

DOP

Diffuse Olive Park

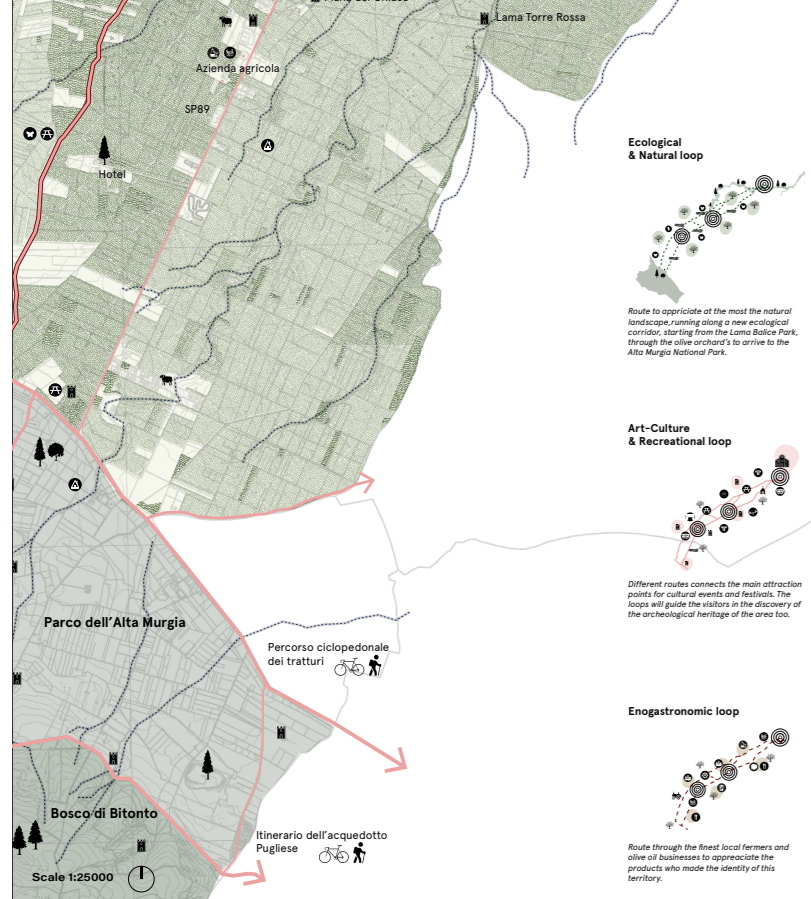
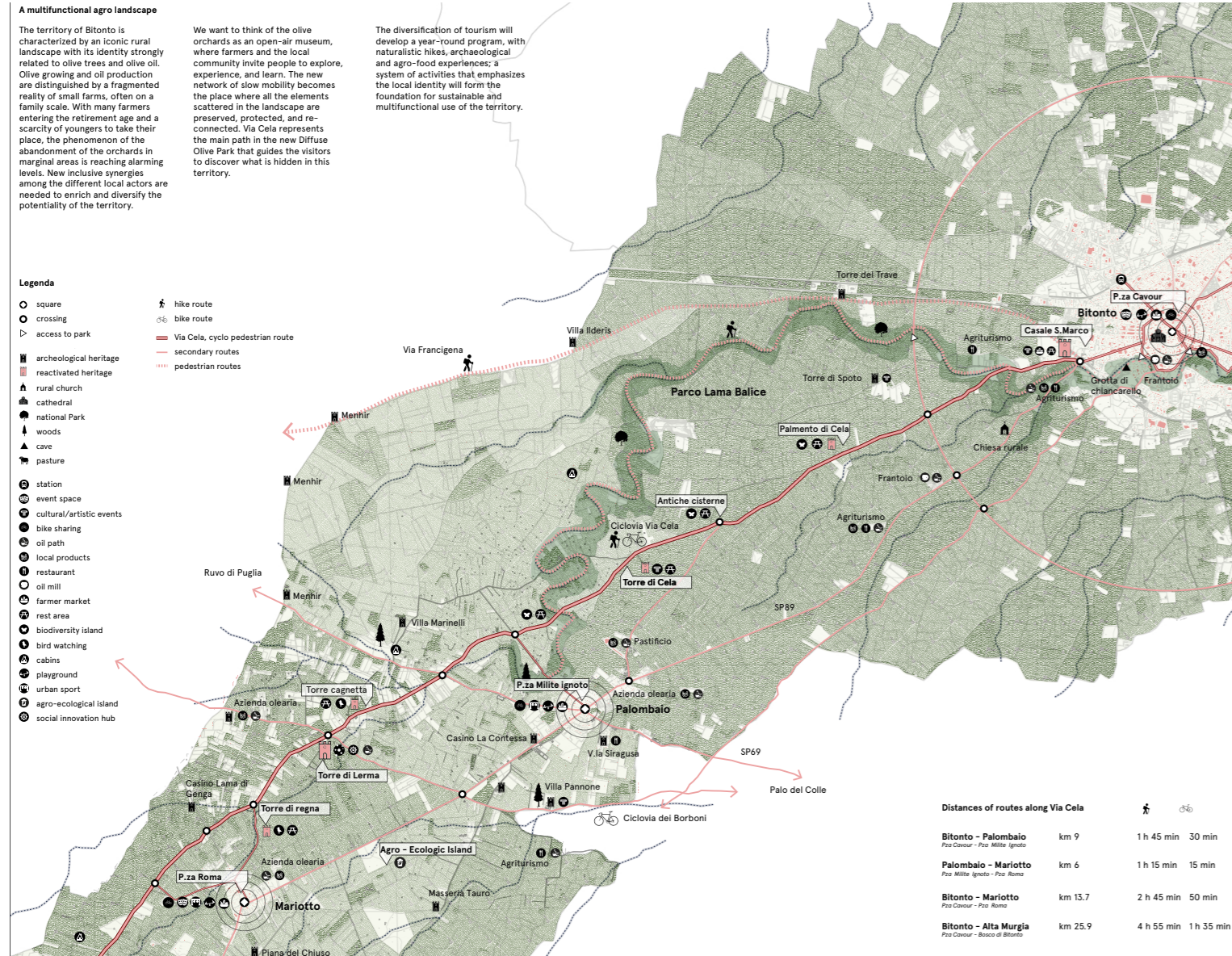
A multifunctional agro landscape

