



REPORT ON MONITORING WORKPLAN IMPLEMENTATION

D.T2.4.3 - Emilia-Romagna Region -
Po Delta Regional Park (PP01)

Ver.1.2
11/2019

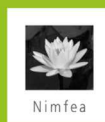






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1. Introduction

The PDRP has just begun to carry out actions related to tourism on its territory, as this is not a core activity of its work.

From the analyses and from the relationships with other stakeholders, that then evolved in the participatory process for the analysis of the strategic flows of visits, the objectives of the Action Plan for Sustainable Tourism have been defined as those of lengthening the tourist season and increasing the places visited within the Park currently concentrated in a few points, flows that could in the long run have important impacts on the environment.

For this reason, it was decided to build a tourism strategy that, in order to respond to these objectives, would see a dialogue on this issue between the Park and the Visitor Centres, first of all, but extending it to all the main stakeholders of the territory that can be involved to ensure a sustainable tourism development.

We have therefore worked on two fronts. One through the participatory process, as mentioned before, which has allowed to implement a concrete Action Plan and consistent with the needs of the territory and the tourist. A second level of action, which has been the one most carried out, is the one with the Visitor Centres, with which it has been decided to set up a method for collecting data on visitors entering and using their services. Previously, this collection was extremely uneven and did not allow effective tourism strategies to be implemented.

The data collected will therefore allow the park to profile the tourist in an increasingly timely manner thanks to their processing and then respond not only to the needs of tourists, but also to those of the park to ensure sustainable tourism development and environmental protection.

2. Pilot Action(s) Implementation

The pilot action in the Po Delta Regional Park was set up on the realisation of the analysis of the strategic touristic flows in order to start involving stakeholders and gather information on the tourism sector which was quite low known. To have a solid base on which starting to implement not only the pilot action, but also at the Sustainable Tourism Action Plan the PDRP has started collecting information on the number of visitors that some natural hotspots has as well as the visitor centres. Moreover, some questionnaires were distributed in the Park's visitor centres to understand the awareness of visitors about the Park.

This made the Park aware on the real presence and importance of tourism on its territory and the fact that it can play a very important role in its promotion thanks to its ability of connecting different stakeholder.

2.1. Description of pilot areas

2.1.1. Boscone della Mesola

One part of the wood is a Full Nature Reserve, an area fully protected and left to its natural evolution, while the rest of the area is a Nature Reserve. The terrain is of alluvial origin and is irregular, a symptom of ancient dunes which in parts form pools of water with marsh vegetation. At one time, the wood, being surrounded by marshes, was frequented by numerous bird species typical of the wetlands; the drastic

reduction in fauna, caused by the drainage works, has been halted by the creation of a wetland area inside the wood, called Elciola, generally closed to the public, where duck species and herons find sanctuary.

Of great beauty is the Taglio della Falce, on the northern edge of the Gran Bosco, from which it is possible to admire the mouth of the Po di Volano and the Sacca di Goro. The main characteristic of the Boscone della Mesola is the presence of "Mesola deer", the last nucleus of the ancient deer of the Po Valley, a unique native species and is the subject of important scientific studies as well as an important museum exhibition on the second floor of the Castle of Mesola.



Fig. 1: Boscone della Mesola

2.1.2. Salina di Cervia

The Cervia Salt Pan is a unique environment, from the naturalistic point of view and for the landscape, it offers, suggestive and particularly magical at sunset. During the opening season, the Visitor Centre offers guided tours and excursions on foot and by electric boat. In fact, it is not possible to enter the Salina independently, but only accompanied.

An environment such as the Salina di Cervia has no equal extension in the upper Adriatic, if you consider the depth of the water, which does not exceed a few centimetres, and the high concentration of salt, which selects and specializes in a flora and fauna suitable to survive in extreme conditions. Almost 100 species of birds, even in such an extreme environment, find the best conditions for feeding, nesting and stopping. The most frequent are the waders, small waders such as the Avocet and the Knight of Italy, but you can also see herons, such as the Egret, the Great White Heron and the Grey Heron, and anatids including the Mallard, the Shoveler and Shelduck. The tanks are also populated by the many larids, i.e. the seagull species.

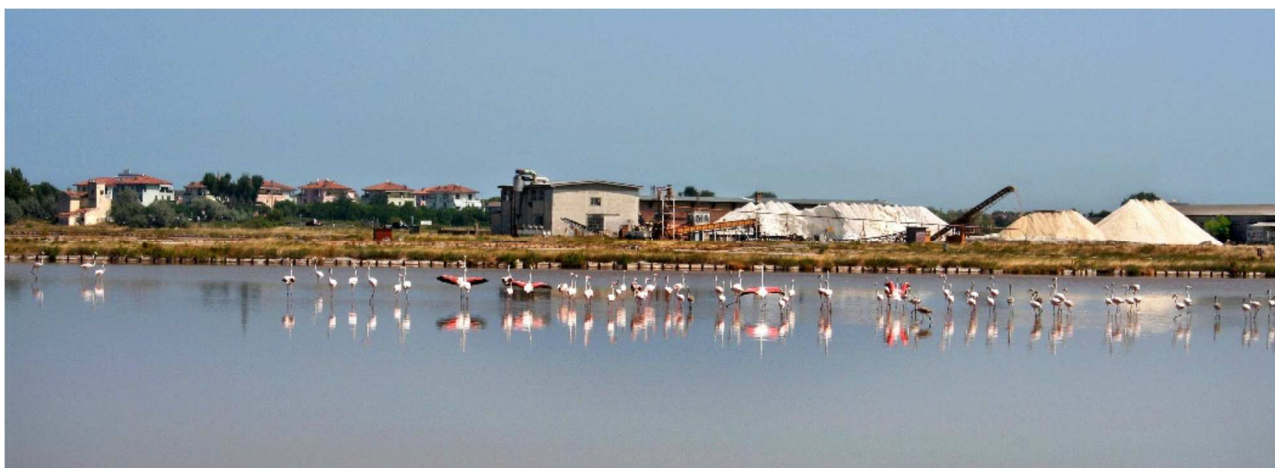


Fig. 2: Cervia Saltpan.



3. Monitoring design and setup

3.1. Monitoring Activities

The indicators we planned to monitor are:

- Number of visits (quantitative), daily with a common module in visitor centres
- Information on the type of tourist to target them (qualitative), daily with questionnaire:
 - From where
 - Which activities
 - How they are travelling

Those first indicators were chosen to begin to build a historical data, to be combined with a continuous comparison and involvement of stakeholders in the territory, necessary for structures of strategies increasingly consistent with the demands of tourists.

3.2. Monitoring Equipment

The Pilot Action Management and Monitoring it is composed of two phases:

- Preliminary phase;
- Analysis of the strategic flows of visits.

The preliminary phase aimed at obtaining an initial photograph, although very approximate, of the tourist flows within the Park in order to identify and understand some elements that characterize it. This survey was composed of:

1. Questionnaires submitted to the tourists/users of the following Park's Visitor Centres: Mesola Castle, Museum of the Territory of Ostellato, Manifattura dei Marinati, Ecomuseo delle Valli di Argenta, Museo NatuRa Sant'Alberto, Ecomuseo delle Erbe Palustri, Salina di Cervia and Cubo Magico Bevanella.
2. Historical data from visitors to the Park Visitor Centres (Mesola Castle, Museum of the Territory of Ostellato, Manifattura dei Marinati, Ecomuseo delle Valli di Argenta, Museo NatuRa Sant'Alberto, Ecomuseo delle Erbe Palustri, Salina di Cervia and Cubo Magico Bevanella) and some naturalistic emergencies of the Po Delta with regulated access (Boscone della Mesola, Dune di Massenzatica, Vallette di Ostellato, Salina di Comacchio).

The questionnaire has been structured in such a way as to ensure ease of understanding and compilation, both in Italian and English, and distributed in the Park Visitor Centres during the month of July 2018.

The questionnaire listed a series of naturalistic excellences of the Po Delta Park collecting from the visitor information about their knowledge, actual visit and desire to visit. In addition, the survey has taken into account the age, the mode of visit (alone, in group, family, ...) and the provenience.

From the results of the 332 questionnaires collected, emerged:

- which are the naturalistic excellences most known and visited by tourists who attend the Visitor Centres of the Park and those that are still "hidden";



- a first simple profiling of the tourists who attend the Visitor Centres of the Park.

The processing of the information showed that the choice of the Cervia Salt Works and the Mesola Woods was appropriate because they are among the best known and most visited naturalistic excellences.

The "Analysis of the strategic visitors' flows " was chosen according to the St. Gallen method, as this technique responds to the need to know the characteristics of the existing tourist flows in the area of the Cervia Salt Pan and the Mesola Woods, in order to better manage them, reducing their impact, encouraging better distribution throughout the Park (even to those areas that are almost unknown) and throughout the year.

The analysis of the strategic visitors' allows to collect a large amount of information involving the tourist stakeholders of the territory that, thanks to their knowledge of the visiting behaviour of tourists, can draw on maps the movements and activities that they perform within an area. By drawing tourist flows on the maps, stakeholders also bring out information both of a qualitative nature (such as the characteristics of visitors, their travel motivations) and of a quantitative nature (such as maturity or seasonality). The experience of stakeholders and the mutual comparison that the application of the method allows, also allows to highlight evaluations on services related to flows as the critical points and possible points of improvement.

On the maps, available on different scales to allow to represent both "macro" flows (which concern and cross a very wide territory) and "micro" flows (often connected to emergencies or specific activities), stakeholders had the opportunity to describe, for each flow, the resources and territorial services required by guests, actors and operators involved in the provision of services, but also the challenges related to that particular flow and possible interventions to improve the visit experience.

On the basis of the information obtained from the maps in which the main tourist flows have been drawn, it is therefore possible to obtain information and stimuli that can allow to build the CEETO Action Plan to improve the management of tourist flows.

This activity was combined with information coming from questionnaires. The questionnaire listed a series of naturalistic excellences of the Po Delta Park collecting from the visitor information about their knowledge, visit and desire to visit. In addition, the survey has taken into account the age, the mode of visit (alone, group, family, etc...) and the origin.

A total of 332 questionnaires were collected, the results of which emerged:

- which are the naturalistic excellences most known and visited by tourists who attend the Visitor Centres of the Park and those that are still "hidden";
- a first simple profiling of the tourists who attend the Visitor Centres of the Park.

3.3. Monitoring Systems Setup

The implementation of the analysis of the strategic visitors' flows within the framework of the pilot action of CEETO in the Po Delta Regional Park, has been designed to define the CEETO Action Plan shared with the local tourist stakeholders to understand and improve the management of tourist flows in the pilot areas, areas gravitating around the Woods of Mesola (Boscone della Mesola in the Northern area of the Park) and the Cervia Saltpans (Saline di Cervia in the Southern area of the Park).

To achieve this objective, 8 participatory meetings were organised (4 in Mesola and 4 in Cervia) attended by a total of 37 different stakeholders joined by about ten private stakeholders interested in the topic.



The first workshops (workshop on the spots) held in **Mesola** on the **8th October 2018** and repeated on the **9th October 2018** in **Cervia**, started by a conference to present the project and deepen the topic of sustainable tourism in Nature Parks.

During this first workshop, participants were asked to designate which areas of the Park are characterized by:

- Considerable tourist flows and that can cause environmental pressures to some ecosystems protected by the Po Delta Park, especially in peak stages of the tourist season. In these areas, named "**under pressure**", a correct management of the flows shall be achieved through a strategy of seasonal adjustment and delocalization.
- Poor (or absent) tourist flows in the light of a significant ecotourism value and the possibility to benefit from it. These areas, called "**hidden**" areas, can be the subject of a growth strategy of tourism, always - clearly - in respect of the protection of ecosystems.
- Finally, attendees were asked to identify "**fragile**" areas, i.e. those areas where tourism can represent a threat to their protection and conservation.

