



PILOT ACTIONS FINAL REPORT

D.T2.5.1 - PP01 - Emilia-Romagna Region -
Tosco-Emiliano Apennine National Park

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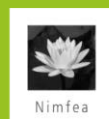




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1. Introduction

In 2015, the area surrounding the Tosco-Emiliano National Park, became a UNESCO Man and Biosphere Reserve (MaB). This award has been useful to pay attention to sustainable tourism and to a more general sustainable development and relationship between man and nature. The perspective used to face these themes is that this area will be a laboratory for sustainable development, being at the same time guarantee of safeguarding the ecosystems and driving force for the development of local communities. These two functions are strictly connected because the conservation can be really successful only with the involvement and support of local citizens and, on the other side, local communities can have a new chance of economic and social renewal through the understanding and enhancement of the peculiarities of their own area and territory.

The actions planned for the CEETO project have been harmonized with the successful ECST renewal actions that are, de facto, a new five years Action Plan. In particular, these actions have been focused in two areas: the Pietra di Bismantova and the Lagdei plain. These two areas are both SCI (Site of Community Importance) and SPA (Special Protected Areas).



Fig. 1 - Pietra di Bismantova, municipality of Castelnovo ne' Monti (Re).



Fig. 2 - Lago Santo Parmense, close to the Lagdei plain, municipality of Corniglio (Pr).

They are characterized by short periods of intense tourism use and with long periods, instead, where this is more limited.

After two meetings with the local stakeholders, it was clear that the convenience of access by car creates parking overcrowding and dust-related problems for walkers. Furthermore, these places are visited mainly for their recreational use, not considering the natural values. As such, the main problem is the visitor's behaviour, which is not always adequate to the areas sensitivity.

The data collected by the Monitoring activities implementation, will be used to understand the importance of these touristic flows and the consciousness of people to be in a protected area with specific needs and where some good behaviours are required.

1.2 Participatory processes

The Park had already started the participatory process since the first ECST application in 2013 and during the writing of the UNESCO dossier in 2014. So, the local stakeholders, such as refuges operators, other accommodation and catering facilities managers operating in the area, were involved also in the CEETO



project since the beginning with the workshops on the spot. Two meetings were organized, one in each pilot area, with special attention to the participation of the stakeholders strictly connected with the selected sites.

The first one was held on 12/07/2018 in Castelnuovo Nè Monti (RE), and the second one on 13/07/2018 at the Lagdei Refuge (PR).

The stakeholders participating at the meeting in Castelnuovo ne' Monti (referring to the Pietra di Bismantova) were 10 representing different public and private subjects as follow:

- 4 privates in tourism field (Rifugio della Pietra, agriturismo il Ginepro, associazione guide ambientali "Altri Passi", guide alpine "La Pietra");
- 2 associations (Legambiente and CAI "Bismantova" - local representatives of CAI);
- 3 public bodies (municipality of Castelnuovo ne' Monti, Carabinieri Forestali in charge for Park monitoring, consortium "Emilia Centrale" for hydrogeology, water management);
- 1 private business ("Alp Station" - shop with technical clothes and tools for climbers etc).

The stakeholders participating at the meeting in Lagdei were 6 representing different public and private subjects as follow:

- 4 privates in tourism sector (rifugio Lagdei, rifugio Mariotti, rifugio Lagoni, association of environmental guides "Terre emerse");
- 1 public body: the municipality of Corniglio;
- 1 private business: the chair lift manager.

The meetings, called "Workshop on the Spot" (WotS) inside CEETO Project, were conducted using a methodology derived from 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.

Both moments have been structured as follows:

- Presentation of the CEETO Project;
- The Pilot Area and its critical areas;
- Participated Activity - FUTURE SEARCH (Imagine the tourism you would like - Vision activities about the future of tourism in the pilot area);
- Presentation of the Pilot Action proposal and the Monitoring Plan;
- Participated Activity - IDEAS FACTORY (How can I contribute? - Concrete answers to the problems and potentialities of tourism in the pilot area).

After a brief presentation of the CEETO project, the participants have been asked to tell their vision of the future of the pilot area, expressing a forecast both on desired positive aspects (what I hope that will happen...) and on possible negative changes (what I fear that will happen...). A synthesis of the visions allowed, therefore, to identify the common transversal aspects in order to define a common vision of development of the sustainable tourism in the pilot areas.

During the second part of the workshop, the Park presented its proposal for the CEETO Pilot Action to be implemented in the area and the participants have been asked to make suggestions and additions to this proposal.

