

Approdi, From Ancient Maritime Routes to Eco-Touristic Destinations

Pr. 496

WP, T2 Approdi Pilot Actions

Pilot Action Nr. T2.1

Title: Ortona ancient harbor pilot case

Partner: PP2 - City of Ortona

Starting date: January 2018

End-date: February 2021

Output expected: 1 Pilot Action/Small Scale Investment

1. Overall goal that suggested the conceiving and implementation of pilot action(s), its rationale, how it has been designed, including the further identification of implemented tool(s)

The Work Package n.2 of the approved Project Application Form aimed at increasing the popularity of the project-supported ancient harbors sites and finds through the implementation of pilot actions based on the results of the local investigations.

More specifically pilot actions were aimed at the realization of small focused interventions of valorization of cultural, historical and archaeological sites and findings as well as actions for the improvement of the general public fruition of such heritage.

These pilot sites have been designed in order to become an input in touristic destinations for involved territories to be afterwards promoted among commercial operators of the touristic sector in order to be included into touristic circuits and itineraries of tour operators.

With reference to the Ortona Pilot Action, the approved Project Application Form included the following activities:

- Geo-archaeological investigation, both at sea and on the coast, to broaden the knowledge on cultural, historical and archaeological heritage of the area;
- Application of innovative techniques and methodologies for the knowledge, in different historical periods, of the morphology of the seabed and the harbors made from 2500 years ago;
- Setting up of a geo-archaeological map, even underwater, with the indication of archaeological finds;

- Reconstruction of the traffics of the “Ortonese” navy within the main routes in the Mediterranean Sea;
- drafting of the geo-archaeological cartography of Ortona coast;
- creating conditions for development of cultural tourism, even underwater, increasing and enhancing the historical and archaeological resources through the archeological Museum of Ortona that will be equipped to host an exhibition of ancient port findings.

The main challenge of this idea was to develop an Integrated Cultural, Geologic/Naturalistic and Touristic map that described in the same context the principal archeological/cultural, geologic and naturalistic sites in the marine environment of Ortona coast. This Integrated Map aimed at connecting the target sites of the APPRODI project with touristic sites in Ortona town (that is cultural and geologic/naturalistic points of interest) and principal accommodation points and restaurant in the historic center.

2. Description of the supporting methodological approach highlighting elements of novelties, excluded and adopted approaches and reasons why

The implementation idea was based on the fact that the archeological/cultural and geologic/naturalistic heritage presents in the project area were related to ancient harbor in front of the principal cliffs of Ortona coast, now fully integrated into the natural context of the seabed in front of the Ortona coast. The archeological heritage is placed between 5 and 15 meters deep and above marine habitats are stratified, with an appreciable floro-fauna coverage. Moreover, the seabed presents several important geologic formations that show the modification of coastline during the centuries.

The Pilot action main aims were then the followings:

- Maps of coastline evolution of Ortona coast during the centuries using bathymetric dataset and historical cartographies.
- Underwater surveys and analysis of archaeological present findings through direct surveys.
- Description and photographic documentation of principal present findings with distinction between naturalistic and anthropic morpho-types.
- Realization of archeological and geological map of seabed in front of Ortona coast between 5 and 20 meters deep.
- Realization of Integrated Touristic Map as a main output of the project of the terrestrial and marine archeological/cultural and geologic/naturalistic sites to share with Touristic Office of the Ortona Municipality.
- Realization of the Archaeological Museum of Ortona as a multimedia exhibition implemented focused on the ancient port of Ortona and inspired by immersive characters that tend to involve visitors on the cognitive and emotional level.

The main target groups involved in the implementation of the pilot action were operators of Touristic activities, cultural and archeological NGO as well as sports activities.

3. How the pilot action has been implemented and its results, including the environmental impact

The pilot action was implemented on the basis of the following steps:

1. **Preliminar geophysics analysis of seabed target of the APPRODI project** with important technical details (naturalistic, historical, archeological and cartographic details). This step has been carried out in the first with bibliographical studies, analysis of the bathymetric datasets present and of historical cartographies, to analyze the evolution of the coastline, and subsequently through direct underwater surveys in the target area of the project to find the archeological findings of the ancient harbors. All steps have been recorded by photographic documentations of investigation activities.
2. Realization of **thematic maps of archeological findings and geological/naturalistic ones** present in the seabed in front of Ortona coast.
3. Realization of **Integrated Touristic Map** and multimedia photographs with principal results of APPRODI project.
4. Equipment of the **archeological Museum of Ortona**, which should have been equipped to host an exhibition of ancient port findings.