From the workshop on the spot came out that under pressure areas are: "Boscone della Mesola" and "Salina di Cervia" our pilot areas.

The second workshop was carried out on the 30th October 2018, during the morning in Mesola and in the afternoon in Cervia. This workshop started the identification and analysis of the existing tourist flows that characterized the areas indicated in the first workshop as "under pressure", as well as those related to "hidden places" according to the chosen methodology.

For each visitors' flow the participants identified:

- different tourist profiles;
- the transport routes taken;
- the definition of the flow on the map;
- the identification of the leading player and the influencers;
- identification of the major characteristics of the flow such as working components, improvements to be made and possible solutions;
- the current development phase;
- the seasonality;
- the degrees of environmental impact;
- the level of behaviour appropriate to the place;
- the economic potential;
- the potential interest in other areas.

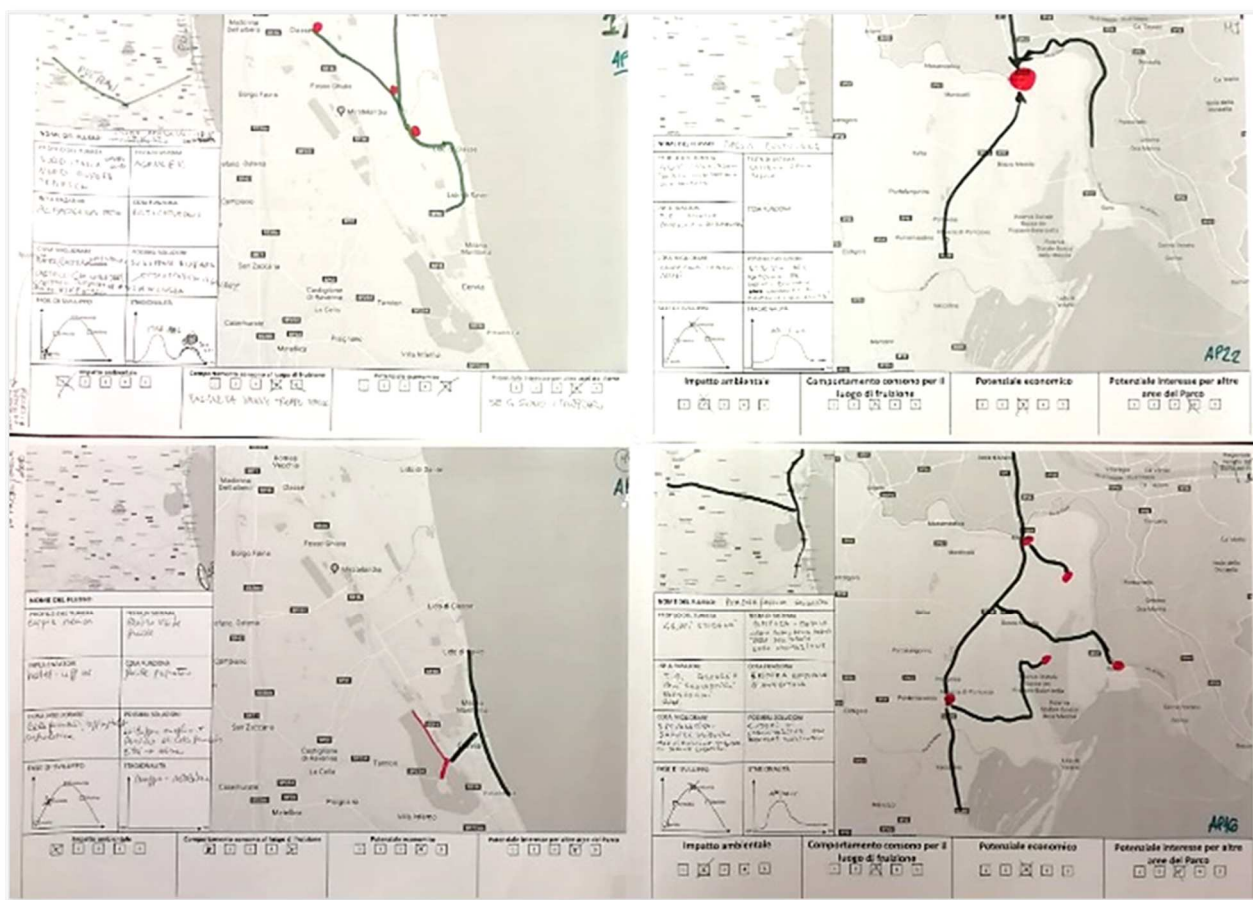


Fig. 3 - Example of maps developed during the Workshop.

The third workshop, held on the 20th November 2018, the morning in Cervia and the afternoon in Mesola, continued the mapping activity of the flows set in the preceding meetings. Moreover, a discussion has been led with the aim of identifying several measures to improve the management of the mapped tourist flows, that is, to guarantee simultaneously the conservation of the habitats and a sustainable development of tourism.

Since the workshop, the measures proposed by stakeholders and tour operators have been collected by single visitors' flow or merged with different profiles of tourists who are users of places "under pressure" and "hidden". These measures were then analysed, grouped and illustrated at the last meeting held on the 4th of December (during the morning in Mesola and in the afternoon in Cervia) to the participating stakeholders and tour operators themselves, of the solutions/interventions proposed by the working groups according to their scale, divided between:

- Strategic actions (measures for the whole area of the Delta Po Park);
- On-spot actions later arranged between punctual actions for areas "under pressure" and punctual actions for "hidden" sites.

This latter meeting determined the final phase of the participatory process, where attendees had the opportunity to make changes to the proposed actions or present new ones in the absence of them by refining the CEETO Action Plan, set out in the next chapter.



3.4. Implemented managerial activities

The main actions implemented for the analysis of the strategic flows of visits are attributable to:

- **Communication:** both of the project and of the beginning of the participatory process addressed to public and private stakeholders, through letters of invitation specifically addressed to some interested parties (mayors, presidents of some association or organization, etc...), and through the normal channels of communication of the Park and of the mailing list specially created.
- **Organisation:** to be able to bring all interested parties to the two identified centres (Mesola and Cervia).
- **Awareness:** to make the stakeholders of the territory understand the importance of knowing and knowing how to manage the flows of tourists on the territory.

3.5. Education on the use of equipment

As far as the strategic analysis of visit flows is concerned, at the beginning of the second meeting of the participatory process, when the methodology actually started, an introductory lesson to the method was given, showing how to compile the maps and what information was needed.

Concerning the data collection tool is concerned, an open tool (Google module) was chosen in order to facilitate its use as it is very widespread and therefore more easily understood. The structure of the requests was first shared with the Visitor Centres, modified according to their indications, and then validated by them.

3.6. Monitoring system tourist information campaign

As the questionnaire was firstly just online, we put posters in different visitor centres with the QR Code to answer with the CEETO logo. The paper version had the CEETO logo and each visitor centres had the CEETO brochure available for tourists.

3.7. Expected results

We have continued with the distribution of questionnaires and that will continue in the coming years, as well as a parallel activity that we have started with the Visitor Centres to collect data on visitors.

As we improve these two activities and make them more efficient, we expect to:

- to be able to collect a large amount of data to cross to get to define the profile of the tourist, with the aim of extending it to other areas and naturalistic hotspots.
- improving the system from time to time, we expect to improve the quality of the final data, and therefore of the processing, with more and more careful and targeted questions.
- as questionnaires, the requested questions can change so as to go to identify characteristics from time to time different according to the needs.

This is very import as considering also information coming from the strategic analysis of visit flows that allow to give a "face" to the information collected in a colder way through questionnaires and the collection of access data.



In fact, this method, by linking the typical qualitative aspects of a participatory process with a precise database, is able to provide all-round information on the types of tourists who visit the territory.

3.8. Use of Collected data

For the first monitoring activity:

- Questionnaires were available during the month of July.
- Data were from 2016 to 2018

For the second monitoring activity:

- Daily data from Visitor Centres from march in 2019
- questionnaires were available online from march, but as they don't give back the expected results, we made also paper version from June 2019.

In both cases we process and analysed data annually on October 2018 the first, on September 2019 the second one.

The strategic analysis of visit flows was carried out only in the first phase and the final analysis is represented by the actions inserted in the Sustainable Tourism Action Plan. The measures were then divided into:

- **Strategic actions:** are those measures that will be implemented throughout the area of the Park as they are considered fundamental for a sustainable development of tourism that can ensure the preservation of natural excellence. They refer to needs that have emerged in both areas in which the participatory process has been carried out.
- **On-spot action:** refer to particular needs related to a location in the Park and thus require interventions that are more specific. On-spot actions have been identified among those concerning sites considered as "under pressure" or "hidden" during the first workshop.



3.9. Monitoring Workplan Final Version (TimeLine)

Table with final timing of monitoring related activities, specifying actions by row and times by column.

	2018				2019				2020	
	I	II	III	IV	I	II	III	IV	I	II
Monitoring										
First visitor survey/data collection										
Survey and data Analysis										
Second visitor Survey/data collection										
Evaluation result										
Sustainable Tourism Action Plan										
Workshop on the spot (Cervia)										
Workshop on the spot (Mesola)										
Participatory process to realise the tourist flows analysis										
Sustainable Tourism Action Plan										
Implementation of Pilot Action										
Management of pilot action implementation										
Reporting										
Implementation of specific action										
Implementation of specific actions										
Installation of information panels										
Monitoring and profiling of visitors by the visitor centres of the Park										
Awareness campaign										
Information campaign										



4. Data Collection and Analysis

We collected 20% more questionnaires in 2019 (402) than in 2018 (330).

As far as data collection is concerned, the improvement cannot be quantified as we dealt with information presented differently by each visitor centre (cancelling, monthly, a single value, divided between full/reduced tickets, schools, etc.), to precise and punctual data for each visitor centre. This lack of homogeneity emerged from the Visitor Centres during the meetings of the Analysis of the strategic flows of visits and an immediate response was given.

4.1. Pre-Management (baseline) Collected Data

We have collected as **indicators**:

- Number of tourists. Just two visitor centres had the collection data monthly, while the other where just annually.
- Target group of tourists from questionnaires:
 - Origin;
 - Travelling mode;
 - Age.

The **period**:

- number of tourists from 2016 to 2018 (it depends on how collection has been realised in past years).
- Questionnaires: the main pick was in the month of July 2018

Amount:

- An answer for each questionnaire, so:
 - 330 for “origin”;
 - 330 for “travelling mode”;
 - 330 for “age”.



Questionario per valutare la conoscenza delle
eccellenze naturalistiche del Parco del Delta del Po



Questionnaire to evaluate the knowledge of the
naturalistic excellences of the Po Delta Park

Eccellenze Naturalistiche <i>Naturalistic excellences</i>	Lo conosci? <i>Do you know it?</i>		Ci sei già stato? <i>Have you been there?</i>		Ti piacerebbe andare? <i>Would you like to go?</i>	
	Si/Yes	No	Si/Yes	No	Si/Yes	No
Dune Fossili di Massenzatica						
Punte Alberete						
Boscone della Mesola						
Bosco di Santa Giustina						
Valli di Comacchio						
Salina di Comacchio						
Salina di Cervia						
Torre Abate						
Faro di Goro						
Garzaia di Codigoro						
Pineta di San Vitale						
Pineta di Spina						
Pineta di Volano						
Dune della Puja						
Pinea di Classe						
Pineta di Cervia						
Bevanella						
Vallette di Ostellato						
Boscoforte						
Sacca di Goro e Valle di Gorino						
Bassarone						
Campotto						
Valle Santa						
Oasi di Cannevié						
Riserva Naturale di Alfonsine						
Ortazzo						
Ortazzino						

Quanti anni hai? *How old are you?*

- < 18
- 18 – 35
- 36 – 50
- 50 – 70
- > 70

Come stai viaggiando? *How are you travelling?*

- Da solo/*alone*
- Con un gruppo di amici/*with a group of friends*
- Con la famiglia/*with the family*
- Con un gruppo organizzato/*with a organized group*
- Altro/*Other*: _____

Nazione/*Nation*

Se italiano, indica la provincia

Fig. 4 - Questionnaire distributed in the Visitor Centres in 2018.