According to the development of the activities the stakeholders had been involved in the submission of questionnaires specifically designed to collect data on the number, type, preferences and behaviour of visitors, at the information points especially created for the project, during the organization of the open days and of the shuttle buses.



At the Lagdei plain an open day had been realized together with the local stakeholders, the University of Parma and the Paul Smith's College (State of New York - USA). During the event we explained the InterregCE CEETO, its purposes and instruments with the help of flyers and gadgets.



Fig. 3 - Gadgets (bags) and leaflets for the Open Day.

1.3 Developed strategy

The new sceneries of growth in green and food tourism offer new chances for the economic support and development of Italian rural mountain areas: the challenge is to catch them. For this reason, it is necessary to be proactive and invest in specific and authentic skills of the territory. The human resources are the main assets/resources that need to be strengthened, motivated on values, excellences and potentialities of the area both at national and international level.

The partnership and integration between scientific research, innovation, high education and specialization on agriculture together with eco - tourism offers, innovative services for people, qualification of the local products, enhancement of local history and culture is the tool used by the National Park to involve the local communities and the stakeholders in the conservation and enhancement of the cultural and ecosystemic mosaic of the Apennine.

Tourism represents the most innovative chance for the National Park for a social and economic development.

It is quite clear that this area is not naturally devoted to tourism. The aim of the Park is to create a sustainable and multi-seasonal tourism district, renovating these old models and building partnerships with the local stakeholders who are ready for this new step. For the Park area residents this means also a “cultural” change: tourism has to be seen as an important chance for a social and economic development because it is a new and “young” resource if compared with the agricultural and pastoral resources that historically characterized this territory.

So, the idea is to “use” the richness of the National Park in terms of nature, history, culture, food and local products and gastronomy to make the Apennine more attractive for different kind of tourists in different periods and seasons of the year.

Another good point is to give value to the typical characteristics sharing some best practices as the community cooperatives (*cooperative di comunità*) which are strongly connected with this area, as reflected in the experiences of the villages of Cerreto Alpi and Succiso (RE). At the same time, it is good



to enlarge the perspective and create relationships and partnerships outside the boundaries of the protected area, for example thanks to projects like CEETO or the ECST.

To achieve this goal the Park created a communication plan: for each meeting many written invitations were sent by e-mail to the stakeholders mailing lists, they were published on the official website of the National Park (www.parcoappennino.it) and on the official Facebook pages of the Park and of the UNESCO Man and Biosphere Reserve (www.mabappennino.it).

In the next 5/10 years all these ideas and actions will be shared thanks to public meetings, events and assemblies: the methodology used will change according to the kind of event/meeting, even if the main method used for the thematic/focused meetings is the same used for the workshop on the spot of the CEETO project.

Another recognised concern is the need to better manage these tourist flows and to distribute them over a broader period of time (seasonal adjustment) and to develop some activities that promote a conscious use of the territory and its environmental peculiarities.

2. Pilot Action Design Phase

2.1. Monitoring Activities

In order to carry out a survey and monitoring, on the tourist flows affecting the territories involved in the Pilot Actions, obtaining the information necessary for the development (or confirmation) of the strategies adopted while optimizing the resources and time available, it was decided to prepare questionnaires, to be distributed on the territories in different ways.

The questionnaires provided will give us data on the number, type, preferences and behaviour of visitors. These will allow us to have a more quantitative idea of the amount of people coming in the areas and of their behaviours.

The number of runs and exploitation of the shuttle buses will provide us data on the number of people who come to the sites and, only for Castelnovo ne' Monti, if they also visited the village in addition to the Pietra di Bismantova.

The collected data from the questionnaires will be used to monitor the effectiveness of the pilot action to create a permanent working-table for traffic flow management between the municipalities and the Park Authority, to regulate the access with motorized vehicles, to the Pietra's parking square during the most critical days.

The collected data refers to the summer season (from July to September), for both the pilot areas, since the summer is the short period of mass tourism at the Pietra di Bismantova and Lagdei plain.

With regards to the pilot areas of Pietra di Bismantova and Lagdei plain, the Pilot Action indicators and future targets can be listed as follow:

- Number of runs of the shuttle bus;
- Number of people who used the shuttle bus;
- Incomes from the payment parking areas;
- Numbers of cars and motorbikes only referred to the Lagdei plain;
- Numbers of parking tickets only referred to the Pietra di Bismantova;



- Complete database, in .xls format, of the results of the surveys, with commentary on the main evidence commented.

In addition to the questionnaires provided to local stakeholders to be submitted to visitors, we also distribute the leaflets of the CEETO projects to the local stakeholders near the pilot areas and during the open days.

