover and develop within this initiative addressed to the construction of integrated tourist routes. The accommodation companies which participate in this project have found full coherence; they have voluntarily decided to adopt a management system of the business quality which reminds to the principles of the marks Visit, Ecolabel, Isnart and of the families ISO 9000 and 14000, apart from those of the circuits of the typicality. The Project of “Network of Quality in the Piceno” has been elaborated by the company Piceno Sviluppo which has prepared its own regulation and now it is supervising the support campaign to the mark of second level issued by the Ascoli Piceno province. The relevant documentation is herewith enclosed as report no. 1.

The territory must be able to propose an integrated offer by qualifying its own identity and potentials.

The integrated offer must concern a more and more close link we must propose among the different tourist typologies that there are in the territory. Given onto the Adriatic Sea and characterized by tourist ports such as that of San Benedetto del Tronto and Porto san Giorgio, the province morphology allows the integration of a nautical tourism with another mostly addressed to the wellbeing, to the deepened knowledge of the landscape and cultural beauties, and even to a return to local values which concern the typicality, the wine and food and craft products in the territory. In this, the initiatives which are emerging in the thermal and wellbeing sectors must be recovered as concerns, in particular, the Acquasanta and Offida zones.

Among the most relevant phenomena of the modern tourism, we mark all the leisure activities by the bike usage, both as a means in order to reach the destinations of his own stay and as an “integration” of the tourist offer which can be proposed by the hotel structures or represented by a net of bike routes. In this context, even considering the characteristic of the provincial territory and the policies carried out in sense both tourist and cultural and environmental, the Ascoli Piceno Province has started up the creation of a “net of bike hotels”. It deals with accommodation structures able to qualify and characterize their own offer in order to give hospitality to those who travel by bike or request it for visiting places and territory even through specific routes the provincial Administration is preparing. This further initiative enlarge the fruition opportunities in the territory by a guide that just the Ascoli Piceno Province is printing. In this study phase, we think it is useful to exam, by supplying details too, the interest showed that the project “provincial net of bike hotels” (report no. 2) has aroused among the operators of the accommodation sector, thinking that it can constitute a further element in order to recompose the integrated unitary offer of local tourist routes.

The nautical tourism is spreading more and more by contributing to the national PIL (Gross National Product). This is due to the progressive quality improvement of the landing places which acquire more and more value by becoming structures with multiple services. The opportunities prospected are characterized by the improvement of the port services and the growing interest for the fishing tourism. It is necessary to favour the complementary fruition opportunities compared to the activities of the nautical tourism which can concern the development of a series of initiatives and routes offered to the tourists who land in the tourist ports, starting from the Sea Park of the Piceno. The Ascoli Piceno Province has worked for the institution of a protected area. The initiative answers to the consciousness to project again, in a sustainable way, the relation between local communities and sea resource. By its bio-climatic characteristics, the area represents a portion of the Middle-Adriatic basin. The highly populated territory and remarkable fishing activity do not allow the institution of a “sanctuary” where to protect integrally the resources, but an area with different degrees of protection, integrated, dynamic, strongly innovative, where to program and harmoniously manage the environmental conservation. For an investigation about the theme of the Sea Park, you can consult the enclosed report no. 3. So the Park, which will extend for all the provincial coast, constitutes a further attraction element for tourists.

Here we want to propose a series of routes, from the San Benedetto del Tronto and Porto San Giorgio ports, in order to know the internal province areas rich of values, wine and food, cultural and naturalistic traditions. These zones have acquired more and more importance. Development projects of these areas have given a greater consciousness of the growth opportunities offered by a sustainable and integrated use of the local resources. The rural areas present strong potentials, but they must be systematically managed in order to become a real development occasion. Therefore, it is necessary to carry out, at local level, a series of processes in order to reorganize the territory and create the conditions for a full synergy among the collective action and the single initiatives. In the case of rural tourism, the collective action is constituted by the construction of routes and common development initiatives. It is important to stress the project called “Piceno da Scoprire” (Piceno to discover) has evolved in the extraordinary activity of “Sensi Piceni” (senses of the Piceno). By this project, the Ascoli Piceno Province has wanted to favour an initiative intended to recognize as a value and enforce the territorial identity. The participation phase is showed in the report no. 4, while in the report no. 5 we find the explanation in detail of the global idea of “Sensi Piceni” which has led to another project called “Saggi Paesaggi” (Wise Landscapes). Another important initiative is the project called “Filiera corta” (Short Supply Chain), showed in the report no. 6, which allows the possibility to buy from the local producer directly. Then, there is the project “100 km Verdi” (100 green kilometres) which foresees the involvement of the agricultural company in the offer of environmental services.

The attention we pay more and more to the relation territory-person tends to reaffirm some positive elements which can be divided into three mean groups:

- That of the re-found “memory” and concerns:
 - the recovery of the roots, folklore, habits and traditions (e.g. the territory expresses a great number of festivals)
 - the interest for the architecture of the rural buildings and landscape (see the report about the coherences)
 - the revaluation of the importance of job and agricultural activity (initiatives for the ethic production of energy)
 - the recognition of the central role of the agricultural companies in the defence of the territory arrangement: the development of the rural, regional, traditional gastronomy (the above mentioned project “100 green kilometres”)
- The second one concerns the health and wellbeing which expresses itself:
 - in the pleasure of the quality of life, air, waters (paths, wellbeing and thermal tourism)
 - in rediscovering the pleasure to eat wholesome and genuine food (the circuit of the typical cuisines)
 - the rural landscape is considered as a source of satisfaction and relax (bike routes – net of the bike hotels)
- The third one is mainly tourist and concerns:
 - the quality of the human relationship and capacity of reception (construction of circuits and nets)
 - the relation cost-services characteristic of the holidays (e.g., the mentioned project of the mark “umbrella” of quality)
 - the sensation of the discovery of landscape, artistic, archaeological evidences (the activities of “Saggi Paesaggi”).

The creation of an integrated and collective offer at territorial level is an action which is started up through the achievement of routes which harmonize more and more traditions and territory identity. The projects in progress are described in the specific paragraph.

It is necessary to consider both the vocation of the zones, but even the necessity to render a multiple offer. In the first case, the territory character can be expressed through its welcome (food products, traditions). As concerns the offer, the rural tourism can be translated into a series of products-services internal to the accommodation structures, especially within the farm holidays which characterize more the rural offer. Today the possibility for the rural areas to be able to propose a multiple offer (in the gastronomy, internal and external activities, in the agricultural products available in the companies) is considered the most important element for the tourist success in these zones.

By analysing the Ascoli Piceno Province, we mark the necessity to develop a net system which is able to favour the economic and commercial growth of whole areas and which constitutes an added value for the territory. Therefore, tourism is inserted as a system interaction; it acquires a fundamental importance and becomes a necessary tool for the creation and guarantee of total quality of all the tourist offer. It is necessary to develop strategic elements which promote an interaction and a link between a coastal, internal and mountain tourism. The starting point is given by the consideration that our territory offers a very large and various range of natural resources.

It deals with an integrated process of reorganization and development of the sectors of the typical, artistic and traditional crafts, agriculture and tourism. The territory promotion can be developed through different actions and interventions such as the creation of nets of agricultural companies tended to promote the typical products and their insertion and link into more complex and articulated forms of distribution.

The typical productions can be considered as a tool for the territory development; however, it is fundamental to pay attention towards a natural environment which must be promoted, but protected and respected too.

The wine and food tourism must be intended as a conscious consume of specific experiences: it takes care of the tourist interest both towards food and territory, but even of the knowledge of

products and particularly the production phases. The mostly used elements of marketing are characterized: by the authenticity as a safeguard of the qualities of the local gastronomy; by the rural aspect as value linked to the territory, culture and tradition.

The three elements which characterize the new frontier of our tourism are: wine, gastronomy and territory.

Table of the coherences

Municipality	Historical artistic evidences	Events	Emerging tipicality	Accomodation	“Network” initiatives
Acquasanta Terme	<ul style="list-style-type: none"> • Saint Lawrence Church • Castle (XI-XV centuries, Castel di Luco) • Villages of the Appennino 	<ul style="list-style-type: none"> • Le Madonnelle (Recalling of the Passion of Christ) Holy Week • Feast of the waters (end of June) • Market of the ancient traditions (every Monday, from June to September) • Competition look 60's (end of July) • Oscar of Love (14th August) • The Saint Lawrence Night (Historical Recalling between Paggese and Castel di Luco) • Crazy Night Medieval Night (half August) • Cribs in a village which looks like a crib (Dec.) 	<ul style="list-style-type: none"> • Festival of the Focarola (end of July) • Autumn Feast - Chestnut Festival (typical gastronomy and crafts, in October) 	<input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 1 <input type="checkbox"/> 11 <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> 1 <input type="checkbox"/> 1 <input type="checkbox"/> 1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Acquaviva Picena	<ul style="list-style-type: none"> • Fortress of the “Acquaviva d’Atri” (origin XII century) • Saint Rocco Church: Romanic Façade (XIII century) • Saint Francis (XII century) one of the early monasteries of the Franciscan Order 	<ul style="list-style-type: none"> • “Jeme a cantà Sant’Antonio” (let’s go to sing Saint Anthony (January) • Festival “Acquaviva in the comics” (3rd week of July) • Sponsalia (histocal recalling, weekend of August) • Market of antique (every Wednesday of July and Aug.) 		<input type="checkbox"/> <input type="checkbox"/> 3 <input type="checkbox"/> 1 <input type="checkbox"/> 8 <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> 2 + 1 <input type="checkbox"/> <input type="checkbox"/> 4 <input type="checkbox"/> <input type="checkbox"/>

Altidona	<ul style="list-style-type: none"> • Historical Centre • Saint Ciriaco Church: painting of Vincenzo Pagani (1490-1568) and cross (XV century) 	<ul style="list-style-type: none"> • Saint Ciriaco Feast (8th Aug.) • Feast of the Green Cross (Valdaso – mid September) • Living Crib (25th/26th Dec.) 	<ul style="list-style-type: none"> • Festival of the “polenta” (end of July-August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Amandola	<ul style="list-style-type: none"> • Podestà Palace • Historical Theatre “La Fenice” • Sanctuary of the Blessed Anthony from Amandola (origin XIV century) • Saints Vincenzo and Anastasio Abbey • Saint Francis Church – cloister Wood Crucifix (XIII century), wall paintings (XV century), Museum of the Country Civilization • Holy Trinity Church • Saint Bernardino Monastery and Church • Saints Rufino and Vitale Abbey (origin VI century, restructured in the XIII century): hypogeum with wall paintings • Church of Saint Mary “a Piè D’Agello” with wall paintings • Podestà Keep • Door of Saint James • Romanic-Gothic bridge on the Tenna River 	<ul style="list-style-type: none"> • The Befana (January) • Carnival “de li paniccià” (Carnival Sunday) • Carnival in Amandola (Carnival period) • “Invisible roads”: Spring festival dedicated to youth (early 10 days of May) • “Infiorata Corpus Domini” (June) • Blessed Anthony Feast, passing of the Canestrelle (3rd Sunday of Aug) • Festival of Amandola and Land of Sibyls (end of Aug.) 	<ul style="list-style-type: none"> • Festival of the Fregnaccia, typical dish of the local poor cuisine (second-last Sunday of July) • “Diamonds at table”: Exhibition Market of the white truffle and products of the Sibillini (November) 	<input type="checkbox"/> 7 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 2 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Appignano del Tronto	<ul style="list-style-type: none"> • Saint John Baptist church (beginning XIV century) • S. Michael Archangel Church (origin XV century, rebuilt in the XIX century) • Church of “Assunta al Piano Santo”, with wall paintings of the XIV century 	<ul style="list-style-type: none"> • Procession of Dead Christ (Good Friday) • Saint Vincent Ferreri Feast (Sunday after Easter) • Funeral of the old year (Dec.) 		<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Arquata del Tronto	<ul style="list-style-type: none"> • Medieval Fortress of the Queen Joan(XIV-XV century) • Church of the Holy Annunziata: Wood Crucifix (XIII century) • Church of the Madonna of Snow in Faete (wall paintings of Pietro Alemanno) • Saint Francis in Borgo: authentic copy of the Sacred Sindone (XVII century) • Spelonga Hamlet: buildings of the XVI century and Saint Agatha Church (according to tradition, Turkish Flag took away to the Ottomans in the Lepanto Battle of 1571, wall paintings of Panfilo from Spoleto) • Hamlet of Capodacqua: Church with octagonal layout of the Madonna of Sun (XVI century, with wall paintings) 	<ul style="list-style-type: none"> • Fair of forgiveness (August) Borgo Hamlet • Descent of Fairies (every 3 years) • At the court of the Queen Joan (historical recalling, 19th August) • “Beautiful Feast”, historical recalling of the Battle of Lepanto (every 3 years) 		<input type="checkbox"/> <input type="checkbox"/> 4 <input type="checkbox"/> 1 <input type="checkbox"/> 8 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> 1 <input type="checkbox"/> 1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