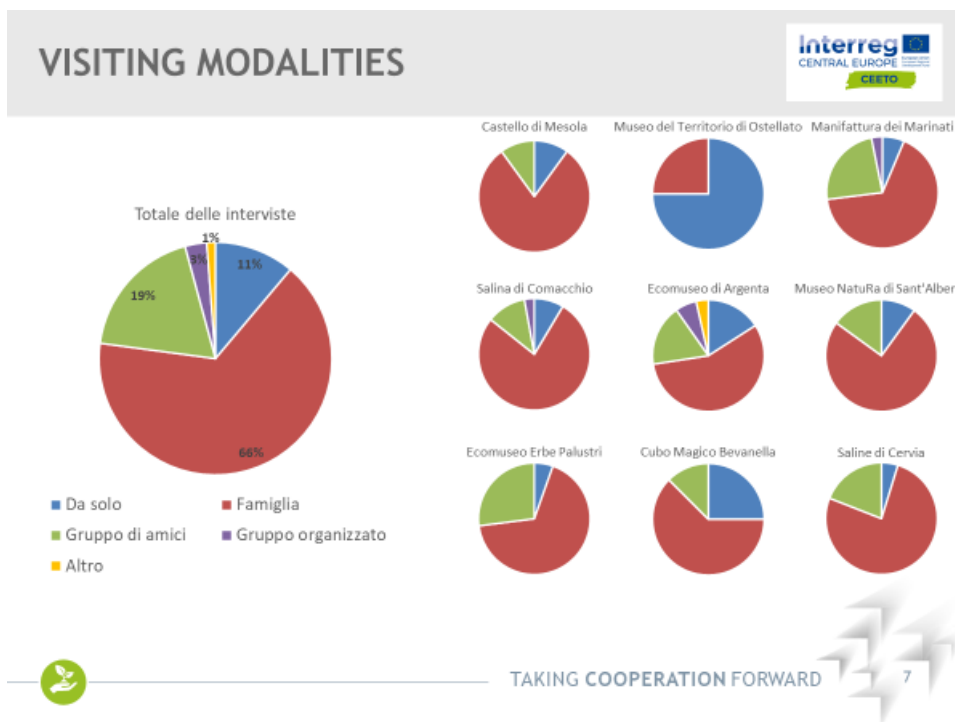


Fig. 5 - Responses from questionnaire distributed in the Visitor Centres in 2018 about visiting modalities (alone, families, group of friends, organised group, other).

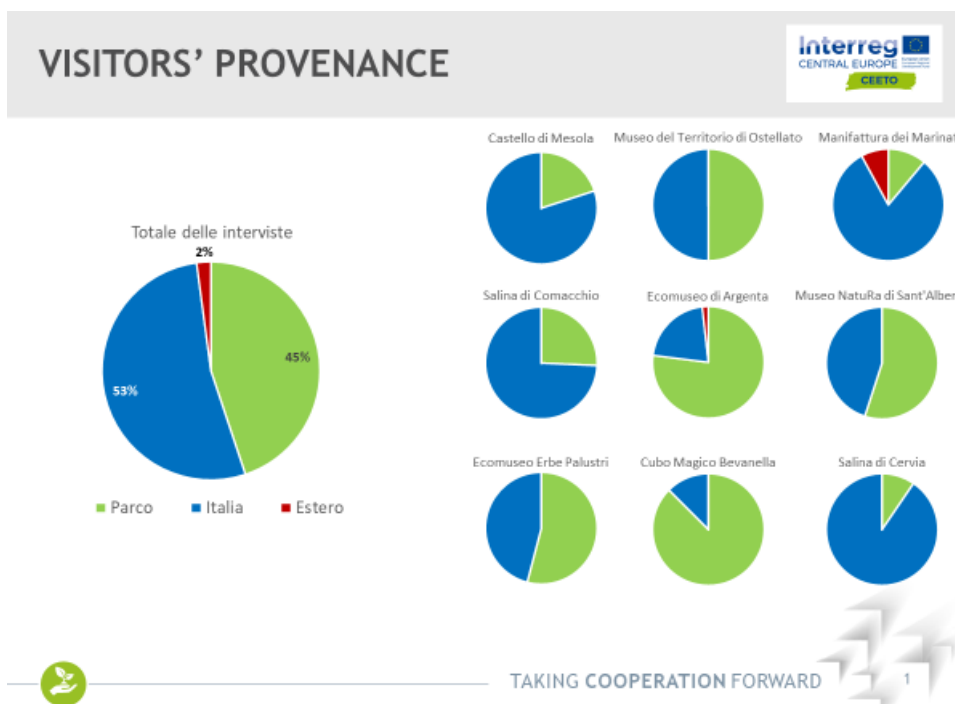


Fig. 6 - Responses from questionnaire distributed in the Visitor Centres in 2018 about provenance: Park (Ferrara and Ravenna provinces), Italy, Foreign.

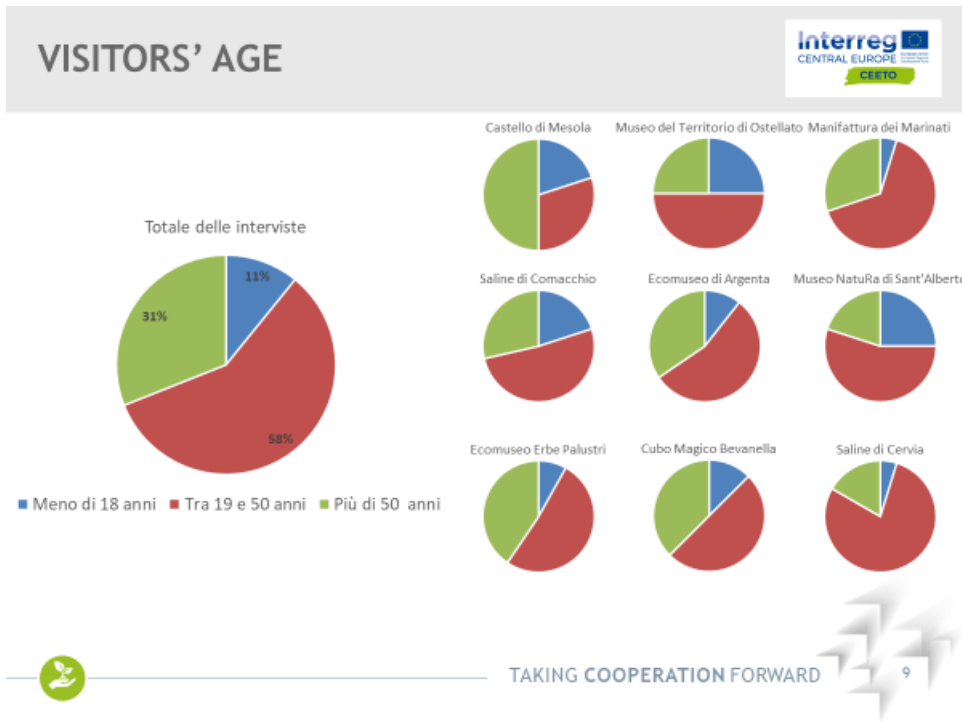


Fig. 7 - Responses from questionnaire distributed in the Visitor Centres in 2018 about visitor age: less than 18, between 19 and 50, more than 50.

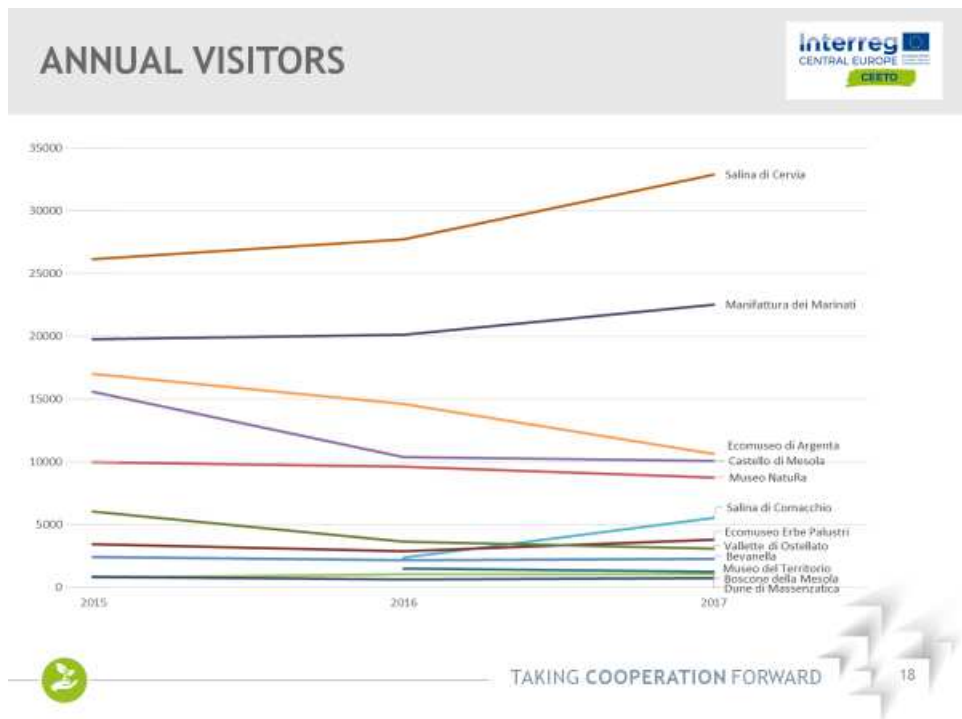


Fig. 8 - annual visitors from visitor centres and other natural hotspots.

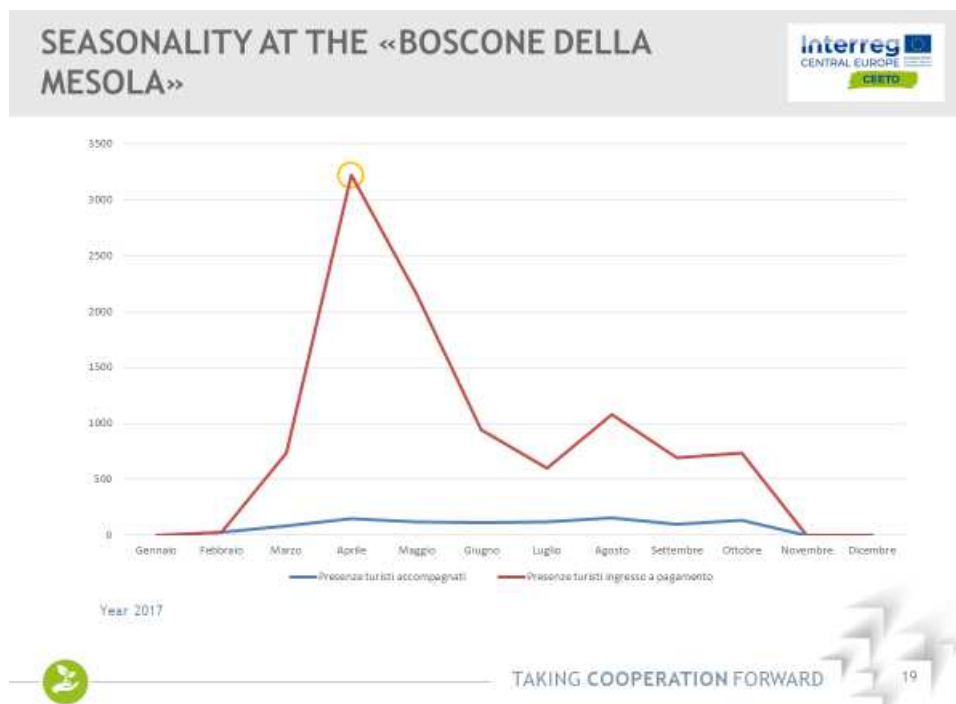


Fig. 9 - example of one the two area of which we have monthly datas: Boscone della Mesola.

