Interreg
CENTRAL EUROPE
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CEETO

WORKPLAN / ROADMAP SUSTAINABLE TOURISM

ACTION PLAN

Parco Regionale Alto Appennino Modenese

CEETO – D. T2.2.2

Version 1

11|2018

Content

1. Introduction

Setting up a participatory system for the development of the Sustainable Tourism Action Plan as well as the Pilot Action was a new approach that permitted to establish stronger relationships with stakeholders. The main challenge faced by the Authority of the Regional Park Alto Appennino Modenese was that the Sustainable Tourism Action Plan would be the basis for the evaluation as a European Charter Park for Sustainable Tourism (EUROPARC Federation ECST Tool).

To better understand this Report you have to consider as an integral part of it the Deliverable 2.3.2 (expected in February 2019) "Report on management tools implementation": Report on the activities carried out by each PA involved and their relevant outcomes while putting in place some of the management tools/procedures as identified in the Action Plan in cooperation with competent bodies (e.g. other public administrations).

2. Participatory Process for the Action Plan Development

The methodology used to manage the meetings, following the CBW produced for CEETO project (DT2.2.1), had been inspired by the European Awareness Scenario Workshop (EASW), an approach that allows an open discussion in order to identify solutions that are concrete and easy to implement.
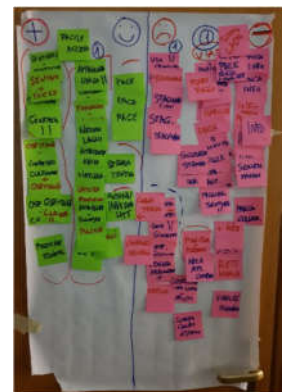
Each meeting had been focused on one specific area of the Park's territory, with different problematic to be tackled:

1. Meeting in Fanano, held in 10.10.2018, pilot area of Lago di Pratignano (13 participants);
2. Meeting in Pievepelago, held in 11.10.2018, pilot area of Lago Santo Modenese (19 participants);
3. World Cafè in Pievepelago, held in 22.112018, pilot area of Lago Santo Modenese (13 participants).

After a brief presentation of the project CEETO, the participants had been asked to tell their visions of the future of the pilot area, through a simulation individual activity (named **Future Search** – Session 3 of the CBW), expressing a forecast both on desired positive aspects (*what I like to preserve and enhance in the area*) and on unwanted negative aspects (*what I don't want to see anymore and possibly change*). A synthesis of the visions allowed, therefore, to identify the common transversal themes in order to define a common vision of development of the sustainable tourism in the pilot areas. This synthesis of common ground of future development will allow to draw a first draft of the main strategy pillars of the Action Plan (O.T.2.1.).

During the second part of the workshop the Park management presented the draft proposal of its pilot action related to the specific pilot area to be implemented within the CEETO project. After this presentation, the participants had been asked to give comments and possible alternative/complementary actions to tackle the issues related to tourism flows in the pilot area, taking inspiration by the themes emerged in the Future Search activity.

This part of the workshop (named **Ideas Factory** – Session 4 of the CBW), allowed the Park management to collect potential solutions, answers and proposals to common problems/opportunities in the management of the pilot area tourism pressure.

The following chapters summarize the results of the Participatory Activity for each pilot area.

2.1. Participatory Activity Lago di Pratignano

The Future Search activity gathered 13 "visions" of the area, enlightening the positive and negative aspects of human activities in the area (not only linked to tourism).
The outcomes confirmed the main assumptions of the Park: to protect this fragile and unique area, its habitat and landscape, it is necessary to collect informations and objective data on the spot, and on the other side try to influence the behaviours of the visitors, guiding them in the correct approach to the site. A particular attention has to be addressed on the mountain breeding and farming, a positive aspect – since it represents the local tradition and culture of the mountain populations – but also a problematic human activity for the sensitive habitat of Pratignano, if not well managed and monitored.

2.2. Participatory Activity Lago Santo

The Future Search activity gathered 16 "visions" of the area, enlightening the positive and negative aspects of tourism impact on the area. The results of the workshop confirm these statements, in fact the participants have identified the environment - forest, bodies of water, landscape still intact - as the main attraction to be saved. The presentation of the Pilot Action proposal by the Park management sparked an intense debate between the participants, dividing the audience in two opponent factions. The debate lead the Park to propose a new confrontation round in the next future.

The workshop ended with the collecting of ideas coming from stakeholders, to enlist other possible solution to the main issues to be addressed by the Action Plan. All the ideas will be evaluated and developed in next workshops foreseen by the participatory planning process.