<p>Ascoli Piceno</p>	<ul style="list-style-type: none"> • Arringo Square: Cathedral (dating back to the XI-XII century) dedicated to the Patron Saint Emidio (III century AD) first Bishop of the town and Martyr; Baptistery (XII century); Diocesan Museum; Town Picture Gallery(cope of the Pope Nicholas IV of the XIII century and works of: C. Crivelli, P. Alemanno, C. d'Amatrice, S. De Magistris, Tiziano, A. Carracci, Guercino, G. Reni, L. Giordano, C. Maratta, G. Ghezzi, Pellizza from Volpedo, A. De Carolis, A. Mussini...); Archaeological State Museum. In the outskirts of the square: church of Saint Gregorio Magno (XII –XIV century) built on the ruins of a Roman temple (I century B.C.) • Square of People: Palace of the People Captains(XIII-XVI century); Saint Francis church (XIII-XVI century); Loggia of the Merchants (XV century) Café Meletti, liberty style (1906) • Bonaparte Palace (XVI century)and Malaspina Palace (XVI century) • Ventidio Basso Theatre (1846), project of Ireneo Aleandri (1795-1885) • Saints Vincent and Anastasio Church (origin XI century – XIV century): crypt with wall paintings (XIV century) • Saint Vittore Church (origin X century), pictorial cycles of the XIII-XIV centuries) • Soderini Street: medieval towers and Lombard Palace (XII century) • Quarter of the Piazzarola: S. Angelo Magno Church (XIII-XVI century), with cycle of wall paintings among them S. Ghezzi and under the roof wall paintings of the XII-XIII centuries • Cultural centre S. Augustin, at the Saint Augustin complex (origin XIV-XV centuries): Gallery of Contemporary Art (large exhibition of works of O. Licini) • Fortress Malatesta (XVI century) • Pia Fortress (restored by Pius IV in 1560) • Popal Paper-mill (1512) • Castel Trosino hamlet: medieval village (origin VI century) • Hill Saint Mark: Saint Mark hermitage (origin XIII century) 	<ul style="list-style-type: none"> • Carnival in square (February) • “Madonna delle Grazie” or “del Giro” (the week after Easter) • Quintana (first Sunday of August) (nocturnal edition: second Saturday of July) • Feast of the Patron Saint Emidio (5th August) • Ascoli Piceno Festival (September in music) • Market of Antique (3rd weekend of every month) • International Prize “Ascoli Piceno” (XVI edition – December 2002) • Living Crib, Castel Trosino (Christmas-Epiphany) 	<ul style="list-style-type: none"> • Fried food of Italy event for the development of the fried olive “all’ascolana” 	<input type="checkbox"/> .5 <input type="checkbox"/> 8 <input type="checkbox"/> .4 <input type="checkbox"/> 39 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> 2 <input type="checkbox"/> .1 <input type="checkbox"/> 2 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Belmonte Piceno	<ul style="list-style-type: none"> • Necropolis of Piceni • S. Simon Church (X century) • Tower and ruins of fortified walls (XV century) • Saint Salvatore Church: Pity, wood sculpture (XV century) 	<ul style="list-style-type: none"> • Last Thursday before Lent (masquerade and Polenta in square) • 1st May (Festival of the Nutella) • Saint Cross Feast (1st-3rd May) 	<ul style="list-style-type: none"> • Festivals of the Maltagliati and Pennette (pasta) (July) • Beer Feast (August) • Frog Festival (1st Sunday of September) 	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Campofilone	<ul style="list-style-type: none"> • Door “da Sole” and Door “da Bora” (XIV century) • Ruins of walls (XIV century) • Saint Bartholemew Abbey (XIX century, rebuilt on the Farfa Abbey of the XI century) • Clock tower 	<ul style="list-style-type: none"> • Campofilone Summer: theatre, music, square feasts (July and August) • Saint Bartholemew Feast (24th August) with nocturnal fair • Saint Patrick Feast (1st September) • Father Christmas in square (24th Dec.) 	<ul style="list-style-type: none"> • Festival of the Maccheroncini (pasta with eggs) (1st week of August) • Sea Feast (Ponte Nina) (14th-15th August) 	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 4 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Carassai	<ul style="list-style-type: none"> • Church of Saint Mary of the Good Jesus (mid XV century) – canvas of Vincenzo Pagani • Church of Saint Laurence M. (XV century) • Fortress of Montevermine (origin X century restructured in the XIV century) at 3 Km. from the historical centre • On the outskirts of the Aso river, ruins of Farfa Abbey of “S. Angelo in Piano” (origin XI century) 	<ul style="list-style-type: none"> • Feast of Saint Barnabas (11th June) • S. Angelo Festival (6th May) • Feast of the Voto (last Sunday of August) 	<ul style="list-style-type: none"> • Festival of the Tagliatella (pasta with eggs) with goose sauce (end of July) • Festival of the Gnocchi (pasta with potatoes) (August) • Festival of char-grilled sausage (August) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Castel di Lama	<ul style="list-style-type: none"> • Church-Sanctuary “Madonna degli Angeli” (end XVII century) in hamlet Chiarini • Hamlet Piattoni: Church of Saint Mary in Mignano, neoclassic: wood reliquary (XVI century), reliquary of the Saint Cross (XVII century) cross bounced in golden copper (XVI century) • Among the noble buildings spread in the territory, we suggest Villa Seghetti (1743), risen on the ruins of a medieval castle 	<ul style="list-style-type: none"> • Carnival (village streets) (Sunday and Tuesday of Carnival) • Fair of the Holy Crucifix (Piattoni) (1st week of Sep.) • Saint Martin Feast (upper village – Piattoni) (11th November) • Monumental Crib (Villa Sant’Antonio – Gramsci square) (Christmas period) 	<ul style="list-style-type: none"> • Feast of the Beer (Villa S. Antonio) (4th Sunday of July) 	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Castignano	<ul style="list-style-type: none"> • Copy of stele of the Piceni (VII century BC) • Parish Church of the Saints Peter and Paul, with elements of the XIV century and wall paintings (XV century), with attached Museum of sacred Art, department of the Sistani Museums of the Piceno (ostensory of the school of Vannini, XV century) • Church of Saint Giles, with canvases of Simone De Magistris (1538-1612) and Giuseppe Ghezzi (1634-1721) • Resort Castiglioni: Sanctuary of S. Bernardino from Sienna (file with documents of 1599) 	<ul style="list-style-type: none"> • Carnival in Castignano (on Tuesday: passing of the Mocoli) • Templaria (medieval recalling after Assumption) • Banner of the Addolorata (1st Sunday of September) • “Coppo d’oro” (prize for the ‘stubbornness’) 		<input checked="" type="checkbox"/> 5 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Castorano	<ul style="list-style-type: none"> • Tower with pentagonal layout (XIII century) and Castle Door (XV century) • Parish Church of Saint Mary of the Visitation (probable origin XI century, restored in the XVI century) • Resort Pescolla: Church of Saint John Baptist (1532) • Churches of the Blessed Sacrament, Saint Victoria (hamlet Saint Sylvester) and “Madonna della Rocchetta” (hamlet Rocchetta) 	<ul style="list-style-type: none"> • Passing of feudal castles (historical recalling with offer of the candles to the patron Saint Mary of the Visitation by the castles of the area) (2nd week of August) 	<ul style="list-style-type: none"> • Tournament of Scuccetta (Sunday after Easter) • Straw Fair (second - last Sunday of May) • Festival of the ham and melon (August) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Colli del Tronto	<ul style="list-style-type: none"> • Hamlet of Vallicella: ex monastery (XV century, restored in the XVIII century) • Parish church of Saint Felicita (end XVIII century), achieved on project of Pietro Maggi 	<ul style="list-style-type: none"> • Fair of the plants (March) • Prize Tronto: national poetry competition (July) 		<input checked="" type="checkbox"/> <input type="checkbox"/> 4 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 + 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Comunanza	<ul style="list-style-type: none"> • Ancient medieval village (historical centre) • Saint Catherine Church, with Romanic bell tower, inside stuccoes of Domenico Paci, canvases of Giuseppe and Pierleone Ghezzi; attached to it, there is the Sacred Art Museum, department of the Sistani Museums of the Piceno • Saint Anna Church • Church of Saint “Maria a Terme” (XI century) 	<ul style="list-style-type: none"> • “Via Crucis” (Holy Week) • Hornithological Exhibition (1st Sunday of October) • Feast and Fair of S. Catherine (25th Nov) • Living Crib (26th December) 		<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Cossignano	<ul style="list-style-type: none"> • Church of the Annunziata(XII century), with wall paintings of Crivelli school (XIV-XVI century), of Vincenzo Pagani and Cola d’Amatrice • Keep of Porta Levante, even called of Saint George, with Gothic door (XIV century) • Church of the Assunta (end XVIII century) with interesting canvases, reliquary of the S. Cross of Nicholas IV (XIII-XVI cent.) 	<ul style="list-style-type: none"> • Feast of S. Anthony (17th January) • Feast and Fair of S. George (25th April) 		<input checked="" type="checkbox"/> 7 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 + 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

<p>Cupra Marittima</p>	<ul style="list-style-type: none"> • Archaeological Park: ruins of the Roman town “Cupra Marittima”: Roman Villa (thermal environments and of production); Archaeological Museum of the Territory (Cipolletti Palace, upper village) • Medieval village: Marano (XII-XIII centuries); Church of Saint “Maria in Castello” (XII century); Church of the Annunziata (seat of the permanent crib of Spanish Art) • Ruins of the Castle of Saint Andrew) • Saint Basso Church (Triptych of Vittore Crivelli) • Malacological Museum 	<ul style="list-style-type: none"> • Carnival among quarters • Saint Basso Feast (Easter Monday and second-last Sunday of August) • Fair of May (last Sunday of May) • Cupramare: Miss Blue Flag and Miss Native of Cupra (summer) • TAU (united ancient theatres) (summer) • Theatral winter in Cupra 		<ul style="list-style-type: none"> ☒ 4 ○ 11 ☑ ☒ 3 ◆ 8 ⊗ 1 ☑ 	<ul style="list-style-type: none"> ☒ 1 + 2 ○ 3 + 1 ☑ ☒ ◆ + 1 ⊗ ☑
<p>Falerone</p>	<ul style="list-style-type: none"> • Archaeological Park: ruins of the Roman colony Falerio Picenus (I century BC) theatre and amphitheatre; Archaeological Museum • S. Fortunato Church (XIII-XIV century): painting of V. Crivelli • Loggia of the Merchants (mid XVI century) • Romanic churches of the territory: Saint Paolino and Saint Margherita 	<ul style="list-style-type: none"> • S. Anthony Feast (January) • Feast of the Patron Saint Fortunato (1st June) • TAU (united ancient theatres) Theatrical season (in the Roman Theatre 1st century BC, July – August) • The contest of the N^zegna (2nd Sunday of August) • Musical Festival (last week August – 1st week Sept.) • Cantincoro Falerio Picenus (exhibition coral groups) • Living Crib (archaeological area) 	<ul style="list-style-type: none"> • Fair of the birds and chestnuts (3rd Sunday October) 	<ul style="list-style-type: none"> ☒ ○ ☑ 1 ☒ ◆ ⊗ ☑ 	<ul style="list-style-type: none"> ☒ ○ ☑ ☒ ◆ ⊗ ☑
<p>Fermo</p>	<ul style="list-style-type: none"> • Square of People(XV-XVIcent • Palace of the Priori (XIII-XVI centuries, Representation Halls: of Portraits, of Council with decorations of P. Panfili). It is the seat of the Municipal Picture Gallery (works from the XIV century: masterpieces of Iacobello Del Fiore, Iacobello of Bonomo, Andrea from Bologna,V. Crivelli, G. Lanfranco, A. Boscoli, P.P. Rubens). The Hall of Globe is remarkable; it conserves the Globe of Moroncelli (1713) 	<ul style="list-style-type: none"> • Feast of the “Madonna del Pianto” (January) • Feast of the Sacred Thorn (Good Friday) • Feast of Spring (March-May) • Fair of Saint Mary (1st Sunday Aug.) • Banner “dell’Assunta “ (15th August) 	<ul style="list-style-type: none"> • Typicality Festival, of the regional Typical Products (March) 	<ul style="list-style-type: none"> ☒ 15 ○ 7 ☑ ☒ 13 ◆ 7 ⊗ 1 ☑ 5 	<ul style="list-style-type: none"> ☒ 2 ○ 1 + 2 ☑ ☒ ◆ ⊗ ☑