4.2. Sin-Post Managing Collected Data

We focused on Visitor Centres because they have a strictly connection with the Park, as the manage sites thanks to conventions and agreements directly with the latter.

Regarding the aspects of collecting number of visitors in each Visitor Centre:

- Common tool to sign number of visits, with information also if they were groups and how they were organized, type of ticket issued (full, reduced, free) and origin (Italian, foreign)

Concerning the questionnaires, we put two more question, about the awareness of being in a Park and the other type of activities they had during their visits to Po Delta.

After taking action to improve the quality of the data collected by the visitor centres and more information on tourists:

- we have achieved the objective of having daily information on the number of tourists visiting the Visitor Centres. So, less hotspots than last year, but with a higher quality of data. In fact, now we also know why they are in the Po Delta area (seaside, cultural tourism, natural tourism, etc.)
- We collected 400 questionnaires in the Visitor Centres at the same time.

It is better than last year because it allows us to make a direct comparison:

- first of all, with what emerged during the analysis of the strategic flows of visits that during 2018 had been made post during 2019, thus being able to integrate this information;
- make a comparison between years. in fact, if one of the objectives that has been given the territory is to set itself as a tourist destination for slow and natural tourism from the answer to these questionnaires should emerge this aspect.



4.2.1. Datas from visitor centres

As aforementioned, to achieve concrete results we have worked a lot with Park’s visitor centres, with which there is already a direct link, and where results are comparable over the next few years in a certain way.

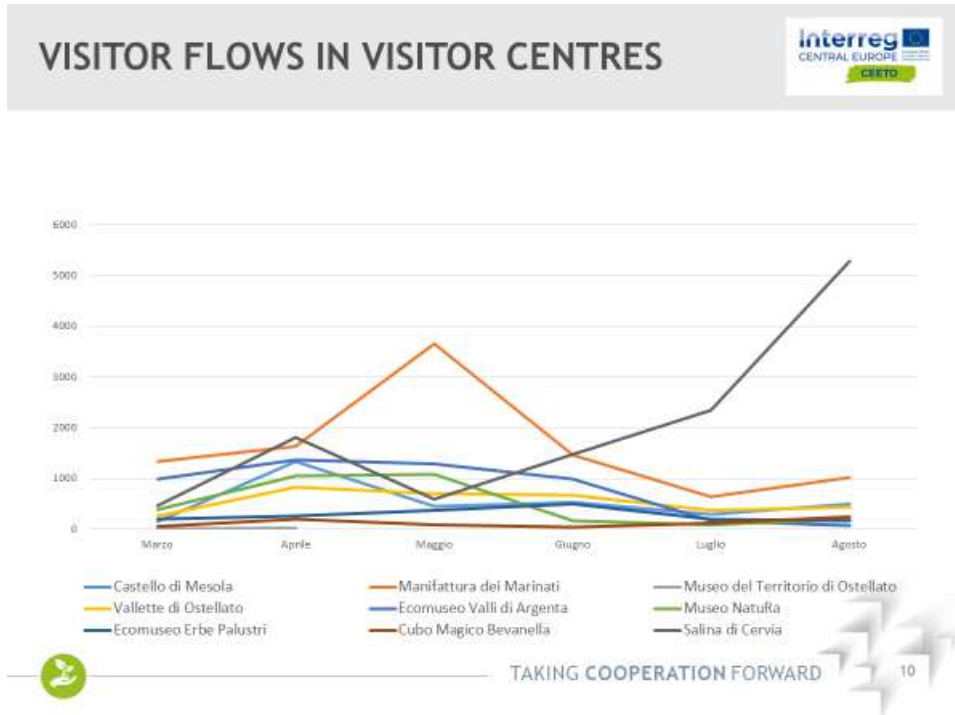


Fig. 10 - annual visitors from visitor centres and other natural hotspots

From this very first slide we can have already from this first image you can see the difference from the previous situation. In fact, in this second case, we have a monthly distribution of visitors in the Visitor Centres that previously had only for larger and more structured attractions such as the Cervia Salt Pans. Now, however, even the smallest centres have the opportunity to view and analyse the composition of their visitors, thanks to the online form that was generated for each Visitor Center, returning to the Park a homogeneous information and comparable over time.

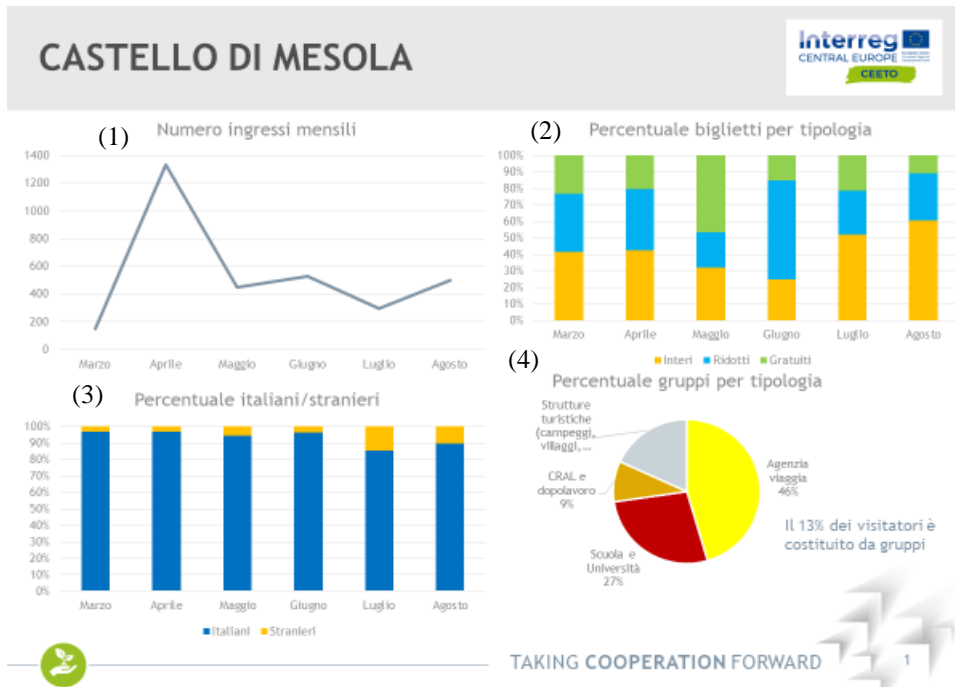


Fig. 11 - This is an example of what we achieved in each single Visitor Centre. From this first image we can see 4 different information: (1) distribution of visitors during the year, (2) type of tickets sold (full, reduction or free), (3) distribution of Italian or foreigners, (4) type of group. Below for each Visitor Centre.

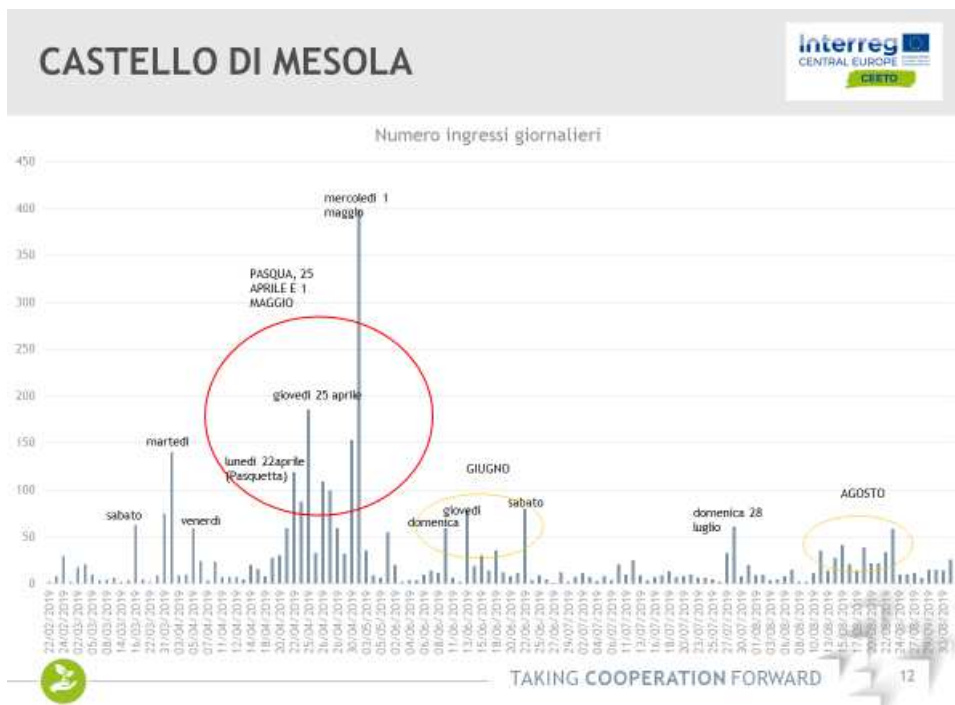


Fig. 12 - Secondly, we can also see the daily distribution of visitors in the visitor centre during the year, linking this information with what happened in those days. For example, in the red circle there is Easter and other Italian national days where were long weekend available and so lot of people travelled. Below for each Visitor Centre.