The Municipality of Ortona has hired an external company with staff experienced in management of naturalistic heritage, archeological experts, geologic expert in the geomorphological and geodynamic reconstruction of coastal environments, geographer and cartographer experts, biologist expert to naturalistic exploration of the seabed, expert in the cultural territorial analysis as well as historical experts. Furthermore, diving experts who to carry out the research in the seabed have been involved too.

The pilot action included three specific target sites to investigate and namely:

- The marine area between Punta Ferruccio and San Marco, in the north side of the Ortona coast, inside to the Regional Naturalistic Reserve of 'Ripari di Giobbe' (Pic. 1).
- The marine area in front of the 'Ritorna beach', close to north port pier (Pic. 1).
- The marine area included between Punta Acquabella and the Mouth of Moro river, in the south side of the Ortona coast, inside to the Regional Naturalistic Reserve of 'Punta dell'Acquabella' (Pic. 2).



AREA NORD
Punta Ferruccio
Ripari di Giobbe
Ritorna

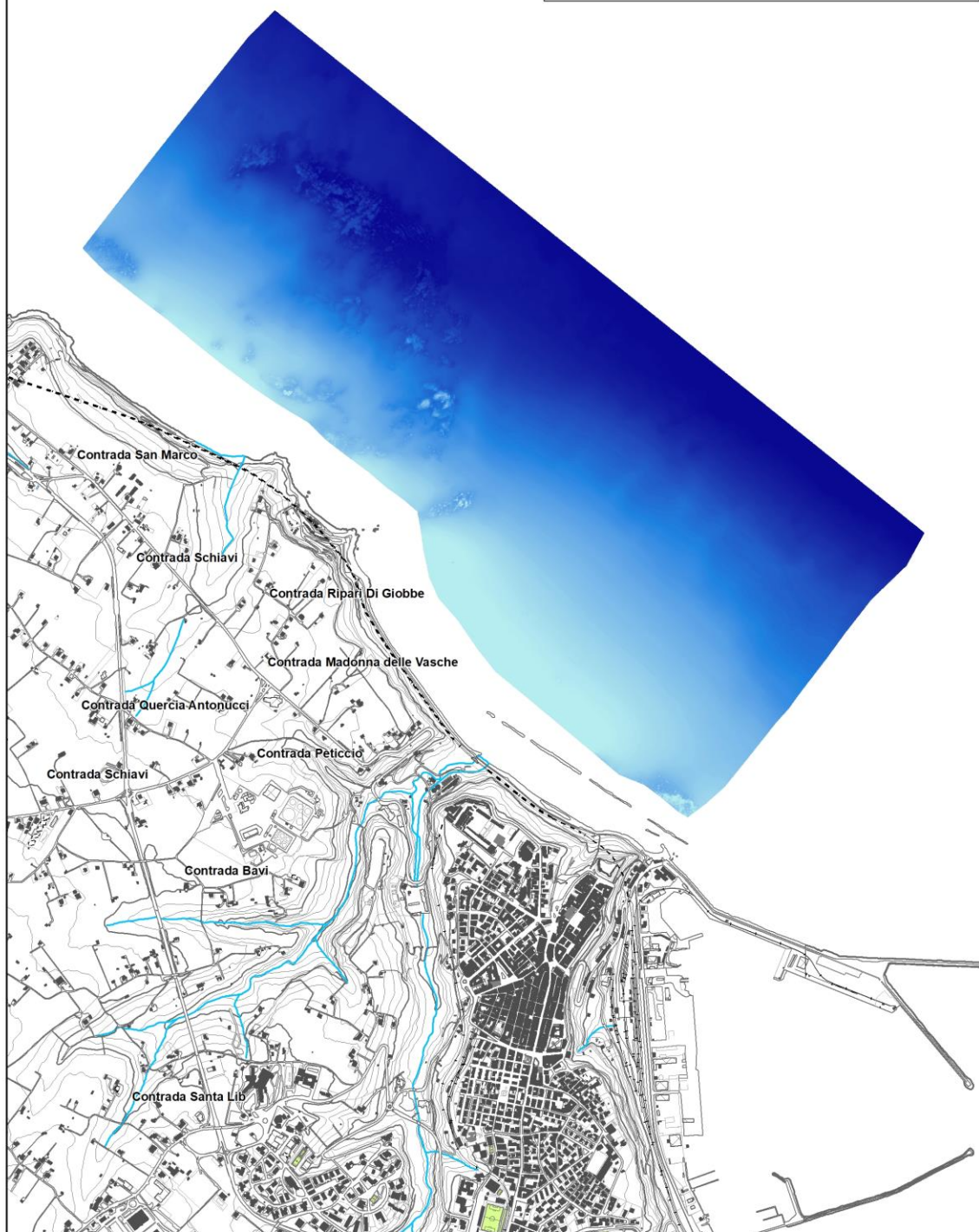
Batimetrie dei punti di interesse

Profondità minima: -4,61 m
Profondità massima: -15,79 m



Fonte dati: ARTA Abruzzo - marzo 2019

1:20.000



picture 1 - north side of the Ortona coast



AREA SUD
Punta dell'Acquabella

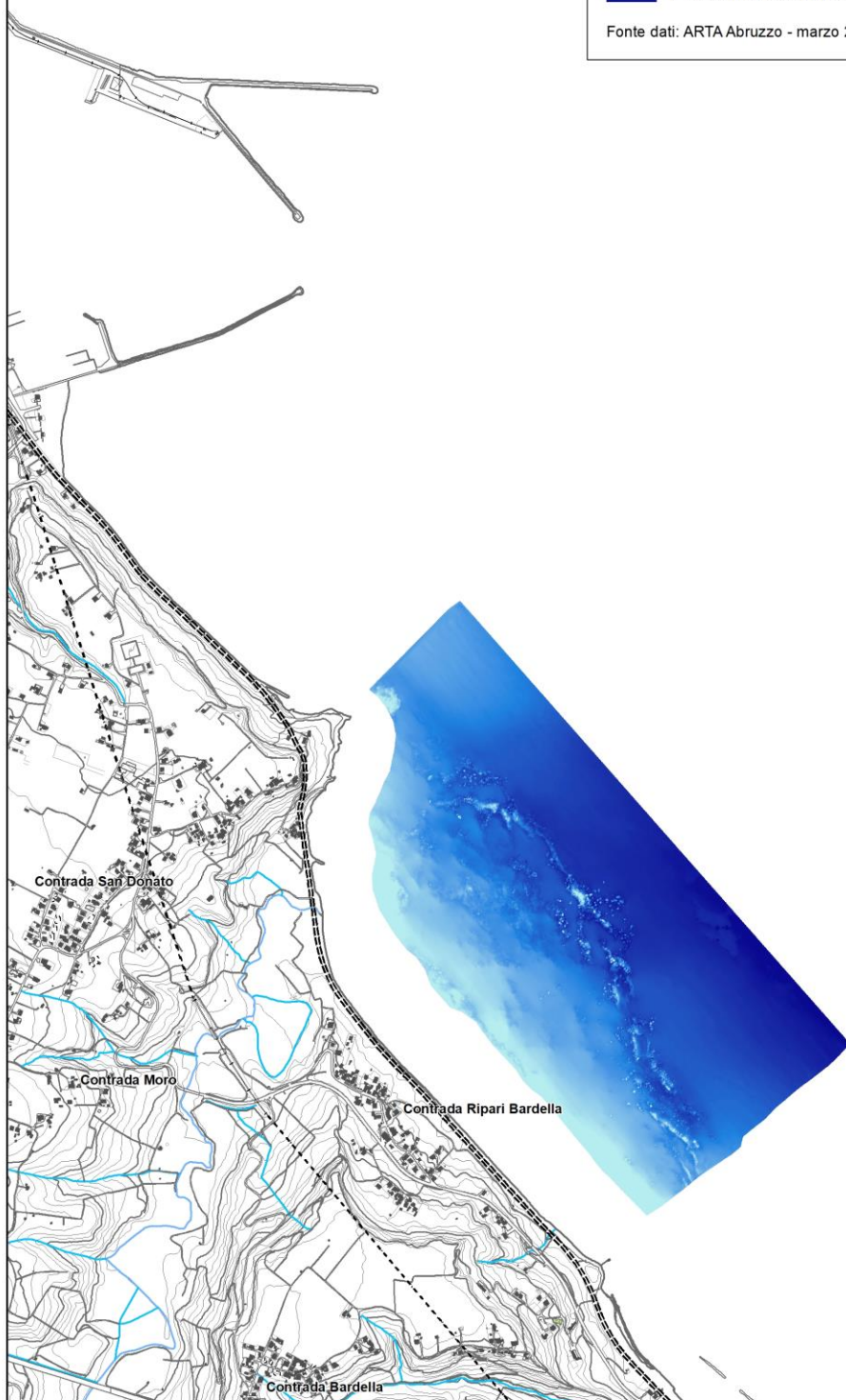
Batimetrie dei punti di interesse

Profondità minima: -3,05 m
Profondità massima: -9,80 m



Fonte dati: ARTA Abruzzo - marzo 2019

1:20.000



Picture 2 - south side of the Ortona coast

The main type of heritage to study and promote were in the first the archeological findings of ancient harbor/s present in the project area; subsequently also the geologic and the naturalistic heritage found have been analyzed.

The results of the underwater surveys have been integrated to terrestrial heritage (archeological, cultural and geologic/naturalistic heritage).

Furthermore, the results of the pilot action have been used for the implementation of the touristic itineraries.