		<ul style="list-style-type: none"> • Saint Lucy Feast (August – Piane di Morro Hamlet) • S. Gennaro Feast (September) • Feast of the “Madonna delle Grazie” (September) • Christmas Market (December) 			
Force	<ul style="list-style-type: none"> • Collegiate Church of S. Paul (XVII century) with Romanic apse of the ancient Farfa church (XII century), works of Simone De Magistris • Town Hall (end XVIII century), project of Giuseppe Sacconi, risen on the ruins of prior Romanic structure • Little Villa Verrucci • Canestrari Palace 	<ul style="list-style-type: none"> • Fair of Saint Salvatore (Easter Monday) • Feast of the Holy Assunta Pallotta, fair of the Cacciannanz (white pizza) (2nd Sunday of July) • Feast of the Immacolata and fair in the capital (8th December) 	<ul style="list-style-type: none"> • Fair of the Broad Bean and Cheese (1st Sunday of May) • Crucifix Feast and festival of the pasta with truffles and mushrooms (2nd Sunday of August) • Ancient tastes, Banner of the Conca (last Sunday of August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Francavilla d'Ete	<ul style="list-style-type: none"> • Historical centre: ruins of the ancient agglomerate, keeps and door • Church of Saint Rocco with wall paintings (attributed to V. Pagani) • Parish Church of Saint Peter, projected by G. Sacconi (XIX century) 	<ul style="list-style-type: none"> • Carnival in square (Carnival Sunday) • Madonnetta Feast (Tuesday of Easter) • Saint Rita Feast (May) • Saint Rocco Feast (August) 		<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Grottammare	<ul style="list-style-type: none"> • Saint Martin Church (Farfa origin): archaeological ruins • Ancient medieval village and Peretti Square with loggias • Neoclassic Theatre of the Arancio; • Stretches of the walls • Sea Door and keep of the Battle (XVI century) • Church of Saint Lucy (XVI century) • Church of Saint Augustin (XVI century); attached to it, the department of the Sistini Museums of the Piceno – Sacred Art • Seafront with small Liberty villas 	<ul style="list-style-type: none"> • Carnival in Grottammare • Procession of the Dead Christ (Good Friday, every three years) • Jubilee Festival (in the years when 1st July is Sunday) • Painters of street (June-September) • Market of the Caves (Mondays of July- August, upper village) • “Scena picena” Vivalastradaviva (July) • Feast of Saint Paterniano (10th July) • Saint Martin Fair (11th Nov.) 		<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 22 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 11 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 6 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 + 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>

		<ul style="list-style-type: none"> • Piceno Carnival (July) • Festival of the Humour “Cabaret amore mio” (Cabaret, my love) (early ten days of August – Municipal garden) • Festival of the Operetta “Baci dal Mare” (Kisses from the Sea) (early ten days of August – Municipal garden) • Summer Concerts (July-August, Saint Lucy Church, upper village) 			
Grottazzolina	<ul style="list-style-type: none"> • Historical centre, with ruins of medieval complex, castle and walls (XIII century) • Church of Saint John Baptist (end XVII century), valuable stuccoes • Parish Church of the Blessed Sacrament (XVIII century, with decorations of Luigi Fontana) 	<ul style="list-style-type: none"> • “Pulcino d’Argento (Silver Chick) (May Festival of songs for children • Feast of Spring (1st Sunday of June) • “I giorni del Conte Azzolino” (the days of the Earl Azzolino), historical recalling (August) • Marathon of the Piceno (2nd Sunday of September) • Theatrical Season “E. Novelli” (Oct.-March) 	<ul style="list-style-type: none"> • Feast of the Beer (July) • Chestnuts in square (October) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Lapedona	<ul style="list-style-type: none"> • Valuable Romanic churches: Saint Peter, Madonna Manù, Saints Quirico and Giuditta (wall paintings XII-XV century) • Eremo of Saltareccio (XI-XVI century) • Historical centre: ruins of the walls (XV century), Door Marina and Door “da Sole”, Town Hall (XVI century), Church of Saint Nicolas (XVI-XVIII century), canvases of S. De Magistris and G. Ghezzi 	<ul style="list-style-type: none"> • Madonna Bruna Feast (Sunday after Easter) • Feast of the Patron Saint Quirico (15th July) • Concert of Autumn (Romanic church of Saint Quirico – 1st week of Oct.) 	<ul style="list-style-type: none"> • Festival of the Gnocchi (pasta of potatoes) (3rd week of July) • Cooked Wine Feast with historical recalling “De lo fa cantina” (end September) 	<input checked="" type="checkbox"/> 6 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 7 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