MANIFATTURA DEI MARINATI



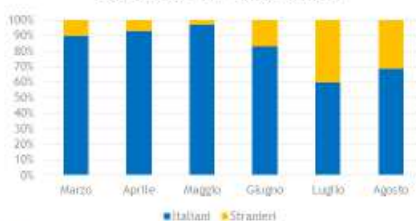
Ingressi mensili totali



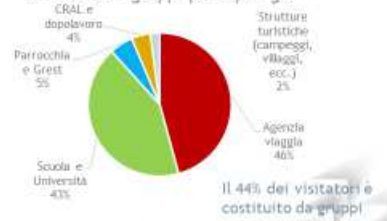
Percentuale biglietti per tipologia



Percentuale italiani/stranieri



Percentuale gruppi per tipologia



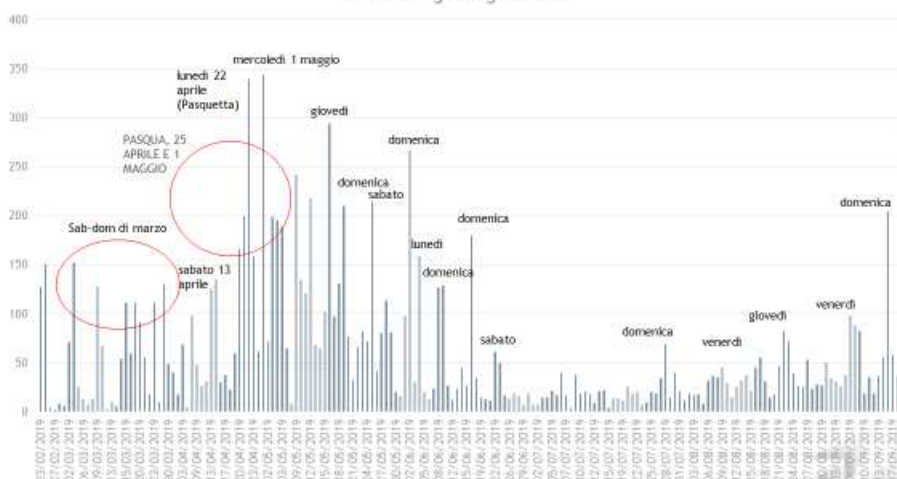
TAKING COOPERATION FORWARD

13

MANIFATTURA DEI MARINATI



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

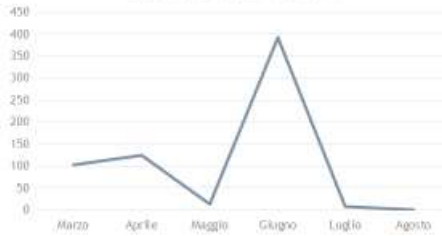
14



MUSEO CIVICO



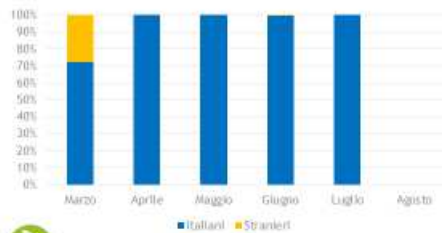
Ingressi mensili visitatori



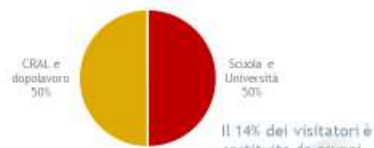
Percentuale biglietti per tipologia



Percentuale di italiani/stranieri



Percentuale gruppi per tipologia



Il 14% dei visitatori è costituito da gruppi



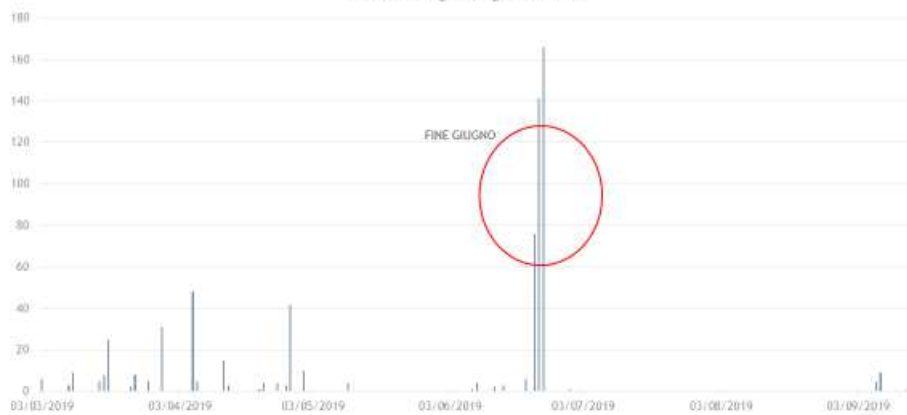
TAKING COOPERATION FORWARD

15

MUSEO CIVICO



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

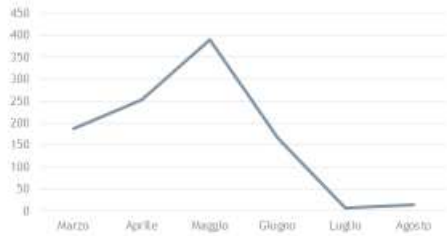
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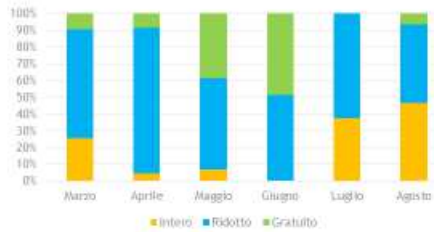
MUSEO DELLA BONIFICA



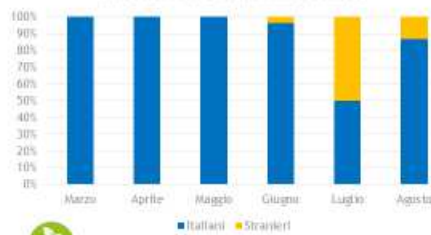
Ingressi mensili visitatori



Numero di biglietti per tipologia



Percentuale di italiani/stranieri



Il 78% dei visitatori è costituito da gruppi



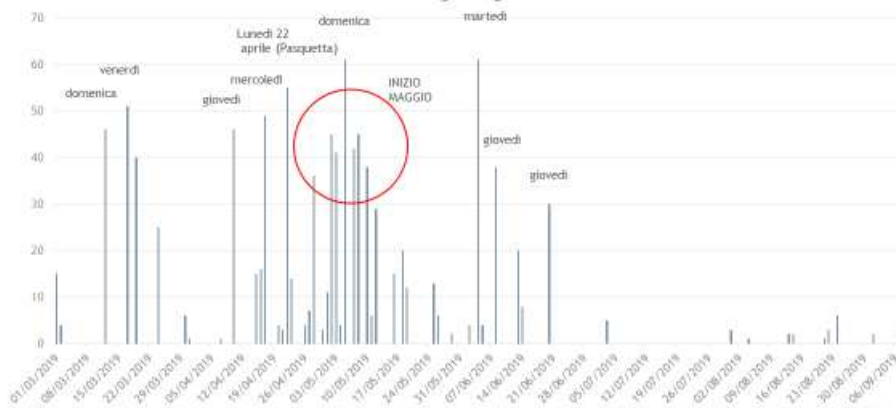
TAKING COOPERATION FORWARD

17

MUSEO DELLA BONIFICA



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

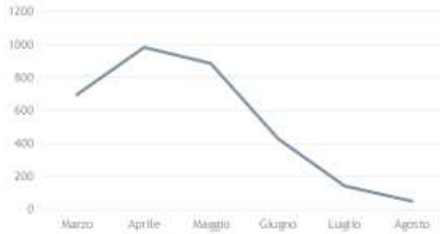
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MUSEO DELLE VALLI



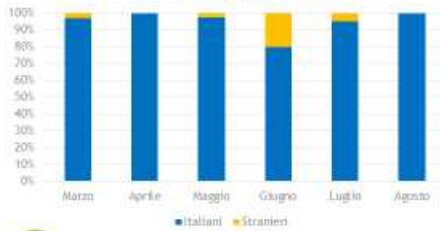
Ingressi mensili visitatori



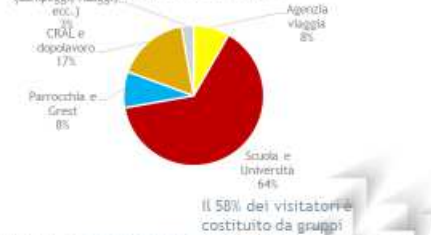
Numero di biglietti per tipologia



Percentuale di italiani/stranieri



Gruppi per tipologia



Il 58% dei visitatori è costituito da gruppi



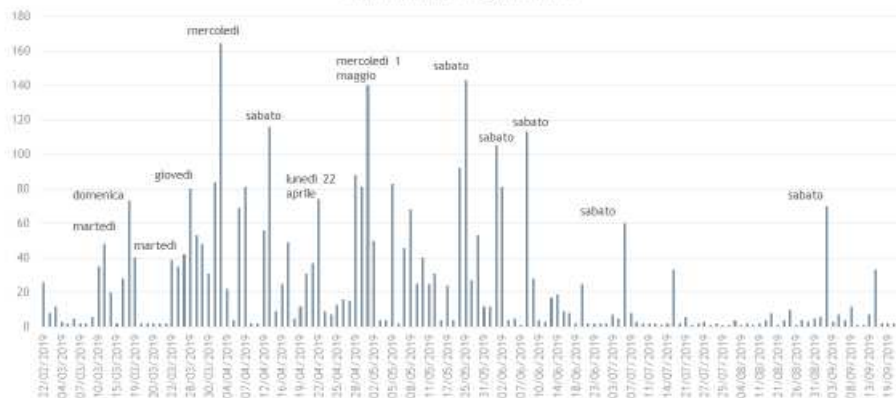
TAKING COOPERATION FORWARD

19

MUSEO DELLE VALLI



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

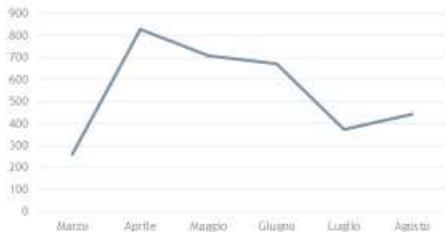
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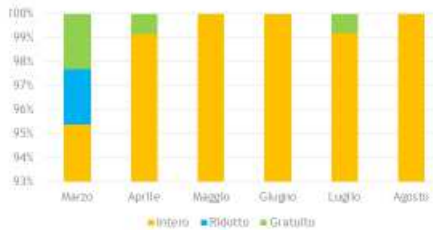
VALLETTE DI OSTELLATO



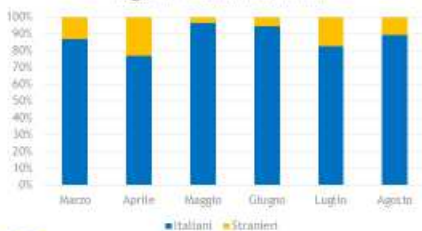
Ingressi mensili



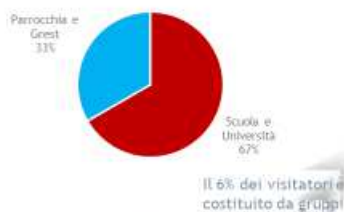
Numero biglietti per tipologia



Ingressi italiani/stranieri



Percentuale gruppi per tipologia



Il 6% dei visitatori è costituito da gruppi



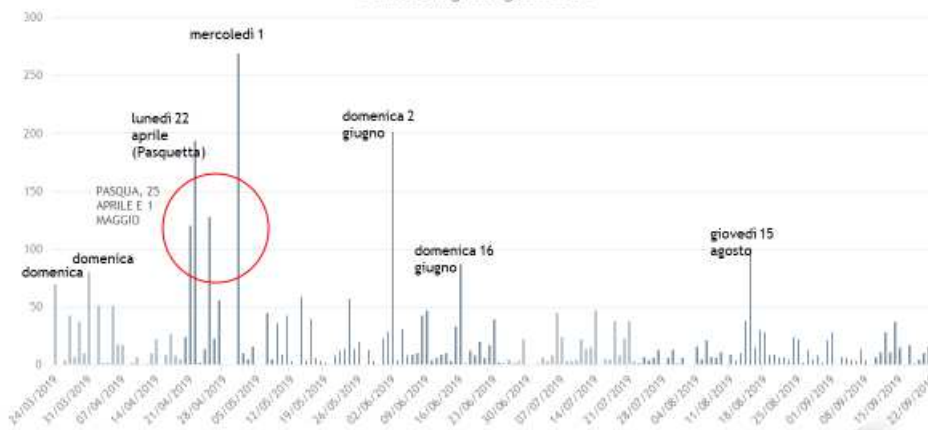
TAKING COOPERATION FORWARD

21

VALLETTE DI OSTELLATO



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

22



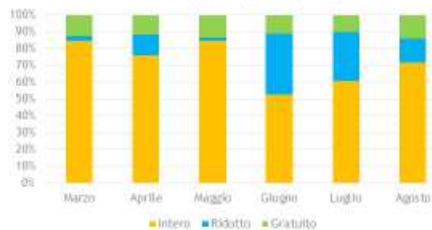
MUSEO NATURA



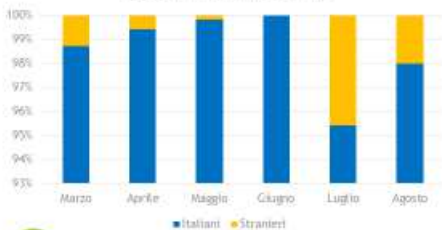
Ingressi mensili



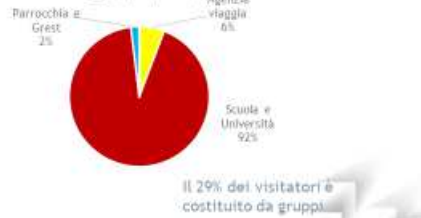
Numero biglietti per tipologia



Ingressi italiani/stranieri



Numero gruppi per tipologia



Il 29% dei visitatori è costituito da gruppi



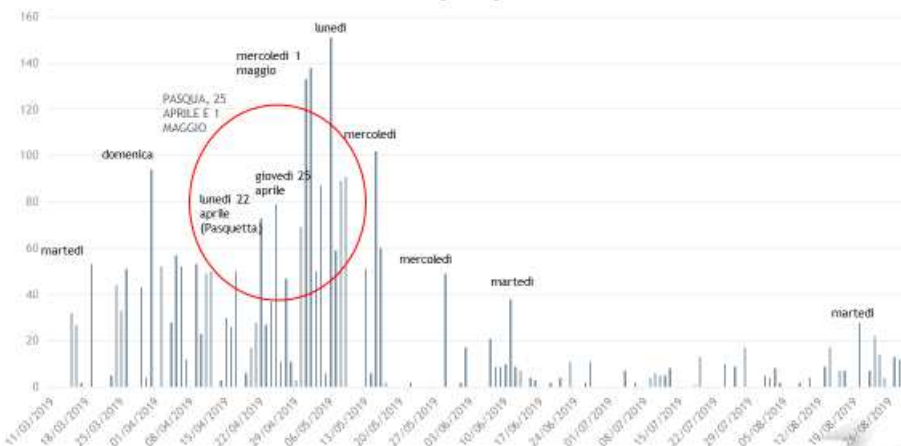
TAKING COOPERATION FORWARD

23

MUSEO NATURA



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

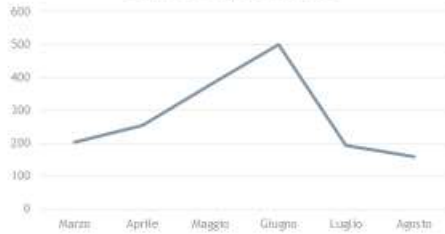
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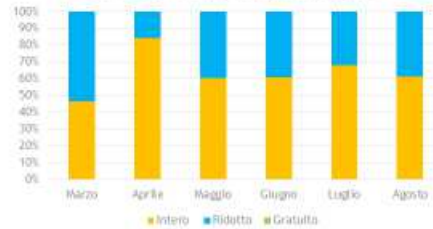
ECOMUSEO ERBE PALUSTRI