One open day had been realized at the Lagdei plain at the beginning of June facing the CEETO project from different points of view (accessibility, nature conservation, water conservation, hiking activities).

The majority of the leaflets were distributed: just a few had been saved for other activities developed contemporary to the CEETO project and used also in these events.

2.2. Forecasted Managing Activities

For Lagdei plain it was necessary to explain to the people involved how and when all the activities would take place. They received instructions about the shuttle bus schedule and stops, the administering of questionnaires.

For the Pietra di Bismantova everything was decided at the round table dedicated to the area. The bus stops had been planned with the local company of public transports. The questionnaires had been given to the local touristic stakeholders to be distributed to the tourists. The surveys had been distributed to the 10 main stakeholders in the neighbourhoods of the pilot areas.

The questionnaires were translated in two languages to be more understandable for everybody, during the explanation of the project and the compilation of the questionnaires themselves.

The people in charge as guide on the shuttle bus at the Lagdei plain received all the necessary information about the CEETO project, the goals, the pilot area and the pilot actions. The same happened with the people in charge for the infopoint at the “Cancelli” bus stop.

2.3. Expected results

The expected results were mainly related to the kind of tourists and consequently to the tourists' behaviours in a protected area. That means they know they are inside a protected area and that there are some specific behaviours to maintain.

The questionnaire had been collected from July to September in order to understand if there had been some concrete changes approaching protected areas, tourism and sustainability.

According to the questionnaires provided for both pilot areas, the Pietra di Bismantova and Lagdei plain, the expected information concerns:

- a visitor's profile, in terms of local residents, hikers, tourists, age;
- the way people reach the area in terms of means of transports;
- if they are available to use some sustainable tools/instruments/alternative means of transportation;
- expected activities/projects/actions to be found in a protected area;

Following the other devices, the parking payment and the shuttle buses, the expected results refers to the number of people who used the shuttle buses, the amount of money collected by parking payment: all



these data will be used to evaluate the success of the actions, to decide if reply them in future and how and/or to change something.

Some of the most interesting data were collected through the survey with questionnaires: the questionnaires are almost the same for the two pilot areas, except for one question added to the questionnaire of the Pietra di Bismantova which refers to alternative paths and accesses to the area.

2.4. Pilot action workplan

The workplan is described in the following table:

Pietra di Bismantova							
		2018		2019			
Tasks		3/4	4/4	1/4	2/4	3/4	4/4
1	Implementation of pilot action						
1.1	Working table with the Municipality of Castelnuovo ne' Monti to define the first draft of the traffic management plan						
1.2	Working table with the local stakeholders to refine the first draft of the traffic management plan and to develop the action plan						
1.3	Approval of the management plan and the action plan						
1.4	Reporting						
Piana di Lagdei							
		2018		2019			
Tasks		3/4	4/4	1/4	2/4	3/4	4/4
2	Implementation of pilot action						
2.1	Implementation of some thematic test days						
2.2	Working table with the local stakeholders to discuss about the test day and plan the following activities						
2.3	Realization of the activities in the pilot action						
2.4	Reporting						
Sustainable Tourism Action Plan							
		2018		2019			
Tasks		3/4	4/4	1/4	2/4	3/4	4/4
3	Implementation the Action Plan						
3.1	Workshop on the spot						
3.2	Working table with the local stakeholders to develop the action plan						
3.3	Formal approval of the Action Plan						

Tab. 1 - Pilot Action Workplan.



For the setup of the parking area in the main square of the Pietra di Bismantova and for the shuttle bus to the Pietra it was necessary to participate to a round table organized by the local municipality of Castelnuovo ne' Monti together with other local stakeholders to decide and plan the activities for the area. Then the municipality of Castelnuovo ne' Monti signed a contract with the local company for public transports to organize the shuttle bus. The parking area was monitored by human resources provided by the local municipality.

The questionnaires were provided by the National Park to local stakeholders to be provided to tourists.

For the shuttle bus in the Lagdei plain an agreement was signed between the Appennino Tosco-Emiliano National Park and a private company for transports to organize the runs. The monitoring of the shuttle bus and the control and monitoring of the parking area were provided by human resources provided by the local municipality of Corniglio (PR) in partnership with the local association called "pro loco". The National Park was the main coordinator of all the activities. Even the questionnaires had been submitted by the "pro loco".

For the Lagdei plain some flyers have been printed with the information about the shuttle bus and the CEETO project. Furthermore, there were a guide, usually one resident from the area, on the bus explaining the reasons of the interregCEETO project.