First of all a **series of touristic itineraries** within the city of Ortona have been identified, built on three main lines: the environmental one, the one linked to the ancient port and the historical / cultural one.



Picture 3 – Ortona Ancient Harbor touristic itineraries

Afterwards, with the contribution of the graphics studio, the graphics for the posters were created to be affixed to strategic points throughout the Municipality. These info-graphics in detail show photos and captions relating to the most representative tourist places in Ortona. Precisely the signs are positioned at the "Spiaggia della ritorna", near the natural reserves of Acquabella,

“Ripari di Giobbe” and “Punta Ferruccio”, near the Ideal viewpoint and “Punta dell'Acquabella”, at the entrance to the cove which leads to the “Trabocco Mucchiola”.

In addition, **the posters containing all the tourist information** have been also installed near the “Parco delle Dune”, “Largo Castello” and “Terravecchia”, “Palazzo Farnese” and Eastern promenade and finally in the Theater Square and the Square of the Canadian Heroes and the Battle Museum (*see Annex 1 to this report*).

The elaboration of the itineraries aimed at enhancing a common denominator: the development of the city around the ancient arsenal port of Ortona.

A further operational phase directly involved the videomaker with the main aim of conceiving, immortalizing, shooting and assembling all the images of the most evocative places in the city in a sort of storytelling. The shots were also made through the use of a drone that photographed the peculiarities of the entire territory from above. A stimulating work emerged, which gives the viewer a succession of captivating and engaging frames. During the video, the viewer's eye is captivated by the green of the landscapes and the blue of the Adriatic sea that bathes a wonderfully diverse coast. The operator also retraced the history of the city through the most important historical places.

The video can be downloaded at this link:

<https://drive.google.com/file/d/161zSmGpbpgag2P2k7HkQPY0c9DxgG8lM/view?usp=drivesdk>