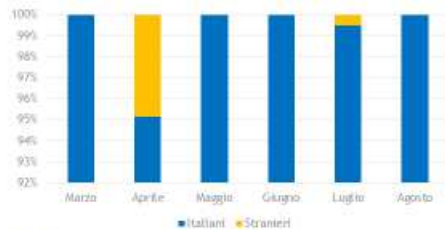
Numero ingressi mensili



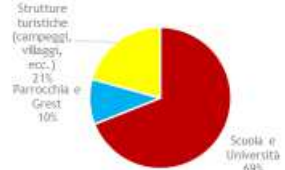
Percentuale biglietti per tipologia



Ingressi italiani/stranieri



Numero biglietti per tipologia



Il 79% dei visitatori è costituito da gruppi



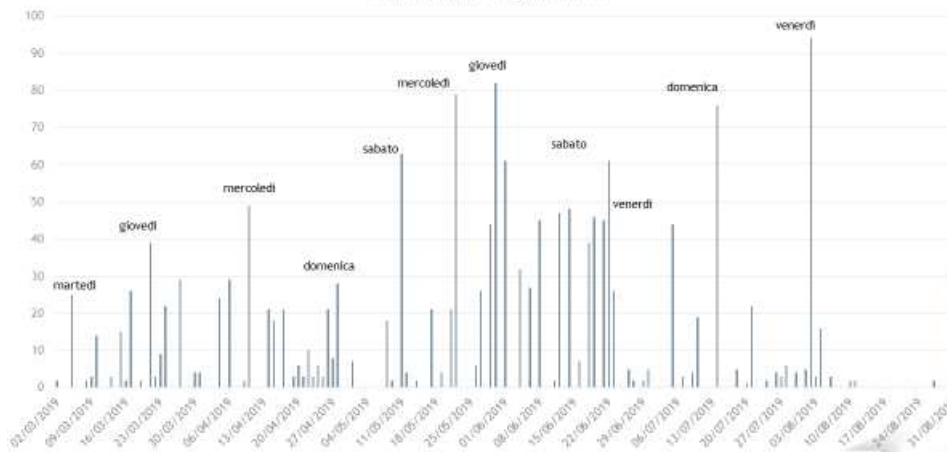
TAKING COOPERATION FORWARD

25

ECOMUSEO ERBE PALUSTRI



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

26



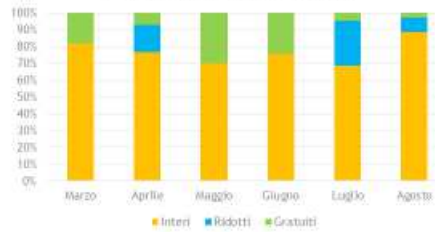
BEVANELLA



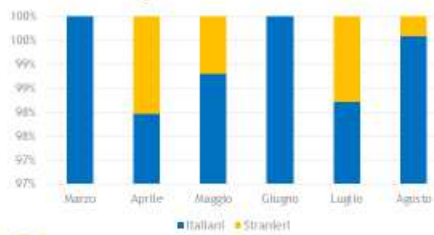
Cubo Magico Bevanella



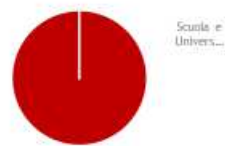
Numero biglietti per tipologia



Ingressi italiani/stranieri



Numero gruppi per tipologia



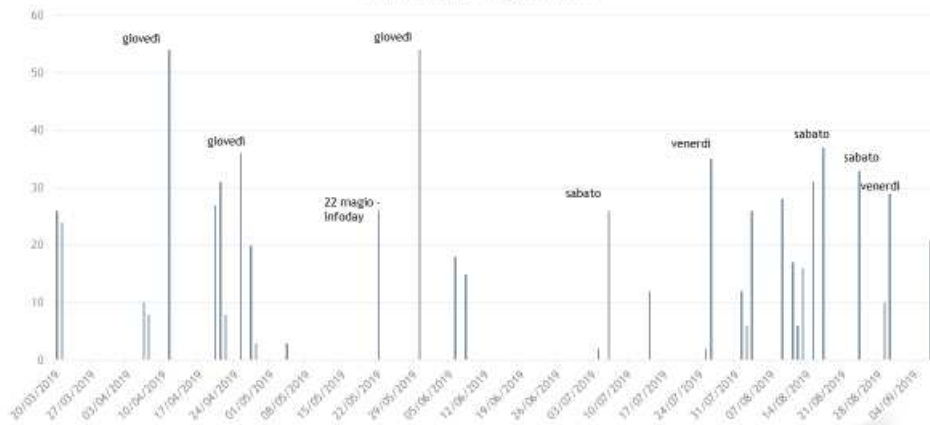
TAKING COOPERATION FORWARD

27

BEVANELLA



Numero ingressi giornalieri



TAKING COOPERATION FORWARD

28



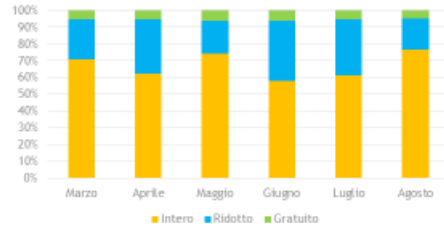
SALINA DI CERVIA



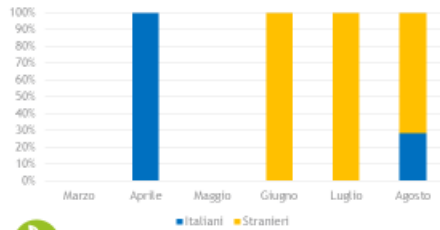
Ingressi mensili



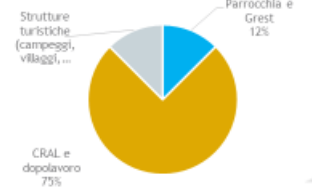
Numero biglietti per tipologia



Ingressi italiani/stranieri*



Numero gruppi per tipologia*



Il 1% dei visitatori è costituito da gruppi



TAKING COOPERATION FORWARD

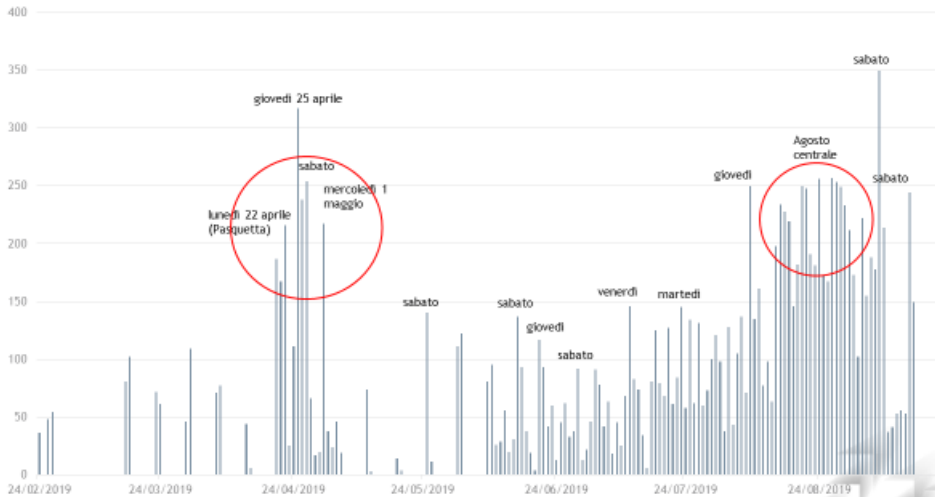
29

*Alcuni dati non completi o mancanti

SALINA DI CERVIA



Numero ingressi giornalieri



TAKING COOPERATION FORWARD


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4.2.2. Questionnaires

For the second phase of monitoring, we have implemented the first questionnaire in the general part with two more questions:


- Are you aware to be in the Emilia-Romagna Po Delta Regional Park? Do you know its rules?
- What experiences have you had during your holiday in the Po Delta?



PARCO DEL DELTA DEL PO



Questionario per valutare la conoscenza delle
eccellenze naturalistiche del Parco del Delta del Po
Questionnaire to evaluate the knowledge of the
naturalistic excellencies of the Po Delta Park



Quanti anni hai? *How old are you?*

< 18

18 – 35

36 – 50

50 – 70

> 70

Nazione/Nation

(If Italian) Se italiano, indica la provincia

Durante la tua vacanza del Delta del Po quali esperienze hai fatto? *What experiences have you had during your holiday in the Po Delta?*

Enogastronomia/*Enogastronomy*

Birdwatching/*Birdwatching*

Balneare/*Seaside*

Escursione in bicicletta/*Bike excursion*

Escursioni naturalistiche/*Nature excursion*

Visite a siti culturali/*Visits to cultural sites*

Attività sportive/*Sports activities*

Escursioni in barca/*Boat excursion*

Partecipazione ad eventi/*Participation in Events*

Pescaturismo/*Fishing-tourism*

Altro/*Other:* _____

Come stai viaggiando? *How are you travelling?*

Da solo/*alone*

Con un gruppo di amici/*with a group of friends*

Con la famiglia/*with the family*

Con un gruppo organizzato/*with a organized group*

Altro/*Other:* _____

Sai di trovarti nel Parco del Delta del Po dell'Emilia-Romagna? Conosci le sue regole?

Sì e ne conosco le regole

Sì, ma non ne conosco bene le regole

No

Are you aware to be in the Emilia-Romagna Po Delta Regional Park? Do you know its rules?


Yes and I know its rules



Yes, but I don't know its rules

No

Fig. 13 - This is the first page with general question to the visitors, to better know and understand from where they come, which activities and experiences they were having on the territory and if they were aware of being in a natural park.





Eccellenze Naturalistiche <i>Naturalistic excellences</i>	L'ho visitato <i>I visited it</i>	Lo conosco, ma non l'ho mai visitato - <i>I know it, but never visited</i>	Non lo conosco <i>I don't know it</i>
Bosco di Santa Giustina			
Boscone della Mesola			
Torre Abate			
Dune fossili di Massenzatica			
Sacca di Goro e Valle di Gorino			
Garzaia di Codigoro			
Faro di Goro			
Oasi di Cannevié			
Pineta di Volano			
Dune della Puja			
Vallette di Ostellato			
Valli di Comacchio			
Salina di Comacchio			
Pineta di Spina			
Campotto			
Bassarone			
Valle Santa			
Boscoforte			
Punta Alberete			
Valle Mandriole			
Riserva Naturale di Alfonsine			
Pineta di San Vitale			
Ortazzo			
Ortazzino			
Bevanella			
Pinea di Classe			
Pineta di Cervia			
Salina di Cervia			

Fig. 14 - This is the second part of the questionnaire that listed the naturalistic places of the Park, where tourists had to indicate if they had visited them, knew them or did not know them.