2.2.1. World Cafè Lago Santo

The World Café took place in the town hall of Pievepelago, on 22nd November 2018, where 13 participants attended the meeting. Park management presented new proposals on the basis of the results of the first meeting of October. The World Café methodology foreseen the creation of heterogeneous groups of 5-6 participants each. To each group had been asked to tackle different issues in different rounds of discussion, in order to design concrete proposals of actions. This methodology had been implemented through a "gaming" session, described below. The final part of the meeting called "Invest in the Future of Lago Santo", had been organized in order to let the stakeholders (including the PA management) to set up a scale of priorities. The activities realized during the meeting of October "*Future Search and Ideas Factory*" allowed to select the main shared strategic themes. On the basis of these

strategic themes, it had been organized the World Café. Participants had been asked to divide in two groups - in which it was present at least one representative of the PA authority, one representative of tourist entreprenuers and one representative of public sector. Each group worked in the designing of actions according the problems to tackle. To facilitate the task, each group had been supplied with puzzle pieces, green for the activities proposed by the Park and white for the activities proposed by the other stakeholders during the *Ideas Factory* session of October; some of the puzzle pieces had bee left blank to be fulfilled with new ideas. The puzzles created represent the shared actions, and had to be composed by maximum 6 pieces and contain pieces of both colors. Every 30' the group changed focus on a different strategic theme. As result of this session was the creation of 10 proposal of pilot actions on 3 different strategic theme. These 10 proposals had been presented to the audience and displayed on the wall on open envelops.

To every participant had been distributed an *investment stack* of 75€ (composed by one fake banknote of 50€, one of 20€ and one of 5€). With that stack, each participant had been asked to invest (by separating the 3 banknotes in 3 different envelops) in the actions he/she considered most important. The combination of the most "financed" action proposals represents the CEETO pilot action for Lago Santo.

3. Workplan

	Tasks	2018		2019				2020				2021			
		3/4	4/4	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4
1	**Monitoring Plan**														
1.A.	**Fanano – Pratignano Lake**														
1.A.1.	Project and installation of the monitoring system based on an VCA – Video Content Analysis software;			■	■										
1.A.2.	Monitoring of tourist/animal presence and identification of Zone A crossing events, identifying the relevance of animals/people and recording events				■	■	■	■	■	■	■	■	■		
1.A.3.	Intensification security checks performed by security guards and volunteers			■	■	■	■	■	■	■	■	■	■	■	
1.A.4.	Data analysis					■	■	■	■	■	■	■	■		
1.A.5.	Evaluation of results					■	■	■	■	■	■	■	■	■	
1.B.	**Pievepelago – Santo Lake**														
1.B.1.	Identification and experimentation of alternative routes (e.g.electric bike rental, definition of the public transport system, enhancement of walking trails)			■	■										
1.B.2.	Monitoring of the accesses				■	■	■	■	■	■	■	■	■		
1.B.3.	Data analysis					■	■								
1.B.4.	Evaluation of results						■								

		2018		2019				2020				2021			
	Tasks	3/4	4/4	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4
2	**Implementation of pilot action**														
2.A.	**Fanano – Lago Pratignano**														
2.A.1.	Working Tables with the local stakeholders (Ente Parco, Comune and ASBUC) to define possible structural interventions (accesses by car and fences) to protect Pratignano Lake		■	■											
2.A.2.	Definition of the communication and education Program for a correct use of the area involving local stakeholders		■	■	■										
2.A.3.	Working Table with the local stakeholder in order to evaluation of results, checks and educational plan					■	■								
2.A.4.	Reporting						■								
2.B.	**Pievepelago – Santo Lake**														
2.B.1.	Working Tables with the local stakeholder to define the draft for access to the Santo Lake by alternative routes (not only by car and not only by the municipal road)		■	■											
2.B.2.	Definition of the communication and education Program for a correct use of the area (Lago Santo, Lago Baccio, Monte Giovo, Monte Rondinaio) involving local stakeholders			■	■	■									
2.B.3.	Working Table with the local stakeholder in order to evaluation of results, checks and educational plan and approve the final version						■								
2.B.4.	Reporting						■								
3	**Sustainable Tourism Action Plan**														
3.1.	Workshop on the spot	■	■												
3.2.	Working Table with the local stakeholder to develop the action plan "Patto per Pratignano" and "Patto per Lago Santo"	■	■												
3.3.	Formal approval of the Action Plan		■												