<p>Monsampolo del Tronto</p>	<ul style="list-style-type: none"> • Terravecchia Torre (XIV century), noble palaces (XVI-XVII century) • Hypogeum routes (XVI-XVII century) • Medieval fortified village, Greatest Door, Arch of the Death, Keeps (XV-XVI century) • Church of Saint Mary and S. Paul (XV-XVII century): canvases of P. Gaia, A. Vitali, F.G. Ragazzini (XVI century) wood sculptures (XIV-XV century) and cross in silver attributed to P. Vannini (XV century) • Cloister of the ex-Monastery of Saint Francis (XVII century): Town Museum • Town Hall: Library of S. Alexis, founded in the 17th century by G. B. Corradi • Abbey of the Saints Benedict and Mauro to Tronto, hamlet of Stella of Monsampolo 	<ul style="list-style-type: none"> • Historical Fair of S. Teopista (Saturday and Sunday after 14th June) • Feast of Saint Mauro (1st Sunday of August) • Feast of holy Maria Assunta (15th August) 		<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> 4 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<p>Montalto delle Marche</p>	<ul style="list-style-type: none"> • Town Hall (XVI century): Town Picture Gallery • Bishop Museum Sistino of Montalto • Museum of the Carceri • Archaeological Museum and Ethnographic Museum “L’acqua, la terra, la tela” (Water, land, canvas) • Historical File • Cathedral dedicated to the Assunta (XVI-XIX century) • Ex-church of Saint Augustin – Auditorium (XIII century) • Hamlet Porchia: church of S. Lucy, inside painting of Vincenzo Pagani • Hamlet Patrignone: Church of Saint Mary in Viminatu (XV century) with wall paintings and Bonfini Palace (XV century) 	<ul style="list-style-type: none"> • Festival of the Appennini (May) • Feast of Saint Vito (15th June) • “The night of the witches and elfs” (13th-14th August) • Fair of Saint Lucy (13th December) • Living Crib, hamlet Porchia (25th December) 		<input checked="" type="checkbox"/> 5 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 7 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<p>Montappone</p>	<ul style="list-style-type: none"> • Medieval complex with Oratory of the Blessed Sacrament (XV century) • Church of Saint Mary in Castle (XVII century): in the mean altar canvas of the Pomarancio • Museum of Hat 	<ul style="list-style-type: none"> • Saint George Feast(23th Apr) • Feast of the Pinturetta (July) • Feast of mid summer: historical recalling on straw hat (July) • Italian song festival “Microfono d’oro” (Aug.) • International Exhibition of folk groups (August) • Madonna of Gagliano Feast 		<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Montedinove	<ul style="list-style-type: none"> • Historical centre with ruins of the high walls (XII-XV century), Town Hall with clock tower • Ex-church of Saint Mary of Cellis (origin XI century) with cross (XIV century) and wall painting (XVI century); Church of Saint Laurence Martyr, on project of Pietro Maggi (second half of the XVIII century) • Village Saint Thomas: Sanctuary of Saint Thomas of Canterbury 	<ul style="list-style-type: none"> • Feast of Saint Thomas (1st Sunday of June) • Feast of Saint Laurence (10th August) 		<input checked="" type="checkbox"/> 5 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 4 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montefalcone Appennino	<ul style="list-style-type: none"> • Ruins of the castle: Fortress and castle walls (XI-XIII century) • Church of Saint Peter in Penne: Gothic façade and Romanic Bell Tower • Felici Palace: Museum of the Alemanno and Museum of Fossils and Natural History “Neldo Bruni” • Church of the Scalelle 	<ul style="list-style-type: none"> • “Lu Ciuturrello”: recalling of popular traditions (Monday Easter) 	<ul style="list-style-type: none"> • Exhibition of the Easter painted eggs (Easter period) • “Autumn Tastes” (October) 	<input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montefiore dell’Aso	<ul style="list-style-type: none"> • Collegiate Church of Saint Lucy: portal of the Pinnova (XI-XII centuries), inside paintings of polyptych of C. Crivelli • Church of Saint Francis (XIII-XVIII century): in the apse cycle of wall paintings (XIV century) and funeral monument to the parents of the Cardinal Partino (1310) • Hall Adolfo De Carolis: works of the painter; hall Cantatore: graphic works of the artist (1906-1998) 	<ul style="list-style-type: none"> • Saint Lucy feast (May) • Barrels of municipalities (July) • “Symphonies of cinema” (August) • Maialata (pork feast) (August) • Big fair of autumn, typicality and folklore (Sept.) • International Polyphonic Exhibition (Sept.-Oct.) 	<ul style="list-style-type: none"> • Festival of the fruits (1st Sunday of August) 	<input checked="" type="checkbox"/> 5 <input type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montefortino	<ul style="list-style-type: none"> • Parish church of Saint Angel of Montespino (XI century) • Houses – towers (XII-XV century) • Sanctuary Madonna of the Ambro (1st half XVII century) • Historical centre: churches of Saint Michael Archangel (XIX century), Saint Augustin (XIV-XV century), Saint Francis (XV century), small Temple of the Clock (XIX century) • Duranti Palace, formerly Leopardi (XVII century): Town Picture Gallery “F. Duranti” (P. Alemanno, Perugino, Spadino, P. Ghezzi, C. Giaquinto, “Dead Natures” of Naples School of the XVII century) • Municipal-diocesan museum of Sacred Art 		<ul style="list-style-type: none"> • The true truffle Festival (2nd Sunday of February) • Festival of the Cucciola (August) 	<input checked="" type="checkbox"/> 6 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Montegalio	<ul style="list-style-type: none"> • Church of Saint Mary in Lapide, with crypt of the IX century • Hamlet of Interpretare: church of Saint Mary in Pantano (origin IX-XVI centuries), with wall paintings of M. Bonfini • Historical centre: Branconi Palace (1640) 	<ul style="list-style-type: none"> • Meeting of horses (September – Colle Hamlet) 	<ul style="list-style-type: none"> • Exhibition Market of honey at altitude (September) • Festival of the Chestnut (2nd Sunday of Oct., Hamlet Uscerno) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>
Monte Giberto	<ul style="list-style-type: none"> • Ruins of the walls, keeps and entrance door to the old complex (XIV century), Town Hall (XVII century) • Churches of Saint Nicholas (XVIII century) and S. John Baptist (rebuilt in the XVIII century); inside the churches organs of Gaetano Callido, Angelo Morettini and Vincenzo Paci • Sanctuary of Saint “Maria delle Grazie” (mid XVIII century) 	<ul style="list-style-type: none"> • The Desolate (historical recalling of the Good Friday, historical centre) • “Ricordando i Piceni” (remembering the Piceni): Seminar of studies about the the Piceni culture (end July-August) • Feast of the harvesting: historical recalling about wheat, raisin (July) • Traditional Feast of “Madonna delle Grazie” (6th-9th September) • Artistic crib outdoor (Diaz Avenue from 24th December to 17th January) • Living crib: theatrical performance along the streets of the historical centre (January) 		<input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montegiorgio	<ul style="list-style-type: none"> • Ancient walls and Doors, S. Nicholas door (XIV century) • Romanic-Gothic Church of Saint James • Church of Saint Francis (portal, XIV century) and Farfa chapel (wall paintings, XV century) • Church of Saint Michael Archangel (XVIII century) with valuable white stuccoes • S. Andrew church (Madonna of the Umiltà of F. di Cecco Ghissi, XIV century) • Collegiata Church of Saint John (XVIII century), with wall paintings of L. Fontana • Neoclassical Theatre “D. Alaleona” 	<ul style="list-style-type: none"> • Choral exhibition (Apr) • Saint George Feast (April) • Madonna of Peace Feast (June) • Raccantando – Festival of Story-tellers (early ten days of July) • Madonna Addolorata Feast (Sept.) • Banner of the Municipalities (last Sunday of November) 	<ul style="list-style-type: none"> • Festival of the Strozzapreti (end of August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 + 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	<ul style="list-style-type: none"> • Hamlet Alteta: medieval village with walls (XIII-XIV century) • Hamlet Cerreto: ruins of the ancient castle; church of S. Mary with wall paintings 				
Monte granaro	<ul style="list-style-type: none"> • Church of the Saints Philip and James, Barocci canvas, Pietà in sandstone (XV century), S. Hugh Crypt, wall paintings (XIII-XIV century) • Historical centre: Sea Door (XIV-XV century); Church and Monastery of S. Francis (rebuilt XIV century), Town Hall • Sanctuary of Saint Serafino from Monte granaro (current church of the end XVIII century) 	<ul style="list-style-type: none"> • Saint Joseph Fair (19th March) • Veregra Street: Festival of artists, arts of the road (June-July) • Saint Serafino Fair (12th October) 		<input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Monte Leone di Fermo	<ul style="list-style-type: none"> • Parish church of Saint John Baptist: Romanic portal and bell tower on hexagonal keep (XIII-XIV century) belonging to the medieval fortress • Church of the Crucifix or of Madonna of the Mercy: Romanic parts and wall paintings: "Universal Judgement" (1548) • Church of Saint Marone (XVI century) 	<ul style="list-style-type: none"> • Feast of Madonna of Soldier (early ten days of August) • Feast of Saint Marone (18th August) • Saint Martin Fair (11th November) 	<ul style="list-style-type: none"> • The fresh pasta Festival (July) 	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montelparo	<ul style="list-style-type: none"> • Cylindrical keep of ancient walls (XIV-XV century) • Church of Saint Michael Archangel (XV century) • Church of Saint Maria Novella (XIV century): painting of Vincenzo Pagani (1490-1568) • Monastery of Saint Augustin (XVIII century) • Museum of sacred objects • Museum "Gli antichi mestieri ambulanti su ruote" • Rural church of Saint Mary in Camurano (XIII-XVI century) 	<ul style="list-style-type: none"> • Saint Paolino Feast (July) • "Il chiostro d'oro" (golden cloister) festival of the amateur and street theatre (July-August) • Passing of the Canestrelle (1st Sunday of September) • Exhibition "Christmas Trees" (Christmas period) 	<ul style="list-style-type: none"> • Festival of the Baccalà (salted and dried fish) (17th January) • Festival of the Polenta (August) 	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montemonaco	<ul style="list-style-type: none"> • Historical centre: ruins of Fortress (XIII century), Churches of Saint Blaise (XV century), Saint Benedict (XVI century), Saint John (XIV century); Town Hall (XVI century) and Town Tower (XIII century) • Hamlet of "S. Giorgio all'Isola": church of "S. Giorgio all'Isola" (wall paintings of the XI-XII centuries and of Renaissance) • Hamlet Saint Laurence in Vallegroscia: Romanic-Gothic church of Saint Laurence (XII century, with Romanic and Pre-Romanic wall paintings) • Hamlet Tofe: Saint Mary in 	<ul style="list-style-type: none"> • "La Befana viene giù dai tetti" (6th January) • Saint Sebastian Feast, procession with the four quarters) (20th January) • International tournament female Volley "A. Prosperi" (1st week of July) • Charity Melodious Exhibition 	<ul style="list-style-type: none"> • Festival Market of chestnut and typical gastronomic stands (last Sunday Oct.) 	<input checked="" type="checkbox"/> 8 <input type="checkbox"/> 5 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 2 <input type="checkbox"/> 1 + 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	Casalicchio Church (with wall paintings of centuries XIV and beginning XV century)	“Serata del ‘Filo d’Oro” (August)			
Monteprandone	<ul style="list-style-type: none"> • Stretches of castle walls, Door of “Borgo da Monte” (XVI century), Collegiate Church of Saint Nicholas (wood crucifix of the XIII century) and birthplace of Saint James of the Marca; Church of Saint Leonard (portal XV century) • Museum – Library Saint James of the Marca (codes of the XIV-XV centuries, the Saint autographical codes) • Sanctuary of Saint Mary of Grazie and Saint James of the Marca (XV century), Museum seat of S. James of the Marca Sanctuary - department of the Sistani Museums of the Piceno (3 paintings of V. Pagani and objects linked to the Saint: triptych in ivory of the bottega of the Embriachi, XV century) 	<ul style="list-style-type: none"> • Panoramic Feast – week of wine and gastronomy (summer) • Day in honour of Saint James of the Marca (28th November) 	<ul style="list-style-type: none"> • Festival of fried olives (August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Monterinaldo	<ul style="list-style-type: none"> • Resort Cuma: archaeological area, Hellenistic-Italic sanctuary (II-I century BC) • Church of Saint Mary of Montorso: wall paintings of the XV century) • Historical centre: door (XVI century), Giustiniani Palace (façade XVIII century), Parish Church of the Blessed Sacrament and Rosary (XVIII century) • Church of the Help 	<ul style="list-style-type: none"> • “Capitello d’oro” (golden capital) melodious event for children (4th Sunday of July) • Saint Andrew Fair (30th November) 	<ul style="list-style-type: none"> • Festival of the Steak Pot (3rd Sunday of August) 	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Monterubbiano	<ul style="list-style-type: none"> • Ruins of walls and doors (XIII-XV century) • Romanic-Gothic Churches: Parish Church of the Saints Stephen and Vincent (origin XI century), Saint Mary of the Olmo (XI-XII century), Abbey of Saints Flaviano and Biagio (origin end XIII century), Saints John B. and Evangelista (origin XIII century), S. Francis (XIII century), ex-church of Saint Michael Archangel (XIII century) • T. Calzecchi Onesti square: Town Hall (XIV-XV century); Town Picture Gallery and Archaeological Museum; Calzecchi Onesti Palace (mid XVI century), Church of Saint Mary of Letterati (Collegiate church – beginning XVIII century) with V. Pagani works • Church of Saint Augustin (pictures and wall paintings of A. La Nave from Bari) • Suburban Church of Holy Crucifix (XVI century, wall paintings and canvases of G. Colucci of S. Victoria, M. Bonfini of Patrignone) 	<ul style="list-style-type: none"> • “Sciò la Pica” – historical recalling and tradition (Pentecost) • Dead Christ – event (Good Friday) • Feast of Saint Isidor (May) • Feast of the Sacred Heart of Jesus (last Sunday of June) • Market of the occasions and typical products (Tuesdays of July and August) • Feast of Saint Nicholas (10th September) • “E’ tempu de scartozzà”, recalling of the harvesting of the wheat (end of August) 	<ul style="list-style-type: none"> • Festival of the Arrostitini (small pieces of roasted meat) (3rd Sunday of July, hamlet Rubianello) • Festival of the Fried Tagliatelle (pasta with eggs) (10th August) • Festival of the Polenta (last Sunday of July) • Festival of the Cannelloni (egg pasta stuffed of meat) (16th August) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 9 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	<ul style="list-style-type: none"> • Church of Saint Mary of Help (wall paintings of G. Pagani, V. Pagani's father): in it we celebrate the Gift of Candles in the recalling of "Sciò la pica" • Historical theatre "V. Pagani" • Neoclassic monumental cimitero • Garden of S. Rocco, achieved on project of A. Galli (1872) 	<ul style="list-style-type: none"> • Fair of Saint Cross (14th September) • Feast of Madonna of the Rosary (1st Sunday October) 			
Monte San Pietrangeli	<ul style="list-style-type: none"> • Historical centre: town palace (1763), town tower, ruins of ancient castle walls • Collegiate Church of Saint Laurence (XVIII century), on project of G. Valadier, with decorations of L. Fontana • Church of Saint Francis (1792): inside polyptych 	<ul style="list-style-type: none"> • Fair of Saint Blaise (1st Sunday after 3rd Feb.) • Historical recalling of Passion (Good Friday) • Feast and Fair "Smammauss" (Monday Easter) • Feast of Madonna Addolorata (last Sunday of May) • Banner of Saint Peter: historical recalling (29th-30th June) 		<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Monte Urano	<ul style="list-style-type: none"> • Castle complex: Sea Door (XIV century), Saint Rocco church (XVI century), Door Nova (XVIII century) with clock • Church of Saint Mary Apparente (XIV century) • Parish Church of Saint Michael Archangel (XIX century), on project of G. B. Carducci • Council Hall, paintings of L. Spagnolini (beginning XX century) 	<ul style="list-style-type: none"> • Carnival in Monte Urano (carnival days) • "Spring...in feast" (March-May) • Feast at the river park "A. Langer" (25th April) • Feast – Fair of Saint Michael Archangel (early ten days of May) • Festival Jeans (July) • Summer in Monte Urano: exhibitions, cinema, theatre, music (June-September) • Market of the Shoe of Monte Urano producers (July-August) • Autumn poems (Oct.-Nov.) • Festanatale: exhibitions, music, theatre (Dec.-January) 		<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Monte Vidon Combatte	<ul style="list-style-type: none"> Historical centre: door (XV century), Pelagallo Palace (origin XIV century), Saint Blaise parish church Hamlet Saint Procolo: small church, with wall paintings of the XV century 		<ul style="list-style-type: none"> Festival of the Quail (1st Saturday and Sunday of August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Monte Vidon Corrado	<ul style="list-style-type: none"> Historical centre: ruins of walls and keeps (XIV-XV century), civil houses with decorations in fired brick (XV century) included in residential buildings; parish church of Saint Vito (XVIII century) 	<ul style="list-style-type: none"> Feast of Saint Vito (15th June) Feast of the Madonna of the Carmine (July) Exhibitions at the Study Centre "O. Licini" (July-August) 		<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Montottone	<ul style="list-style-type: none"> Historical centre: castle walls, medieval keep (XV century), Ferracuti Palace (XIX century) with neoclassic façade, Church of Saint Peter (XVII-XVIII century), Church of Saint Mary Ausiliatrice with altar piece of V. Pagani, Saint Salvatore Church (XV-XVII century) Church of the "Madonna delle Grazie" (XVI-XVII century) inside wall painting of the XV century Church of Saint Francis, ex-Monastery of the Friars Minori Conventuali (XV-XVIII century) with Saint painting, work of Pietro from Rimini (1330) Museum of the Pottery 	<ul style="list-style-type: none"> "Madonna delle Grazie" Feast (15th June) Festival "la brocca d'oro": melodious competition (August) Fair of Saint Laurence (10th August) 		<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Moresco	<ul style="list-style-type: none"> Historical centre: tower with octagonal layout (XII century), Clock tower (XIV century). In the mean square: porch (XVI century) with wall painting of V. Pagani; Town Hall (in the council hall painting of V. Pagani and other canvases) Church of the Madonna of the Health Church of Saint Mary of Olmo 	<ul style="list-style-type: none"> Exhibitions of Art in the octagonal tower (July-August) Feast of the Asado (1st Sunday of August) Feast of Saint Laurence (10th August) Feast of the Madonna of the Health (3rd Sunday of October) 	<ul style="list-style-type: none"> Festival of the Polenta with clam sauce (August) The Brazier feast (4th Sunday of October) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Offida	<ul style="list-style-type: none"> Castle walls and part of the Fortress: project of Baccio Pontelli (XV century) Square of People: Town Hall (origin XI-XII century), theatre "Serpente Aureo" (XIX century), Church of the Addolorata (XV century), Collegiate Church (project of Lazzaro Giosafatti and direction of P. Maggi, XVIII century) 	<ul style="list-style-type: none"> Historical Carnival "Lu Bov' fint" (Friday of Carnival), passing of the "V'lurd" (Tuesday of Carnival) Feast of the Saint Cross (3rd May) 	<ul style="list-style-type: none"> Festival of Chichiripieno (stuffed flat bread) (1st Sunday of August) Exhibition market of the Piceni hills wine (1st week of September) 	<input checked="" type="checkbox"/> 7 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 8 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 2 + 1 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>


