



grassroots
young entrepreneurs in eco-health tourism

Living Histories Tour 2024

Experience Design for Tourism Tour by
Raffaele Giannella, Matera, Italy (2024)

*"A three-hours
experience to
discover a hidden
part of Matera
through the
locals' eyes"*

FACT SHEET

www.ecohealthforyouth.com



This resource is licensed
under CC BY 4.0



Co-funded by
the European Union

This project has been funded with support from the European Commission. The author is solely responsible for this publication (communication) and the Commission accepts no responsibility for any use may be made of the information contained therein. In compliance of the new GDPR framework, please note that the Partnership will only process your personal data in the sole interest and purpose of the project and without any prejudice to your rights therein 2021-2-BE04-KA220-YOU-000050778

Living Histories Tour in Matera, Italy

A Grassroots Eco-Health Tourism Experience



The Living Histories Tour embodies the principles of a grassroots eco-health business, integrating wellness, sustainability, and cultural immersion. Its foundation lies in local empowerment, environmental stewardship, and active citizenship, making it a model for eco-health entrepreneurship.

About the Owner: Raffaele Giannella is a recent graduate of Political Sciences who has also co-founded an urban gardening association called Noi Ortadini. He currently works at Il Sicomoro, a social enterprise welcoming migrants, and he is very active in his home city, Matera. His master thesis was dedicated to policies on how to avoid overtourism, which is something that the city of Matera started struggling with. This is why he developed the Living Histories Tour.

About the Mentor: Sara Simeone is an EU-funded projects manager and designer at Materahub. She also works for the University of Basilicata as a teaching and research assistant in the field of sustainability. Thanks to her network and past experience in organising eco-health tourism experiences, she mentored Raffaele with a peer-to-peer and informal approach, encouraging reflections and networking to develop, test and refine the Living Histories Tour.

Living Histories Tour Aligned with GRASSROOTS

The Living Histories Tour fully complies with the values of Grassroots Eco-Health Tourism as it reflects:

- **wellness:** it is a walking tour encouraging to explore the city on foot;
- **environmental stewardship:** it crosses spaces of the city where citizens take care of the environment and sensitize others on sustainability;
- **active citizenship:** in the above-mentioned spaces, citizens of all ages have an active role in shaping the future of their town;
- **cultural immersion:** it allows to get to know real aspects of the tangible and intangible culture of the City of Matera;
- **local empowerment:** one of the aims of this tourism experience is also to empower local citizens to tell the story of their neighbourhoods as well as their personal stories, which contribute to co-creating the history of Matera.

Eco-Health Focus

The Living Histories Tour not only is a walking tour which allows to explore part of the city in a healthy way, it also crosses the biggest park and green lung of the city of Matera and encourages a healthy diet thanks to the market's products.



grassroots
young entrepreneurs in eco-health tourism

What's inside...

1	Living Histories Tour in Matera, Italy: a <i>Grassroots Eco-Health Tourism Experience</i>	Page 3
2	Some context	Page 4
3	The call	Page 5
4	The hackathon in Matera	Page 6
5	Further development	Page 13
6	The first test in May 2024	Page 15
7	Bruxelles	Page 16
8	Future: and now?	Page 18

www.ecohealthforyouth.com



This resource is licensed
under CC BY 4.0

This project has been funded with support from the European Commission. The author is solely responsible for this publication (communication) and the Commission accepts no responsibility for any use may be made of the information contained therein. In compliance of the new GDPR framework, please note that the Partnership will only process your personal data in the sole interest and purpose of the project and without any prejudice to your rights therein 2021-2-BE04-KA220-YOU-000050778



Co-funded by
the European Union