With reference to the **equipment of the archeological Museum of Ortona**, unfortunately, the purchases planned for 2020 relating to the preparation of the Museum, have suffered a slowdown due to the health emergency which has in fact made it impossible to fix a first meeting with the Superintendence of Cultural Heritage before the end of July 2020. Interlocutions with the Superintendency in order to identify goods that could be purchased in accordance with the rules of the Program then went on for a long time to the point of determining the impossibility of finding supplier companies that in a short time (within the project deadline) would deliver the materials.

No environmental impact has been produced by the pilot project or by the project results.

4. How outcomes of pilot action shall be collected and made publicly available

Furthermore, project's results (video and graphic) have been shared through various channels. The use of social networks, the youtube channel of the Municipality of Ortona, the institutional website were the first steps towards a wider and more massive advertising of the video and of the work as a whole.

5. The role of the project partners/institutions in the pilot action implementation

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The WP Leader, PP3-UNIVE prepared a form to give basic guidelines to the other partner with the aim to smooth the design phase of the Pilot Action, and to collect data related to the nature of the actions.

Project Partners analyzed then restoration and valorization methods in their own territories, choosing simple, not invasive, environment-friendly and not expensive methods.

6. Where the achieved results are stored and planned pilot action follow up.

Project results are stored at the seat of the Municipality of Ortona.

Durability of pilot action is ensured since the output of the project can be kept active by the managing body through continuous maintenance by entering the costs within the institution's planning plan, both as regards the Archaeological Museum and the tourist trails.

The pilot project can be also developed in the areas near the project sites, involving other areas interesting for archeological and cultural heritage.