	<ul style="list-style-type: none"> • Church of Saint Augustin (XIV-XVIII century): Chapel of the Eucharistic Miracle with reliquary • Church of Saint Mary of fortress(XIV century):walls paintings(XIV-XV century) crypt with valuable pictorial cycle of the Master of Offida (XIV century) • Museum of Offida near Pagnanelli Palace: Archaeological Museum”G Allevi”, Museum of bobbin lace, Town Picture Gallery (P. Alemanno, S. De Magistris...), Museum of the Popular Traditions • Sanctuary of the Blessed Bernardo 	<ul style="list-style-type: none"> • Market of the Serpente Aureo (Friday evening July-August) • Blessed Bernardo Feast (23rd August) 			
Ortezzano	<ul style="list-style-type: none"> • Historical centre: Sun door, stretches of ancient walls and tower (XIV century) • Church of Saint Mary of Help (XV-XVIII century), altar piece of V. Pagani (1509) and organ (1747) • Church of the Carmine or Suffragio (1715-1725) 	<ul style="list-style-type: none"> • Feast of Saint Anthony (17th January) • Historical recalling of the Passion of Jesus (Palm Sunday) • Flower fair (3rd Sunday of May) • Feast of S. Mary of Help with flower decorations (2nd Sunday of June) 	<ul style="list-style-type: none"> • Festival of the lamb “co’vattuto” (July) • The Leccabaffi – gastronomic tasting (August) • Wine Feast: historical recalling of the wine-treading (3rd Sunday of September) 	<input checked="" type="checkbox"/> 4 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Palmiano	<ul style="list-style-type: none"> • Historical centre: Romanic elements inserted in buildings in centre streets; portal of the XIV-XVI centuries, ruins of medieval square tower; parish church of Saint Michael Archangel with wall paintings • Hamlet Castel San Pietro: ruins of walls and parish church 	<ul style="list-style-type: none"> • Feast of the Saint Cross (2nd May) • Chivalrous Tournament of the mountain Municipalities (July) 	<ul style="list-style-type: none"> • Broad bean and cheese Festival (1st May) • Spitilli Festival (1st August) • Potato Festival (September) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Pedaso	<ul style="list-style-type: none"> • Ancient seafaring village near the Neo-gothic Church of Saint Mary and Saint Peter (XIX century) • Mount Serrone: Sanctuary of the Madonna Addolorata • Villa Bruti (end XVIII – beginning XIX century) • Liberty Buildings 	<ul style="list-style-type: none"> • Feast and fair of patron Saint Peter (1st Saturday - 1st Sunday of July) 	<ul style="list-style-type: none"> • National festival of the Mussels (13th-15th August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Petritoli	<ul style="list-style-type: none"> • Historical centre: ruins of medieval fortresses (XIV-XVI century); Three Arches Door (XIV-XIX century); parish church of Saint Prospero (XIV-XV century), Town Hall with façade of the XVII century, wood choir of the XVII century; town tower (XVII century); Church of Saint Andrew (XVII century) • Theatre of the Iride (1873-1877) 	<ul style="list-style-type: none"> • Feast of “Le Cove”: historical recalling (2nd Sunday of July) • Market of the local crafts and typicality of the Aso Valley (Fridays of July and August) 	<ul style="list-style-type: none"> • Feast of the wine (end August) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	<ul style="list-style-type: none"> Sanctuary of the Madonna Liberata (Farfa origin, rebuilt in 1952) Hamlet Moregnano: ancient castle, Municipality capital until 1869; ex-town hall; Trenta palace; parish church of the Saints Vittore and Corona 	<ul style="list-style-type: none"> Feast Madonna of the Mercy (Sunday after Assumption) Theatrical exhibition (Oct.-Nov.) The concerts of the Iride (from Xmas to Easter) 			
Ponzano di Fermo	<ul style="list-style-type: none"> Monumental Church of S. Mater Domini or S. Mark (XI-XII century) Ancient medieval complex: entrance door dominated by keep with clock (XV century) Hamlet Torchiario: small square and Church of the Saints Simon and Judas (reuse of Roman materials) 	<ul style="list-style-type: none"> Feast of the patron Saint Mark (25th Apr) Feast of the Sacred Heart (3rd Sunday of June) “From castle to free municipality” 1570: historical recalling, banner of the Course of the Barrels (4th Sunday of July) Feast of the Divina Pastora (1st Sunday of August) 	<ul style="list-style-type: none"> Feast of the chestnut (hamlet Capparuccia) (2nd Sunday of October) Feast of the chestnut (hamlet Torchiario) (3rd Sunday of October) 	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
Porto San Giorgio	<ul style="list-style-type: none"> Stretches of walls and Fortress Tiepolo (XIV century), Villa Pelagallo (1st half XIX century), S. George Church (XIX century), Clock tower (XIX century), Municipal theatre Seafaring village, Church of Suffragio (XVIII century) Marina Quarter (end XIX century): gardens and liberty villas 	<ul style="list-style-type: none"> Market of artists (Tuesday July-August) “Il trovantico” antique market (Tuesdays of July-August) Feast of the Beer (August) Festival of the chess (August) Exhibition of crafts (August) “Pro loco” in feast (August) 	<ul style="list-style-type: none"> Feast of the Sea: Padella Gigante (July-August) 	<input checked="" type="checkbox"/> <input type="checkbox"/> 22 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> <input type="checkbox"/> 1 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 5 + 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
Porto Sant’Elpidio	<ul style="list-style-type: none"> Clock Tower (XVI century) Noble villas with gardens: Murri, Baruchello, Trevisani, Rutigliano Hamlet La Corva: S. Mary Addolorata sanctuary (origin XVI century) 	<ul style="list-style-type: none"> Banner of the Sea (end June – beginning July) Dialectical Theatre Exhibition (June-July) International Festival of Theatre for boys and girls (July) Mirabilia: antique market (Sundays of July-August) Addolorata Banner (end July) 		<input checked="" type="checkbox"/> <input type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 5 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> 2 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>

		<ul style="list-style-type: none"> • Feast of the Patron Saint Crispino (25th October) 			
Rapagnano	<ul style="list-style-type: none"> • Historical complex: ruins of walls, keep (XIV century), Town Hall (V. Bracci, XVIII century) • Parish church of Saint John Baptist (beginning XIX century): Parish Museum • Church of Saint Tiburzio (ruins) 	<ul style="list-style-type: none"> • Feast of the Patron Saint John Baptist (May) 	<ul style="list-style-type: none"> • Feast of Cove (July) • Festival of the roasted goose (July) • Feast of the Beer (July) • Feast of Wheat (end July) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Ripatransone	<ul style="list-style-type: none"> • Historical centre: Cathedral of the Saints Gregory and Margaret (XVI-XVII century) with valuable pictorial works, among them G. Ghezzi canvases; Town Hall (origin XIII century); porch (XV century), Palace of the Podestà (beginning XIV century) and Theatre “L. Mercantini” (1st half XIX century) • Museums: Town Archaeological Museum “C. Cellini”, Town picture Gallery “U. Gera” (V. Crivelli, G. from Campli, Cola d’Amatrice, V. Pagani, F. Barocci, G. B. Piranesi, A. De Carolis...), Museum of the country and craft civilization, near the crypt of the Saint Philip church (XVII-XVIII century), Ripatransone Bishop Museum-Sistini Museums of the Piceno in the Church of S. Clare (1753); • Museum and workshop of wood sculptures (private) • Ancient sources (XV-XVI century) • Rural Sanctuary of Saint Mary of the Petrella, with wall paintings of the XV century • Rural Church of Madonna of Carmine (XVI century) with wall paintings of S. and G. F. De Magistris 	<ul style="list-style-type: none"> • Concert of New Year’s Day • Dead Christ and Madonna Addolorata Procession (Good Friday) • Agricultural machines exhibition (weekend after Easter) • The Fire Horse – pyrotechnic display of the 18th century (1st Sunday after Easter) • Exhibition of concerts (Aug) • International chorus exhibition (2nd Sunday of Oct) • Exhibition Market - old photographic material (2nd Sunday Oct.) • Feast of chestnut (last Sunday of Oct) • Artistic Crib – art exhibition (Xmas period) • National exhibition Little Poet (variable period) 	<ul style="list-style-type: none"> • Feast of Wine (1st Sunday of August) • Feast of Wheat (2nd Sunday of August) • Gastronomic Puzzle (14th-15th August) 	<input checked="" type="checkbox"/> 4 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 + 2 <input type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Roccafluvione	<ul style="list-style-type: none"> • Church of Saint Stephen: Benedictine crypt (VIII-IX century); Nativo Bridge: natural bridge with attached chapel of the XVII century dedicated to Saint Anthony from Padua • Hamlet Pedara: Saints Ippolito and Cassiano Church (XI century) • Hamlet Meschia: stone buildings dating back to the XVII-XVIII century; chestnut groves 	<ul style="list-style-type: none"> • Fair of plants (2nd Sunday of March) • “Marsia, Christmas village” (Christmas period) 	<ul style="list-style-type: none"> • Easter traditions (Monday Easter, hamlet of Valcinante) • Festival of the Crespella - exhibition of folklore – exhibition of the crafts (August) • “Le notti del carbonaio”: recalling (Sept., hamlet Meschia) 	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	<ul style="list-style-type: none"> • Church of the Resurrection, ruins of Farfa Abbey, with wall paintings of M. Angeli (XV century) and Park of Rimembranze • Sanctuary of Saint Victoria (XVIII-IX century): canvas of S. Ghezzi, stuccoes; in the crypt, ruins of the saint • Convent of Benedictines (XVII century), wall painting of the Madonna of the Milk (XV century) • Madonna of the Angels (XIV century) • Resort Ponte Maglio: ancient watermill for the working of the copper 				
Sant'Elpidio a Mare	<ul style="list-style-type: none"> • Large stretches of fortified walls (XII-XIV century): Channel Door, Sea Door, Roman Door • Baccio Avenue: churches of Saint Augustin New (XIV century, restructured XVIII century), Saint Philip Neri (XVIII century), Saint Francis (XIV century) • Cicconi Theatre (1870) • Matteotti Square: Collegiate Church (origin XII century): paintings of the Monti, Palma the Young, Pomarancio, organ Callido (1765), wood crucifix • Basilica of Holy Mary of the Mercy (XVII century) with paintings of A. Boscoli, Pomarancio and A. Lilli, organs Nacchini (1757), Callido (1785) • Town Hall (XIV-XIX century) • Tower Gerosolimitana or of the Knights of Malta (XIV century) • Museums: Town picture Gallery (large collection of contemporary graphics) and Museum of the Shoe • Exhibition of Fossils (country S. John) • In the zone: Saint Cross of Chienti Abbey (IX century) Casette of Ete, Church of Madonna of the Lights (façade XII century), Prati Street, church of Madonna of Angels (XV century) 	<ul style="list-style-type: none"> • Jazz Festival, historical centre • Town Middle Age: historical recalling (4th week of July: Thursday, Friday, Saturday) • Theatre for boys and girls Castellano (July) • Exhibition of dialectical theatre (July) • Contest of Secchio historical recalling – historical centre (2nd weekend of August) • Elpidiense Organ Academy (all the Fridays of August) • Feast of the Patron Saint (on 2nd September) • Biennale of Photography 	<ul style="list-style-type: none"> • “Art and Taste in concert”: exhibition market of typicality, historical centre (Wednesdays of July and early 2 Wednesdays of August) 	<input checked="" type="checkbox"/> 2 <input type="checkbox"/> <input checked="" type="checkbox"/> 6 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Servigliano	<ul style="list-style-type: none"> • Example of plant of XVIII cent. Town (architect V. Bracci Saint Mark Collegiate church (XVIII century, canvases of A. Ricci, reliquary of the XV cent), Town Hall, noble palaces • Church of Saint Mary of the Piano (XIV-XVIII century) • Hamlet Curetta: ruins of the ancient medieval settlement; in the parish valuable canvases of the XVIII century (A. Liozzi) 	<ul style="list-style-type: none"> • Feast of Saint Mark (25th April) • Feast of the Flowers of the Corpus Domini (the Feast of the Corpus Domini: 2nd Sunday of June) 		<input checked="" type="checkbox"/> 2 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

