

CEETO

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| CEETO Deliverable D.T1.2.1  Monitoring workplan for each PA | Version 1.0  12 2018 |

1. Introduction

Within the deliverable DT2.4.1 each pilot area has to establish a monitoring workplan. Built on the base of the Action Plan, the workplan set up a system to monitor the implemented management tools.

The monitoring workplan has to identify:

* Monitoring locations
* Specific tools
* Time frequency
* Data collection
* Elaboration methodologies
* Responsible subject

1. Description of the Park

The Regional Park of the Po Delta of the Emilia Romagna region was set up in 1988 through a special Regional Law (Regional Law 27/88) and is part of the system of the protected areas of Emilia Romagna. The park is divided into six “stations” around the southern area of the Po Delta, whose northern part belongs to the Veneto Region, along the coast of Ferrara and Ravenna and near Argenta. In 1999 the northern part of the territory was included in the Unesco site as World Heritage “Ferrara, city of the Renaissance and its Po Delta”.

Until 2011 the park was managed by a Consortium that was made up of the two provinces of Ferrara and Ravenna and of the nine municipalities (Comacchio, Argenta, Ostellato, Goro, Mesola, Codigoro, Ravenna, Alfonsine, Cervia) whose borders are within the park. Since January 2012, according to regional law no. 24 of December 23, 2011, the Park has been managed by the Managing body for Parks and Biodiversity – Po Delta”. The park has a consolidated and successful experience in the management of international projects, in particular in environmental protection and in the preservation of biodiversity. The abilities of the park and the scientific knowledge of the environment grew in the past few years, thanks to the contribution of universities and many scholars. Over the years the park has managed to ensure a higher sustainability of the different human activities, but it is also trying to reduce the conflicts between social and economic players. The park also carries out activities aimed at protecting biodiversity, carrying out many scientific studies and surveys aimed at increasing naturalistic knowledge, it also carries out activities aimed at teaching the value of biodiversity to new generations.

The “stations” of the park are characterized and differentiated by particular environmental and landscape features: “homogenous territorial areas”, according to the definition of the founding law. All areas are characterized by the presence of water, with different levels of salinity, water created wonderful natural evironments and led to the development of all human activities linked to fishing, agriculture, tradition, culture and art throughout the centuries.

The extraordinary presence of birds, with more than 300 species, among which nesting birds, wintering birds or migratory birds, together with some mammals, such as the “dune deer” of the Mesola wood, characterizes a precious fauna, and all the “green” elements of the park, such as lowland woods or hygrophilous woods, pine forests and dunes are the flora of the Po delta.

The park includes extraordinary environmental, artistic and naturalistic evidence of what is around the Po Delta area, both of its history and of its current lively activity.

1. Description of pilot area
   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.

* 1. 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 centimeters, 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.

1. Time frequency

The frequency with which monitor the tourism flows in the pilot areas is three time per year in the main season peak:

* Aprile/May: during weekend
* Agoust: all days
* October: during weekend

This frequency is useful to capture the different type of tourist which visit the Park all over the year.

1. Data collection

Data collection is composed by two type of information:

* Questionnaire
* Number of visit
  1. Questionnarie

With the questionnaire we will study the visit history of visitors in the Park, where they stayed, visited, which activities they have done, etc.

Moreover they are useful to implement the profiling activity started with the first monitoring phase of August 2018.

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| **Eccellenze Naturalistiche**  ***Naturalistic excellences*** | Lo conosci?  *Do you know it?* | | Ci sei già stato?  *Have you been there?* | | Ti piacerebbe andare? *Would you like to go?* | |
| Sì/Yes | No | Sì/Yes | No | Sì/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/w*ith a organized group*
* Altro/*Other*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nazione/*Nation*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Se italiano, indica la provincia

Sai di trovarti nel Parco Regionale del Delta del Po dell’Emilia Romagna? A*re you aware to be in the Emilia Romagna Po Delta Regional Park?*

* Sì/*Yes*
* No/*No*
* 36 – 50
* 50 – 70
* > 70

Qual è il motivo della tua vacanza? *Which is the purpose of your holiday?*

* Natura/*Nature*
* Relax/*Relax*
* Turismo slow/*Slow tourism* (attività/*activity*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
* Enogastronomia/*Gastronomy*
* Altro/*Other*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  1. Number of visit

Information coming from questionnaires will be integrated with data of presences in the different hotspot of the park to monitor:

* Number of visitor
* Period
* Type of visit

1. Elaboration metholodogy

With the elaboration of the two types of information, the Park will be able to:

* Profile the type of tourist:
  + Age
  + Way of travelling
  + Purpose
  + Provenience
* Period of visit
* To understand where it has to work on for guarantee the conservation of nature
* To understand where to promote
* To understand when to promote
* To understand what to promote
* To understand who is the recipient
* To understand how to promote
* Adjust its strategy in the different period
* Elaborate a communication strategy
* Integrate data with other coming from tourist services

1. Responsible subject

The responsible subject for this activities is the Park in collaboration with:

* Visitor centres
* Managers of the different areas (NGO, Forestry Service, etc.)

1. Timeline

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| **Monitoring Workplan** | **2018** | | | **2019** | | | | |
| **II** | **III** | **IV** | **I** | **II** | **III** | **IV** |
| **First monitoring phase** |  |  |  |  |  |  |  |
| Structuring of the questionnaire |  |  |  |  |  |  |  |
| Conduction of the questionnaire |  |  |  |  |  |  |  |
| Collection data from visitor centres |  |  |  |  |  |  |  |
| Collection data from nature hotspots |  |  |  |  |  |  |  |
| Data and questionnaire analysis |  |  |  |  |  |  |  |
| **Action implementation** |  |  |  |  |  |  |  |
| Information actions (online and offline) |  |  |  |  |  |  |  |
| Training actions |  |  |  |  |  |  |  |
| Awareness and information campaing |  |  |  |  |  |  |  |
| **Second monitoring phase** |  |  |  |  |  |  |  |
| Adjustment of the questionnaire |  |  |  |  |  |  |  |
| Conduction of the questionnaire |  |  |  |  |  |  |  |
| Collection data from visitor centres |  |  |  |  |  |  |  |
| Collection data from nature hotspots |  |  |  |  |  |  |  |
| Data and questionnaire analysis |  |  |  |  |  |  |  |
| Reports on monitoring workplan implementation |  |  |  |  |  |  |  |