4.2.2.1. General part

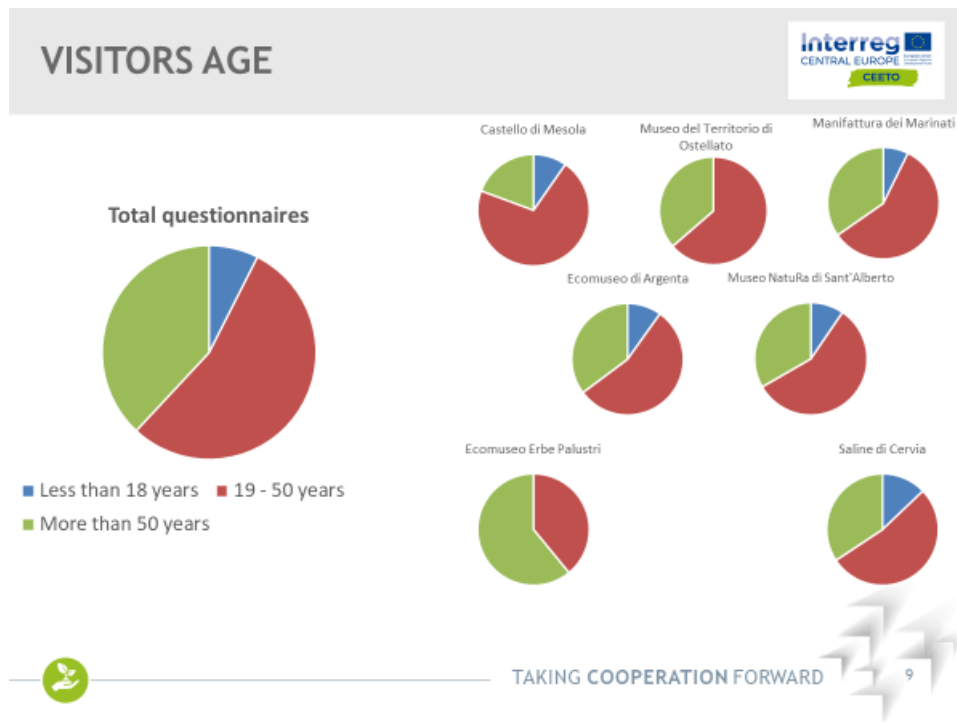


Fig. 15 - Responses from questionnaire distributed in the Visitor Centres in 2019 about visitor age: less than 18, between 19 and 50, more than 50

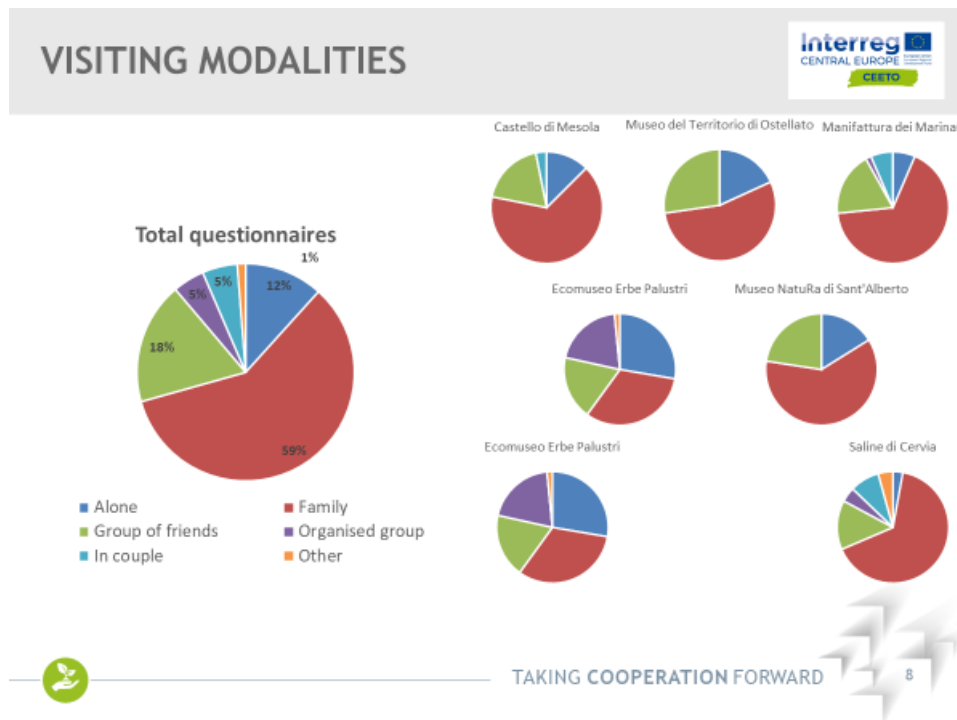


Fig. 16 - Responses from questionnaire distributed in the Visitor Centres in 2019 about visiting modalities (alone, families, group of friends, organised group, other)

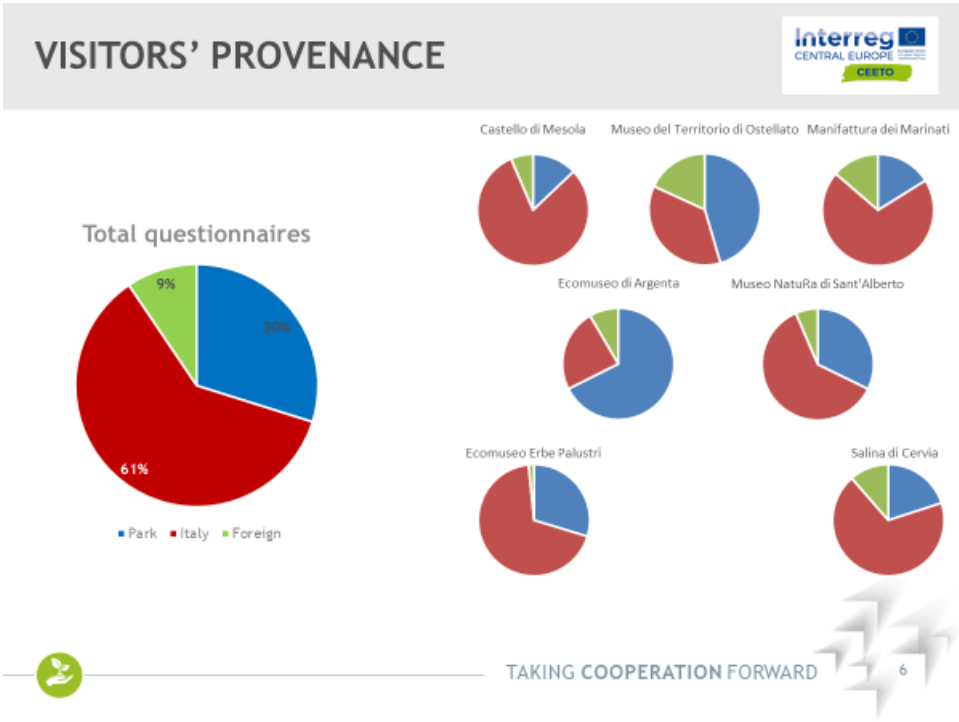


Fig. 17 - Responses from questionnaire distributed in the Visitor Centres in 2019 about provenance: Park (Ferrara and Ravenna provinces), Italy, Foreign.

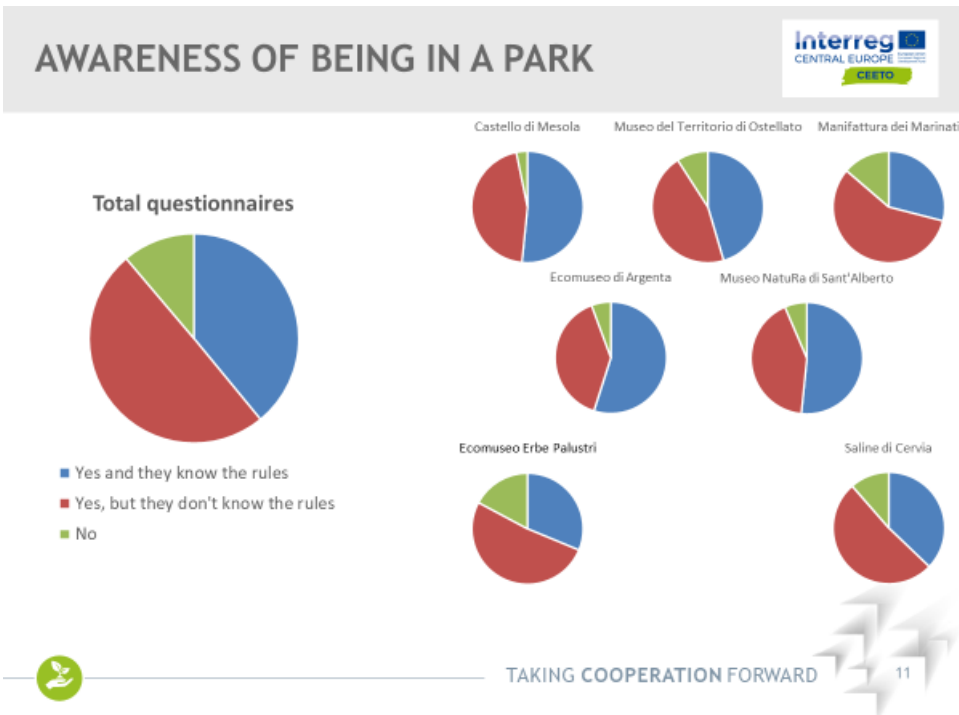
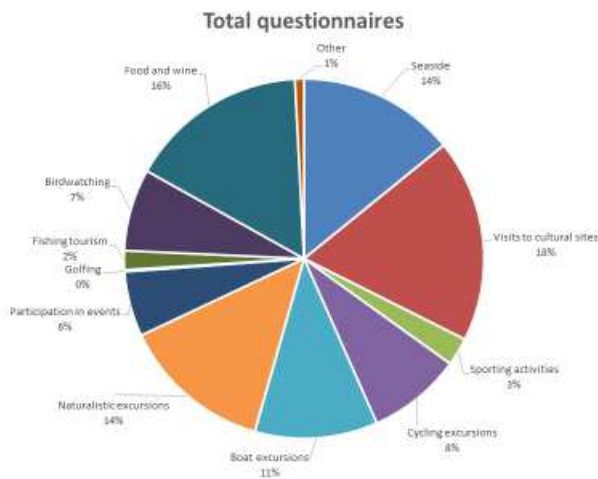


Fig. 18 - Responses from questionnaire distributed in the Visitor Centres in 2019 about awareness of being in a Park



ACTIVITIES AND EXPERIENCES



TAKING COOPERATION FORWARD



Fig. 19 - Responses from questionnaire distributed in the Visitor Centres in 2019 about activities and experiences in the Park.

The graphs shown here allow us to draw the first simple conclusions about this second phase of monitoring. Having collected a good number (about 70) more questionnaires than last year, we have more complete and accurate information, for example, on the attendance of visiting centres by foreigners, which is much greater: 2% in 2018, 9% in 2019.

Speaking of subdivision of targets, the family is confirmed as the main visitor to these structures.

Fundamental in this second version are the reasons that led tourists to the Po Delta, where almost 2/3 of respondents indicated: beach, visit to cultural sites, visit to natural sites and food and wine.