	<ul style="list-style-type: none"> • Large Municipal park in the area formerly used as a camp for war prisoners (1916-1918; 1940-1943) 	<ul style="list-style-type: none"> • Chivalrous Tournament of Castel Clementino (3rd Sunday of August) • Night Summer Market (Monday of July-August) 			
Smerillo	<ul style="list-style-type: none"> • Ruins of ancient medieval walls and Cassero; Romanic church of Saint Catherine (XIV century) with wall paintings of recent restoration • Museum of Fossils; Picture Gallery of contemporary art and children art • Hamlet of Saint Martin: Romanic Church of Saint Martin 	<ul style="list-style-type: none"> • “Duxia in concert”: musical meetings from the ancient traditions to the new era (July) • Popular feast of Saint Martin (early ten days of August) • Long march of the two hills (2nd Friday of August) • ‘A midsummer night’s dream’- Exhibition of films outdoor (2nd week of August) • Feast of Saint Nicholas (2nd Sunday of September) 	<ul style="list-style-type: none"> • “Lo vatte a ceresola”: feast in the country (end July) • Feast of the Chestnut in the square (3rd Sunday of October) 	<input checked="" type="checkbox"/> 3 <input type="checkbox"/> <input checked="" type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Spinetoli	<ul style="list-style-type: none"> • Historical centre: South Door, ruins of castle walls (XIV century), Town Hall (XVI century) • Sanctuary of the « Madonna delle Grazie » (1759) • Museum of the Country Civilization and Museum of the Sculpture • Extra-urban zone : Oratory of Saint Rocco (XVII century) • Rural villas 	<ul style="list-style-type: none"> • International Exhibition of theatre for boys and girls (1st week of June) • Madonna Addolorata Feast (Pagliare of Tronto 24th-29th July) • International competition of Sculpture (Second-last week August) • Feast of Saint Pius X (last Sunday Aug.) • “Madonna delle Grazie” Feast (2nd Sunday of Sept.) • “Pagliaio d’oro” – Exhibition (Christmas period) 		<input checked="" type="checkbox"/> <input type="checkbox"/> 2 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/> + 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

<p>Torre San Patrizio</p>	<ul style="list-style-type: none"> • Old complex early Middle Ages: walls (XV century), Sun door, Town Hall, Church of Saint Salvatore (XVIII cent.) • Church of the Madonna of the Roses (origin XV century) • Municipal Park and Villa Zara 	<ul style="list-style-type: none"> • Feast and Fair of Saint Patrick (17th March) • Course of the Comari with the jugs (July) • “Banner of Well”: horses on the road (July) • Fair of Ornithology (2nd Sunday of Sept.) 		<input checked="" type="checkbox"/> 1 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 3 <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<p>Venarotta</p>	<ul style="list-style-type: none"> • Historical centre: Churches of Saint Francis (XIII century), Saint Peter (XV century), Madonna of the Cardinal (XVI century) • Hamlet Cerreto: church of S. Salvatore (XV century) 	<ul style="list-style-type: none"> • Goods and livestock traditional fair (27th day every month) • Challenge among mountain municipalities: historical recalling (last week of May) • Feast of Saint Anthony from Padua (13th June) 	<ul style="list-style-type: none"> • Festival of the olives “all’ascolana” (May) • Festival of the veal on a spit (August) 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 2 

Source: processing of *Piceno Sviluppo*

Legenda	
<input checked="" type="checkbox"/>	FARM HOLIDAYS
<input checked="" type="checkbox"/>	HOTELS
<input checked="" type="checkbox"/>	COUNTRY HOUSES
<input checked="" type="checkbox"/>	B&B
<input checked="" type="checkbox"/>	CAMPING
<input checked="" type="checkbox"/>	RESIDENCES
<input checked="" type="checkbox"/>	TOURIST VILLAGES

.....+ X
Accommodation enterprises supporting the “network of qualità in Piceno”

From the above proposed table, we can see the mean characteristics of the single municipalities which are recomposed in the integrated context of a territory which is frontier land, match point of different cultures and peoples. The coast is characterized by seaside and tourist resorts rich of history and art such as Porto San Giorgio, Pedaso, Cupramarittima, Grottammare e San Benedetto del Tronto. In the internal zones, the ranges go towards the valleys. To the west side, the province is mountainous; here we find the Mount Vettore (2.478 m.) which is the highest in the Central Appenini. Still rich of the traditional values and strong historical memories, the hinterland offers to tourist pleasant emotions. The territory morphology in the Tronto, Aso and Tenna valleys are vivid and changeable. Up the rivers, we meet villages and resorts with different aspects each other. By synthesizing, the territory passes from large beaches to delicate hills and steep mountains.

The typical products

The internal zones are characterized by very ancient villages, medieval settlements, castles and fortresses which dominate the hills. An example of development and diffusion of typical products is that of the “wine roads”. Their objective is to develop the territories with wine vocation particularly referred to the places of the quality productions. For example, the “road” of the Rosso Piceno Superiore is an integrated system of tourist offer which snakes into an out-and-out route within a specific area along which we can visit the “wine places” such as vineyards, companies and all the

linked business activities such as restaurants, hotels, farm holidays. Along the wine roads, different activities are developed; they go from the welcome of the tourist to his stay usually in farm holidays, to the leisure, cultural, didactic initiatives and particularly the territory knowledge with tasting of typical products in the zone. Just thanks to the morphological characteristics of the territory, the typical products of the Piceno are multiple: from wine to mineral waters, fruits, cold cuts, meats, truffles and mushrooms, fish, liqueurs, extra-virgin olive oil, cheeses and dairy products, honey, jams, pasta with eggs, pulses. All the zone of the National Park of the Mounts Sibillini and of the Laga is rich of truffles. In the Acquasanta, Roccafluvione, Arquata and Comunanza zone, there are several companies which sell fresh truffles. The area of the Park of the Mounts Sibillini is a zone rich of natural beauties, but even of a flourishing economy based on the production of wine and gastronomic products especially cheeses. For its climatic characteristics, the Ascoli hills offer good conditions for the raisin cultivation. The altitude varies between the 100 and 400 metres on the sea level and therefore allows that in the extreme situations and more internal areas there is a remarkable temperature gradient between day and night, an element which is precious for the physiological processes of the grape-vine by influencing the colours and the aroma of the raisins. The relative humidity of the air which keeps on low values creates very good conditions in order to obtain healthy raisins. In the Piceno territory, there is still the tradition to breed the pork and transform its meat in tasty and particular cold cuts. The hams and sausages of Ortezzano, Amandola, Acquasanta Terme, Roccafluvione etc. are known in all the national territory. The Anisetta Meletti was ideated and produced for the first time in 1870 in Ascoli Piceno by Silvio Meletti who improved and achieved a liqueur, on the base of anise, prepared in the small workshop of his mother. Wanting to give to the country a more and more refined product able to contrast with the other foreigner liqueurs of the same kind, he engaged himself to study Italian and French treaties about the distillation and production. Finally, he arrived to obtain a very aromatic liqueur. It is proved the very delicate taste and the special aroma of the Anisetta Meletti came from the anise quality (*Pimpinella Anisum*) carefully cultivated in specific clay soils situated around Ascoli Piceno, favoured by very particular conditions of the ground and climax. In the zone of the Mounts Sibillini, another resource is represented by chestnut. Nowadays, we are trying to increase the chestnut woods, meanly in the Acquasanta Terme, Arquata and Comunanza zones. The olives are one of the most characteristic and ancient dishes in the Ascoli territory. Known all over the world, the soft “*oliva ascolana*” is a speciality which grows well in the zones surrounding Ascoli Piceno only, and a recent Consortium for the Protection of the olive (DOP) is engaging to promote the particularity of this product of our land. The crafts are expressing themselves in different working activities, often of ancient tradition, executed with different materials. From the travertine workings for decorations entrusted to able professionals from Ascoli and Acquasanta Terme, to the achievement of potteries rich of plastic forms and polychrome figures. In Arquata del Tronto, able craftsmen build and restore wood furniture. Two specialities are particularly to mention: the working of the bobbin lace and copper. The working of the bobbin lace has been always practiced in Offida which jealously conserves the tradition entrusted even to a museum dedicated to it. The bobbin lace fulfils itself by hemp or cotton threads and the working is almost totally entrusted to women; in most cases, it is managed at familiar level. The “city of ladles”, name acquired over the centuries, is Force, pleasant mountain resort of the Sibillini territory. In fact, the copper working is not effected in Force only, but it is spread to other next centres, such as Comunanza and Ascoli Piceno too (even known, in the Middle Age, for the working of metals: weapons, armours etc.). Linked to the copper working, there is the “conca”, typical recipient used by women to transport water. Even if practised by few experts, the working of the wrought iron is typical of this zone, so as of some mountain resorts and Ascoli Piceno. Another important craft activity of Ascoli is the pottery working with a recent museum of pottery (opened in June 2007); it wants to evidence the tradition specificity in the local production with several active workshops.

Subsequent to the territorial analyse, we can define the “homogeneous offers” and those of possible tourist chains as to detect intervention fields in the horizontal and vertical direction and to reach to the construction of a grid for the individuation of integrations, according to the different present

elements: geographical, cultural, naturalistic, wine and food, historical-artistic. A short list of the mean projects in progress puts the further conditions in order to “draw” the local integrated routes by recomposing the single ones in the necessary integration this study has tried to support as a successful factor.

Everybody finds the space of a qualified showcase on occasion of the several initiatives where the pride of the places and communities shows itself in wonderful leisure organizations.

Through choices shared, a project of social, economic and environmental relationships is composing; all this in order to offer an integrated proposal of a territory which wants to reaffirm its own identity.

The projects in progress

We have thought to supply a reading of the initiatives in progress, at least those on large area because already oriented to integration. In particular, the “logics of tourist packages” is affirming. We think we must better investigate about this kind of offer, in the economy of this study in order to organize the used energies and avoid confusion among initiatives that the public subject has promoted, by involving the sector operators in the local tourist chain. In particular, we want to stress the novelty of the offer “Sensi Piceni. Eventi 2007”. It deals with an offer we think it can be give qualification to the proposal of our territory. In the autumn edition, we stress the following tourist packages which should be considered for the achievement of routes within the project of local integrated tourism.