The territory of Bitonto is characterized by an iconic rural landscape with its identity strongly related to olive trees and olive oil. Olive growing and oil production are distinguished by a fragmented reality of small farms, often on a family scale. With many farmers entering the retirement age and a scarcity of youngsters to take their place, the phenomenon of the abandonment of the orchards in marginal areas is reaching alarming levels. New inclusive synergies among the different local actors are needed to enrich and diversify the potentiality of the territory.

We want to think of the olive orchards as an open-air museum, where farmers and the local community invite people to explore, experience, and learn. The new network of slow mobility becomes the place where all the elements scattered in the landscape are preserved, protected, and reconnected. Via Cela represents the main path in the new Diffuse Olive Park that guides the visitors to discover what is hidden in this territory.

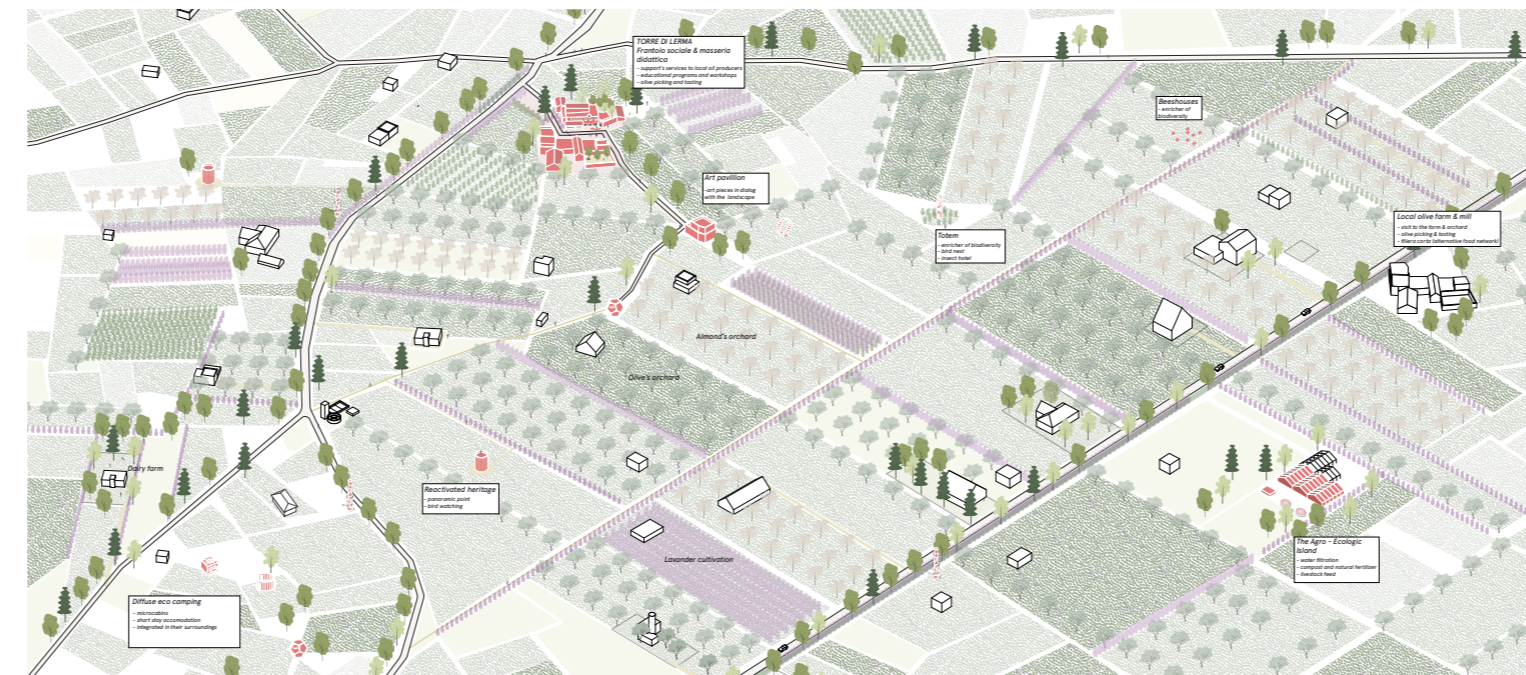
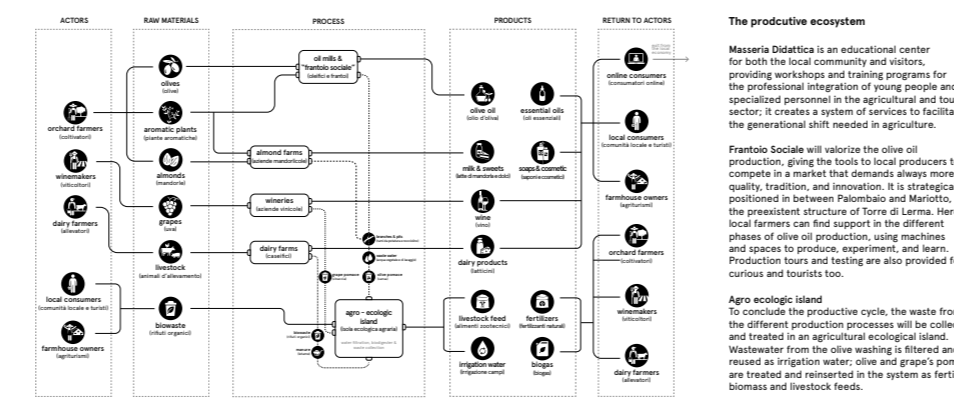
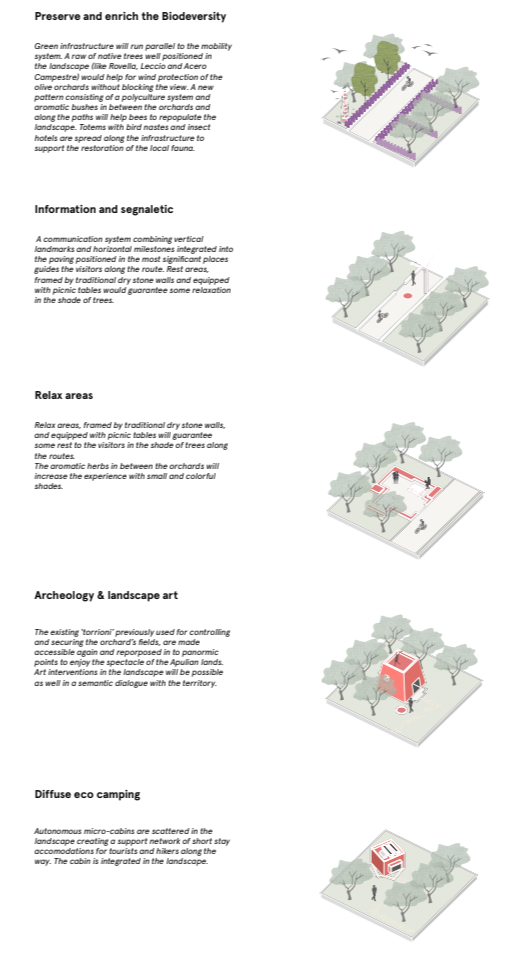
The diversification of tourism will develop a year-round program, with naturalistic hikes, archaeological and agro-food experiences, a system of activities that emphasizes the local identity and forms the foundation for sustainable and multifunctional use of the territory.

- Legenda**
- square
 - crossing
 - access to park
 - archaeological heritage
 - reactivated heritage
 - rural church
 - cathedral
 - National Park
 - woods
 - cave
 - pasture
 - station
 - event space
 - cultural/artistic events
 - bike sharing
 - oil path
 - local products
 - restaurant
 - oil mill
 - farmer market
 - rest area
 - biodiversity island
 - bird watching
 - cabins
 - playground
 - urban sport
 - agro-ecological island
 - social innovation hub
 - hike route
 - bike route
 - Via Cela, cyclo-pedestrian route
 - secondary routes
 - pedestrian routes



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