The following four graphs (fig. 20-23) show as an example, which integrate the analysis carried out in 2018, with that of 2019, are at a glance less significant than the previous ones. However, a great heterogeneity of tourists visiting the Po Delta emerges and the connected aspect remains that the most known attractions (the Cervia Salt Works, for example) are on average more visited than other places.



4.2.2.2. Naturalistic places

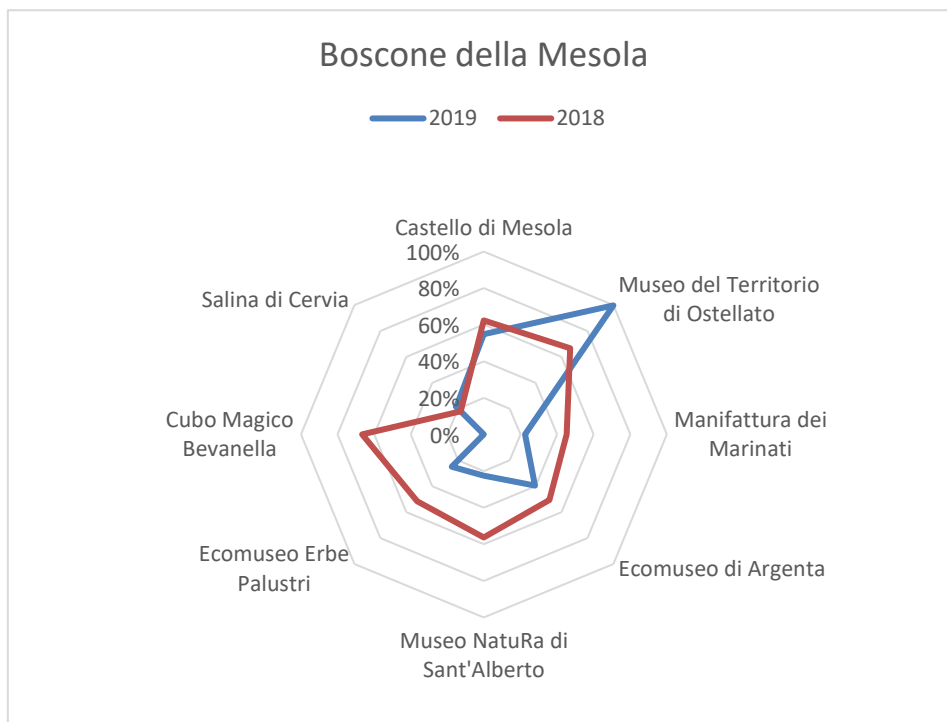


Fig. 20 - Number of respondents who visited the Mesola Woods in each Visitor Centre in 2018 and 2019.



Fig. 21 - Number of respondents who visited the “Sacca di Goro e Gorino” in each Visitor Centre in 2018 and 2019.

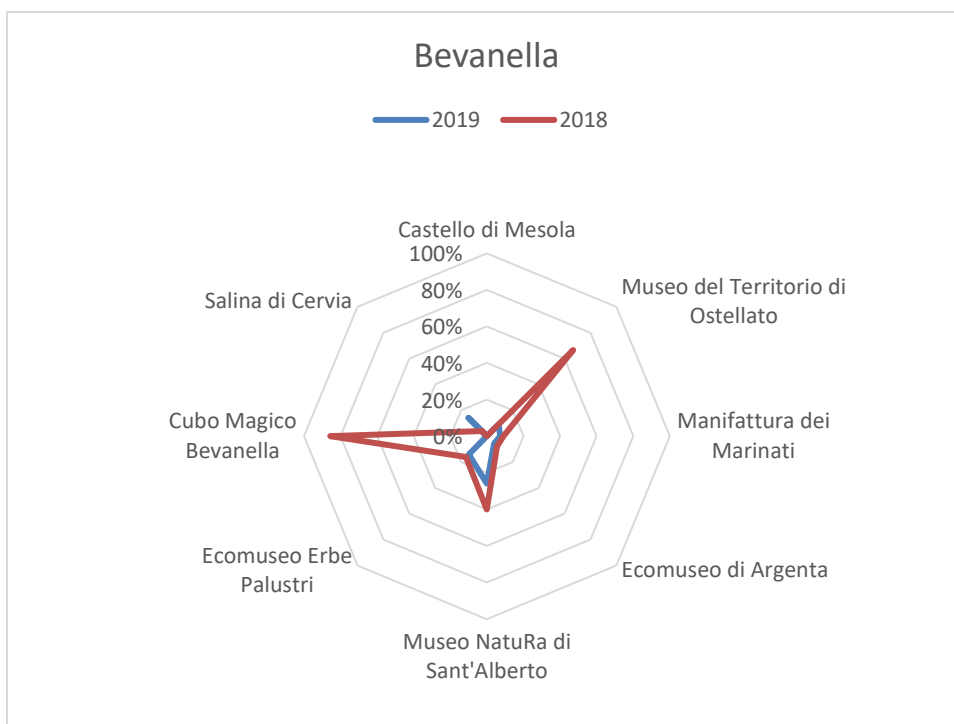


Fig. 22 - Number of respondents who visited the Bevannella area in each Visitor Centre in 2018 and 2019.

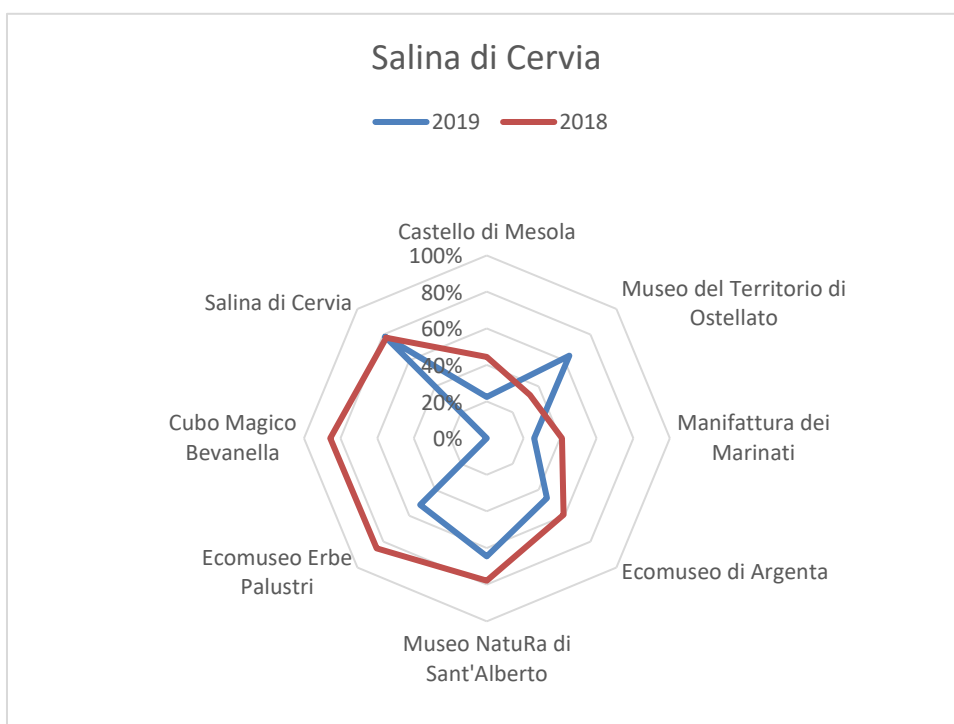


Fig. 23 - Number of respondents who visited the Cervia Saltpan in each Visitor Centre in 2018 and 2019.



4.3. Deviations

The main deviation is related to having restricted the field of action to the visitor centres of the park with which you could have a closer relationship and continuous, therefore more efficient and effective than other nature areas. However, the goal remains to expand the part of the questionnaires to other areas as well as the data collection that has been requested this year for some areas such as the “Boscone della Mesola” and the saltpan of Comacchio, but not yet arrived.

A critical point due to the number of monitoring operations carried out is the significance of the information collected. In fact, in this case we can speak of a low significance because we have considered only 2 years and the responses collected compared to the number of visitors is very low. So, although important, in some cases we can create discrepancies between what is collected by the questionnaires and what is the reality. These two aspects will come closer and closer to each monitoring carried out.

4.4. Data Analysis

At the end of September we carried out a first analysis of the data collected by the Visitor Centres on the number of visitors that allowed us to identify and better specify the peak points of visitors with a level of daily precision, then coming to know how much for example the Easter period has affected the number of visits, as well as the bad weather at the end of August that is normally a period of low season in some days there were peaks of visits due to this.

Before this information was deductible on the basis of the experience of the operators, but there was then a "scientific" basis of counting to support.

The analysis and comparison of the data makes it possible to highlight that:

- families and groups are the main groups of tourists in the visitor centres, also confirmed by the main age group which is 19 - 50.
- almost all visitors are Italian, with a third coming from the two provinces where the park is located (Ferrara and Ravenna). The number of foreigners is growing at 9% (2% in 2018).
- the main reasons why visitors come to the Po Delta are: visit to cultural sites, food and wine, seaside and visit to nature sites.
- Overall, visitors know that they are within a Regional Park, you have to work a lot on communication than the awareness of the behaviour that you have to keep.

From the analysis of the data coming from the Visitor Centres it emerges that:

- the seasonal peaks are between April and May, while some also have August (the Cervia salt pans).
- There is a big difference in the type of ticket issued to support the fact that they are one of the main targets are families who often enjoy reductions or free admission prices.
- In general, foreigners are concentrated in the summer months.



5. Use of monitoring data analysis

Knowing the tourist allows you to identify the best solutions to manage and direct the best while he is on the territory. For this reason, as PRDP, we had to start by identifying the target of tourists who frequent these areas of the territory.

To carry on this method that we have given ourselves, will allow us to realize communication campaign more and more targeted and effective because we will reach exactly who must be reached, giving the information it needs.

5.1. Use of the data in the Pilot Action(s)

Combining the data from the questionnaires distributed in the Visitor Centres in 2018, with the participatory process implemented with the analysis of strategic flows of visits, we have built an action plan, part of the same pilot action, able to respond to the needs of different stakeholders, tourists and the Park. In fact, from the data emerged from the questionnaires and from the participatory process, the presence of hotspots has been confirmed, which are particularly under pressure, while other areas are almost completely unknown.

In the Action Plan, the main aim is to respond to this by means of communication and involvement activities in order to better distribute the flows throughout the Park territory and throughout the year.

5.2. Use of the data in the Action Plan Implementation

The data collected will be analysed from time to time to return useful information to the Park to manage communication not only directly with the tourist and then influence his behaviour, but also with the Visitor Centres in order to create synergy and collaboration between them. This will allow to improve the distribution of tourists even in areas that are not normally touched by their travels and movements.

In fact, knowing the composition of tourists who frequent the area at any time of the year will allow you to create more specific communication and marketing campaigns and therefore more efficient and effective at the same time.

In practice, if I know that families come on specific weekends (for example, during special holidays such as Easter) I know that in that period I will have to make targeted web marketing campaigns for families, highlighting the activities that can be carried out by adults and children. As a result, I know that I will not go to promote birdwatching activities because those who practice it come in another time of year.

5.2.1. Other activities

Some activities that have taken place from the Sustainable Tourism Action Plan are:

- Training of Visitor centres' staff and Tourist Information Offices in the Park divided in different days we are developing on different theme, starting from the importance of monitoring visits regularly and the type of information the give back (for example in April 2019 al VC had high number of visits due to Easter and National holidays), to aspects connected to the territory of the Park.



-
- Communication campaign on behaviours have been made on Facebook and Instagram of the Po Delta Biosphere Reserve with suggestion on action tourists can take to be sustainable.
 - Tourism table we put up during the development of the application form for the European Chart of Sustainable Tourism that was submitted.
 - Tools for landscape interpretation and Inclusion in the Park's communication tools at Massenzatica Dunes that are going to be set up in next months with panels useful to understand this very particular area that represent the ancient Delta and for this reason in here we find the so-called fossil dunes. They are very important because part of the history of the transformation of this territory but hard to understand without correct information.