The roads of the tastes. It deals with a number of proposals as under specified:

- Special chestnuts. Taste and nature in the National Parks of the “Gran Sasso-Laga” and Mounts Sibillini, with guided visits in the historical centres of the interested villages; harvesting of chestnuts, excursion within the paths of the National Parks which are present on the provincial territory.
- Diamonds on table. The fine white truffle. Week end in the season of the white truffle, very fine and exclusive forest product. An occasion in order to visit the villages inserted in the National Park of the Mounts Sibillini; apart from wonderful backgrounds, they conserve a great variety of typical products and specialities.
- From the sea to the mounts in the Piceno: wine and food route in order to know and taste the tradition dishes.
- Sommelier in comparison with the local cuisine. By the experienced guide of the sommelier, the guests have the possibility to select the country cuisine wines in Ripatransone.
- The found vegetables. Week end in the attractive village of Monte San Pietrangeli, characterized by routes practicable on foot, mountain bike or horse; it is based on the research of the “found vegetables” with possible tasting of typical tradition dishes cooked with vegetables. In the package, we foresee guided visits in the historical centre and visits in the companies of working and production of local typical products.
- The spirit cuisine. Guided visits in the Saint James of the Marca places in Montepandone, with meals based on traditional recipes of friars and monks.
- The food of our culture. Cuisine laboratory on the use of autumn products (wine, chestnuts and nuts) in the regional cuisine; tasting of the dishes prepared during the workshop; excursions in the paths of the national Park of the Mounts Sibillini; guided visit to the Anthropological-Geographical Museum.
- The chestnuts. Excursion in an attractive path of the National Park of the Mounts Sibillini with the park guides; visit to the Anthropological-Geographical Museum; guided excursion within a chestnut grove during the harvesting.
- The bread tree. Short daily excursion in a chestnut grove with a park guide and harvesting of chestnuts, with possibility to buy them. Visit to the Anthropological-Geographical Museum and Montemonaco historical centre.

- The truffle. Excursion in the attractive paths of the National Park of the Mounts Sibillini with park guides. Guided visits in the historical centres in Amandola and Montemonaco, and to the Anthropological-Geographical Museum.
- A sense experience. Arrival in the morning in a resort next to Ascoli Piceno town with guided visit in an historical wine cellar and contextual explanation of the history, culture and wine and food of the Piceno territory.
- Among old laces and ancient tastes. Weekend from the biological and typical market to the visit to Ascoli Piceno in order to discover the most authentic aspects in art, taste, in atmospheres.

The packages built around the art treasures are not less important. In particular, the offer snakes on the proposal of the following opportunities which shortly use the only title of “package”: the Simone De Magistris places; Ripatransone, the Piceno belvedere; the Piceno, its beauties in autumn (it deals with the possibility to rent a little cargo equipped for the transport of handicapped people on occasion of the urban route and trekking which is proposed within the package); tour in the Fermo zone; Ascoli Piceno: queen of the travertine; dialect: a patrimony to save; bio-energetic wellbeing and relax (proposal for a weekend dedicated to the visit of the exhibition of Luigi Mainolfi “Skin of earth, skin of body”, mounted in the structures of the bio-energetic park and ancient stables of the historical village Seghetti Panichi in Castel di Lama; on Templars’ trail. To these suggestions we link further tourism proposals and packages within the initiative “in the green heart of the Piceno” which proposes different opportunities for the naturalistic territory knowledge both by walking on foot and by riding a horse or a bike. Arranged by the Councillor Responsible for Tourism in agreement with the Education one, the “catalogue” proposes packages for the school tourism too with offers of guided visits to museums, excursions with qualified guides both in the parks and the province territory. The proposals are enriched by peculiarities the territory can offer by the presence of the Polar Museum “S. Zavatti” mounted in the prestigious Villa Vitali in Fermo for the polar environment knowledge through the analyse of the past great explorations. To these suggestions, we add the visit opportunity to the prestigious Globe Hall in the Palace of the Priori in Fermo. “From paper to book” is the title of a package addressed to students. The contact with craft and tradition realities of the territory is proposed by a series of packages.

Even the company Gal Piceno proposes a series of routes on foot, by bike or car to execute on the basis of the adventure spirit of visitor in order to discover the territory. By the website directly, we “can choice the mountainous territory with its parks and tops, or we can enter the hinterland to the discovery of old villages with its hidden treasures. The different routes will lead you among the small streets of the ancient historical centres to the discovery of our origins, or towards archaeological sites, museums, picture galleries, monuments or churches, as an evidence of a people of millenary culture. In fact, they have been able to conceal natural beauties with development, landscape with progress. There is a proposal of 53 routes on foot, 15 by car, 13 by bicycle, 7 variously organized. Here, it is useful to remember the Gal Piceno mission: “Within the PAL LEADER II and currently within the PSL PICENO, the company GAL Piceno has assigned a strategic relevance to the rural areas by foreseeing a group of integrated actions in order to stimulate the sector growth and promote a sustainable approach to the development of the territory, of its specificities and excellences. From the LEADER II experience, we point out even the necessity to project and propose tourist packages. Spare time and holidays are more and more inspired to recreational interests which allow a direct relation with environment by taking, as an immediate consequence, the development of the natural resources and increase of the consumptions of local products. The “LEADER +” objective is to develop the territory potentials, favour the adaptation of our social-economic fabric to the changes in progress and start up a new work method based on the co-operation among the different actors of the local development. As the adaptation is a complex process, one of our fundamental tasks consists in getting aware the territory, promoting our project and its contents, and making understand the great opportunity which formerly “LEADER II” and now “Leader +” represents.

For the development of the typical and local products, it is interesting to supply the detail of the reminded circuit of the Piceno typical cuisines. It deals with a project promoted by the Ascoli Piceno Provincial Administration which intends to develop the authentic gastronomic traditions of the territory through the discovery of the ancient dishes by using products coming from local cultivations and breeding. To the events programmed by every single reality, we join the circuit of the restaurants of the Piceno typical cuisines which, supporting to a disciplinary code, commit themselves to insert in the menu the local tradition dishes. In addition, it is useful to remember Ascoli Piceno Province has achieved the initiative “typical cook” through opportune courses of professional training where the typicality is taken in the cuisine by the recovery not only of the traditional recipes, but even of the ingredients and local production. It is a way in order to develop and promote the culture of a territory which conserves a very rich culinary tradition by the proposal of known and less known dishes. The circuit of the Piceno typical cuisines is organized into five sections. The following description was edited by Mr. Stefano Greco and published in “Marche of Art – Crafts and Tastes”, year VII, no. 1, June 2007, page 5: “The truffle cuisine”. The Piceno is one of the Italian territories more evocated to truffle. The fine white truffle is spread in the areas of Amandola and Monte Fortino, while the fine black one is present in great quantities in the Roccafluvione zone which is a large area of the Sibillini. The two main events dedicated to this precious product are: “Diamonds on table” in programme in Amandola on the first weekend of November, dedicated to the fine white one; the “The black truffle festival” of the Sibillini which holds on the first weekend of February.

“The cuisine of the fairies”. The project is inspired by the numerous legends concerning the Mounts Sibillini. They are legends which, of course, are reflected on the table which often becomes the tradition mirror. In Pretare of Arquata del Tronto, on 14th August, there is the recalling called “The Descent of the fairies”. To this, we join an initiative of a wine and food nature, “The cuisine of the fairies” which aims to rediscover and promote the poor mountain cuisine, by developing an important aspect of the tradition almost unknown so far.

“The Cuisine of the spontaneous vegetables”. The project is born by an idea of the Association Alvaro Valentini and a research led on the found vegetables, a popular tradition handed down for centuries but which risks to disappear without a specific initiative concerning its knowledge and dissemination. The project snakes into some essential points: the discovery and knowledge of the wild vegetables, the development of this natural resource, the analyse of its gastronomic peculiarities and creation of a circuit of restaurants which foresee in the menu dishes with these products. The initiatives hold all the year in the following municipalities: Monte San Pietrangeli (April-May), Smerillo (June-July), Montefiore dell’Aso (September-October), Petritoli (December).

“The spirit cuisine”. The project is inserted within the context of the celebrations of Saint James of the Marca who was born in Monteprandone. Starting from the Saint figure, the Association “The Piceno tastes” has achieved an exhibition concerning the culinary tradition of monasteries. Therefore, the project “The spirit cuisine” aims to make rediscover simple and natural recipes based on the raw material periodicity, in a time in which most people feel more and more the necessity to bring back on our tables good food. The exhibition holds in the month of July in Monteprandone and Monsampolo del Tronto.

“The cuisine of Brigands”. Brigandage is a phenomena which interested numerous Italian regions, and ours too, from the XVI century. Promoted by the Acquasanta Terme Municipality, “The cuisine of Brigands” aims to develop ancient recipes of this “common” tradition through the constitution of a circuit which involves some resorts such as Castel di Luco, Rocca Montecalvo and San Martino.

Routes

- A. San Benedetto del Tronto, Grottammare, Ripatransone, Acquaviva, Offida, Montepandone;
- B. Porto San Giorgio, Monterubbiano, Belmonte Piceno, Fermo, Amandola, Montegiorgio;
- C. San Benedetto del Tronto, Ascoli Piceno, Acquasanta Terme, Arquata del Tronto;
- D. San Benedetto del Tronto, Cupra Marittima, Montefiore, Montalto, Ascoli Piceno;
- E. Porto San Giorgio, Cupra Marittima, Pedaso, Campofilone, Montegiorgio, Servigliano, Montappone.

The following routes represent the synthesis of the considerations exposed so far. Every route is supplied of a further explanation of the reasons leading to hypothesize the integrated potentiality. A further evaluation element is represented by the initiatives already undertaken by the Ascoli Piceno Province through an implementation of the routes as to allow the “reading” of the territory as a whole. In order to do not waste all these tips, we intend to cross, as referred at the beginning, the construction of integrated routes by defining crossings with the 15 ones suggested by the Provincial Administration in its brochures.

We point out as follows the “index” of the routes above mentioned which will be graphically represented within every proposal of this document.

From “Piceno: Italy of quality”

1st Ridge Falerio Picenus (57 Kilometres)				
Sant’Elpidio a Mare	Casette d’Ete	Monte Urano	Monte Granaro	Torre San Patrizio
	Monte San Pietrangeli	Francavilla d’Ete	Rapagnano	Alteta
	Cerreto	Magliano di Tenna	Montegiorgio	Monte Vidon Corrado
	Montappone	Massa Fermana	Falerone	
2nd Tenna Valley (62 Kilometres)				
Porto Sant’Elpidio	Magliano di Tenna	Piane di Montegiorgio	Piane di Falerone	Servigliano
				Amandola
3rd Fermo and its castles (40 Kilometres)				
Porto San Giorgio	Fermo	Grottazzolina	Montottone	Belmonte Piceno
	Monsampietro Mor.	Sant’Elpidio Morico	Monteleone Fermo	Montelparo
4th Romanic-Farnese Routes (82 Kilometres)				
Torre di Palme	Lapedona	Altidona	Moresco	Monterubbiano
	Petritoli	Monte Giberto	Ponzano di Fermo	Monte Vidon Combatte
	Ortezzano	Monte Rinaldo	Montelparo	Santa Vittoria in Matenano
	Montefalcone App.	Smerillo	Comunanza	Montemonaco
5th Aso Valley (70 Kilometres)				
Foce di Montemonaco	Rocca Tofe	San Giorgio all’Isola	Comunanza	Ponte Maglio
	Madonna del Lago	Aso di Ortezzano	Valmir	Rubbianello
	Pedaso			
6th To the discovery of Novana (45 Kilometres)				
Cupra Marittima	Campofilone	Massignano	Montefiore d. Aso	Carassai
	Montalto Marche	Montedinove		
7th In the Sistine Lands (32 Kilometres)				
Grottammare	Petrella Ripatransone	Ripatransone	Cossignano	Porchia
	Patrignone	Montalto Marche		
8th Tesino Valley (30 Kilometres)				
Grottammare	Santa Maria Goretti	Rotella		

9th Ridge of the Piceni (40 Kilometres)				
San Benedetto del Tronto	Acquaviva Picena	Offida	Castignano	
10th Route of the Gullies (12 Kilometres)				
Ascoli Piceno	Poggio di Bretta	Appianano d. Tronto	Ripaberarda di Castignano	
11th Among the crags of the Mount Ascensione (24 Kilometres)				
Ascoli Piceno	Polesio	Montadamo	Castel di Croce	Poggio Canoso
	Capradosso di Rotella			
12th Ascoli Piceno and the overlook (32 Kilometres)				
Ascoli Piceno	Venarotta	Palmiano	Castel San Pietro	Force
13th Tronto Valley (57 Kilometres)				
Porto d'Ascoli	Centobuchi	Monteprandone	Stella d. Monsamp.	Monsampolo del Tronto
	Pagliare	Spinetoli	Colli del Tronto	Villa San Giuseppe
	Castorano	Castel di Lama	Campolungo	Maltignano
	Folignano	Castel Trosino	Ascoli Piceno	Roccafluvione
	Paggese	Acquasanta Terme	Quintodecimo	Arquata del Tronto
14th In the reign of the travertine, thermal waters, forests of chestnut trees (30 Kilometres)				
Ponte d'Arli	Tallacano	Valledacqua	Acquasanta Terme	Umito
	Macera della morte			
15th In the sign of the Sibyl (40 Kilometres)				
Amandola	Montefortino	Montemonaco	Montegallo	Arquata del Tronto

Route A

San Benedetto del Tronto, Grottammare, Ripatransone, Acquaviva, Offida, Monteprandone

The tourist landing in the San Benedetto del Tronto port is in one of the Italian fishing capitals and a famous seaside centre with a seafront, together to that of Grottammare, among the most beautiful in the Adriatic Sea. This resort can represent the starting point in order to visit the Piceno by following ridges and valleys for appreciating art and faith places, landscapes and traditions, productive typicality and gastronomic specialities. As already stressed and deepened in the first phase of this work, now the tourist profile is more and more oriented towards a kind of holiday which favours the contact: with nature, through paths to practice on foot or by bicycle; with origins, by coming back to past exploring archaeological sites, urban-architectural centres of the medieval defensive settlement, reliving historical recalling, visiting churches, picture galleries, museums and theatres. Therefore, holiday can be the occasion in order to immerse into unusual routes, full of interests and suggestions. From San Benedetto del Tronto, it is possible to elaborate a series of routes which, from the coast, practise the whole province by penetrating towards the hilly hinterland up to the mountain zones. The gastronomic elements, with sea tradition dishes in San Benedetto del Tronto and Grottammare, and typical rural cuisines of the hinterland in the Municipalities of Ripatransone, Acquaviva, Offida and Monteprandone, all these aspects can constitute the characteristics of this route. The tourist practicing the surrounding hills has the possibility to admire olive trees and vines; their cultivation dates back to the Middle Age. Many historians stressed in the past the high quality of the wines and olive oils produced in the Piceno. The wines Rosso Piceno Superiore and Bianco Falerio are produced among these hills. The route among these territories continues in the “Street of Museums”, as we could define it: the archaeological ones such as that of San Benedetto (Museum of the Amphora), Ripatransone (Town Archaeological Museum “C. Cellini”), Offida (Archaeological Museum “G. Allevi”); those of art and history such as the “Museum of the Steel Weapons” in Acquaviva; those of the Popular Traditions in San Benedetto, Ripatransone (the Town Picture Gallery and the Collection of plaster casts “Uno Gera”) and Offida (Museum of the Bobbin Lace). In the hinterland countries of the Piceno territory, the cultural traditions are combined with popular events which are the starting point in order to conserve the costumes of the ancient past. Here are some local initiatives: in Grottammare the Humour Festival “Cabaret, my love”; in Acquaviva Picena, in the summertime, the “Festival of Comics”, the historical recalling of Sponsalia and an Antique Market very appreciated in the zone; in Ripatransone the Feast of Wine and Wheat; in Offida the feast of the “chichiripieno” (a stuffed flat bread) and the exhibition “Di vino in vino” (from wine to wine). For their geographical position on the sea, San Benedetto del Tronto and Grottammare are characteristic for the presence of buildings in liberty style.

Route B

Porto San Giorgio, Monterubbiano, Belmonte Piceno, Fermo, Amandola, Montegiorgio

The other route includes the Municipalities of Monterubbiano, Belmonte Piceno, Fermo, Amandola, Montegiorgio.

The quiet places, the natural landscape, the presence of archaeological sites and centres which tell stories of the past, represent the elements for an ideal holiday, relaxing but, at the same time, rich of culture and art. In these territories, we find some among the most characteristic theatres in the province: in Monterubbiano the Theatre Pagani, in Porto San Giorgio the Municipal Theatre Vittorio Emanuele II built by Giuseppe Luccatelli in 1811, in Fermo the Theatre dell'Aquila. Through the visit of the theatres, the spirit of the route can be an opportunity in order to know the artistic beauty of cultural spaces to which a new vitality has been given thanks to the last restorations; but it can constitute even a possibility for finding again in them the social aggregation value. The Archaeological Museum Antiquarium in Fermo and the Town Archaeological Museum in Monterubbiano represent only some among the most interesting sites in the territory. The Museums of Fossils in Amandola and Smerillo remind ancient stories and legends which charm by leaving these territories almost unchanged in the time. The zone developing around Amandola contains a series of naturalistic routes which, by rendering an enchanted landscape, remind the stories of Antoine de La Salle, the adventures of Guerrin Meschini, the prophecies of the Sibyl, the fables and legends of the fairies. The fairs and events holding in these zones represent the opportunity to share and hand down traditions and culture. An example of this route is constituted by the recalling of the wheat harvesting in Monterubbiano, or by "I Piceni di Belmonte" in Belmonte Piceno, the Exhibition Market of the Crafts or the Festival of storytellers "Raccontando" (By telling) in Montegiorgio. The local gastronomy mirrors the peculiarities of a territory which presents landscape and morphological differences. Therefore, to the typical recipes of the seafaring tradition in San Benedetto, Porto San Giorgio, Porto Sant'Elpidio, it combines the tastes of a hillier nature. The gastronomic tradition of the Piceno has its roots in the rural civilization: for centuries vegetables and legumes were basic products in the food of this land inhabitants. So, still today the cuisine is linked to the local traditions through food and recipes which transmit to tourist the taste of the past which, for some aspects, results unchanged.

Route C

San Benedetto del Tronto, Ascoli Piceno, Acquasanta Terme, Arquata del Tronto

Another route our territory can offer to the tourist landing in the Piceno ports is that around the zones of Ascoli, Acquasanta up to arrive to Arquata del Tronto. For hundreds of years, the food of the inhabitants of this area was almost wholly based on the land products: wheat, emmer. But often, as it was not possible to develop these cultivations in wooded zones such as those of the mountain, people used even chestnut flour, present in great quantities in the forests of the Mounts of the Laga and Sibillini. If in the past the consumption of these products was dictated by the necessity and scarcity of other aliments, today a consolidated tendency is spreading more and more: coming back to the food of a time. Together to mushrooms and truffles, chestnuts represent the more appreciated speciality among the multiple tastes of the mountain tradition such as those deriving from the pork and sheep breeding and the cheese production. The typical “oliva all’ascolana” (Ascoli olive) always belongs to the country tradition; considering the ingredients, it seems it is the fruit of one of the several bourgeois incursions in a cuisine rich of relatively poor recipes. The Ascoli town is rich of history and culture evidenced by the archaeological ruins and finds. Tourist remains charmed by the historical artistic attractions and wonderful squares. Then, it is interesting to visit: the Archaeological State Museum, the Town Picture Gallery, the Diocesan Museum, the Contemporary Art Gallery. The basic urban plant is typically medieval and often similar to the Roman one, but the element which creates uniformity is the travertine extracted and worked in the Acquasanta zone. Thanks to the presence of a thermal structure which uses the sulphuric water spurting from the rock, this territory allows to unit cultural and gastronomic elements with those linked to the physical wellbeing. Tourist organizes his own holiday, today with a duration shorter compared to the past, with the wish of a contact with nature and himself. The road from San Benedetto to Arquata, for 60 kilometres, snakes along the ancient Salaria street and offers a route rich of historical, artistic, natural and economic evidences. The Acquasanta and Arquata Municipalities, which are part of the Park of the Gran Sasso and Laga, have in water and forests their distinctive elements. Naturalistic paths and routes characterize the territory which represents the ideal place for the tourist who wishes: to feel natural sensations and atmospheres, to be part of nature, to “listen” to the forest and under-forest noises, to enjoy in admiring lakes and little falls.

Route D

San Benedetto del Tronto, Cupra Marittima, Montefiore dell’Aso, Montalto delle Marche, Ascoli Piceno

Another route the boat tourist can visit concerns the Municipalities of Cupra Marittima, Montefiore, Montalto and Ascoli Piceno. The museums present in this territory tell stories of the past (the Town Archaeological Museum in Montalto), of art (Hall “Adolfo De Carolis” and Hall “Domenico Cantatore” in Montefiore dell’Aso). They collect finds linked to science such as the Piceno Malacological Museum in Cupra Marittima; or they tell popular stories and traditions typical of these rural zones (in Montalto the Museum “Water, land, canvas”, in Montefiore dell’Aso the Museum of the Country civilisation). The surrounding hills insert tourist in territory corners with surprising rural landscapes. The morphology of the places, characterized by the hills and short water courses, has favoured a strong specialization of cultivations, mainly orchards and vines. The territories around Campofilone and Montefiore are linked by a signalled net of paths which can be practiced by bicycle or horse too. Apart from favouring the knowledge of these rural centres, with a remarkable development of the cultural and environmental patrimony, they offer the opportunity, to those who practice them, to enjoy a direct contact with always different nature and landscape. The representations organized in the villages are the evidence: of magic atmospheres such as the “Night of Witches and Elves” in Montalto, of thanks for the land products such as the “Great Autumn Fair” and the “Festival of Fruits” in Montefiore.

Route E

Porto San Giorgio, Cupra Marittima, Pedaso, Campofilone, Montegiorgio, Servigliano, Montappone

One among the different routes the tourist can have the occasion to practice and know in the Ascoli Piceno Province is that which includes the Municipalities of Porto San Giorgio, landing-stage, Cupra Marittima, Pedaso, Montefiore, Campofilone, Montegiorgio, Servigliano, Montappone. The Municipal Theatre of Campofilone, the Theatre Domenico Alaleona of Montegiorgio and the Municipal Theatre Vittorio Emanuele II of Porto San Giorgio mirror the art in these zones. They allow to understand the social evolution of places just born by cultural requirements of the urban life which, in the past, detected – in the theatre building – a way to affirm its own identity. Porto San Giorgio, Cupra Marittima and Pedaso represent important centres for fishing and where the modernity of the accommodation structures inserts in the gastronomy tradition. These territories are places rich of history and represent architectural urban centres of the Medieval defensive settlements (Porto San Giorgio, upper Grottammare, Campofilone, Servigliano). In addition, they evidence architectures and decorations of the early Twentieth Century, expressions of an Europe in its evolution towards industrialization. From the coast, tourist can enter and discover the Piceno hinterland with its gastronomic peculiarities such as the “maccheroncini” (pasta with eggs) of Campofilone. Then, in Montappone, we have the hat production. Today, thanks to the precision of the modern machines, it produces different kinds of hat able to satisfy the requests of the Italian and Foreigner market. The Museum of Hat, which has its seat in Montappone, collects photographic material and machines for the straw working. At last, we have the Museum of the Country Culture in the Upper Piceno in Montegiorgio which is an evidence of a culture and popular traditions.