3. Pilot Action Implementation Phase

3.1 Monitoring activities and achieved results

The monitoring workplan is described in the following table:

2019								
Monitoring Plan								
Trimestre →	May	June	July	Aug	Sept	Oct	Nov	Dec
Tasks ↓								
Pietra di Bismantova								
Access monitoring with shuttle buses								
Access monitoring with payment parking area								
Tourist monitoring with questionnaires								
Collection of data								
Data analysis								
Evaluation of the results with the aim of reducing the vehicle access and								



increase sustainable behaviours of the tourists									
Lagdei Plain									
Open days									
Access monitoring with shuttle buses									
Access monitoring with payment parking area									
Tourist monitoring with questionnaires									
Collection of data									
Data analysis									
Evaluation of the results with the aim of reducing the vehicle access and increase sustainable behaviours of the tourists									

Tab. 2 - Monitoring Workplan.

For the Lagdei plain during summer 2018 it was made a surveillance service by the local police, monitoring the car parking and doing also some fines when required. In summer 2019 it was not possible to repeat the same action due to lack of human resources.

For the Pietra di Bismantova during summer 2018 it was established the payment parking area and system with also a service of “light” surveillance made by some volunteers at the entrance of the parking area. Last year the shuttle bus was not activated. At the moment we don’t have the data of last summer: still waiting for some news from the local municipality of Castelnovo ne’ Monti.

At the end of the monitoring season the collected data about the visitors’ profile are detailed as follow.

The activities really done by the visitors refer mainly to find relaxing places, in contact with nature and environment, where it’s also possible to do outdoor/sports activities, with a special focus on walking, for both the pilot areas.

For both the pilot areas we use questionnaires to collect data on visitors’ profile and shuttle buses. At the end of the activities we collected 90 questionnaires for the Pietra di Bismantova and 102 for the Lagdei plain.

According to the questionnaires data we can say that the 3 main reasons for the visit are the same for both the pilot areas:

- a) vacation and spending time in nature;
- b) relaxation and fun;
- c) sports activities.



As other reasons for the Pietra di Bismantova are very important the cultural and religious aspects, while for the Lagdei plain spending time with family and friends (even in occasion of special events such weddings) and the eno - gastronomic offer are more important than other aspects.

Looking for some differences, details of the questionnaires on the Pietra di Bismantova refer that for this area climbing is a very important aspect to be considered. The same for religious visits to the local Sanctuary and meditation: these aspects are coherent with the reasons of the visit already declared in the first question.

It's interesting to know that the economic convenience is not a reason for coming neither at the Pietra the Bismantova nor to the Lagdei plain.

Anyway, even if they come only for one day, visitors seem to be very faithful and passionate to these places: almost the half of them knows very well these sites because they had come for 5 times or more. A high percentage refers to persons come for 3 or 4 times and this confirm the above data.

Another interesting thing, even for sustainability, is if people are travelling alone or with someone else: this has a direct consequence in the means of transports used to reach the sites.

The results of these data underline that couples (30% at the Pietra di Bismantova and 32% at Lagdei plain), groups of friends (27% at the Pietra di Bismantova and 25% at Lagdei plain) and family with children (18% at the Pietra di Bismantova and 15% at Lagdei plain) are the main visitors of both the pilot areas. Many people are used to visit by themselves these locations (14% at the Pietra di Bismantova and 16% at Lagdei plain), while there are not many guided groups in the areas (3% at the Pietra di Bismantova and 2% at Lagdei plain).

The question referred to the means of transports want to understand the main habit of the visitors and how they moved in relation with the number of people they are (for example _ if they are 1, 2, 4, or more).

The data confirm that car is the main transport used to reach the sites.

The low percentage of use of public transports underlines the difficulty to go to the Pietra di Bismantova and Lagdei plain without a private transportation.

But at the same time it confirms the needs of the shuttle buses as alternative means of transports: especially from the from the surveys of Lagdei someone asked to extend the route not only from "Cancelli" place (this bus the starting/arrival point this summer), but from the village of Bosco di Corniglio where the public buses arrive. This need is explained in the last question which ask about some free comments about the project and the areas: in summer (according to the school holiday period) the public transport reaches only the village near the sites but there are still 4 km to the lagdei plain. So the shuttle bus can be considered an alternative/substitute mean of transports.

Questions about the consciousness of the visitors to be in a protected area and that there are specific behaviours to be maintained inside a PA.

Luckily most of the people seems to know that they are inside a protected area (Question 2) and that they have to maintain some particular behaviours (Question 2.1). This confirm the good work done in the last 15 years in building the identity of the Appennino Tosco Emiliano National Park.

Question 2: Do you know you are in a protected area?

Question 2.1: Do you know that there is a behaviour code to follow during your stay at the locations within a protected area?

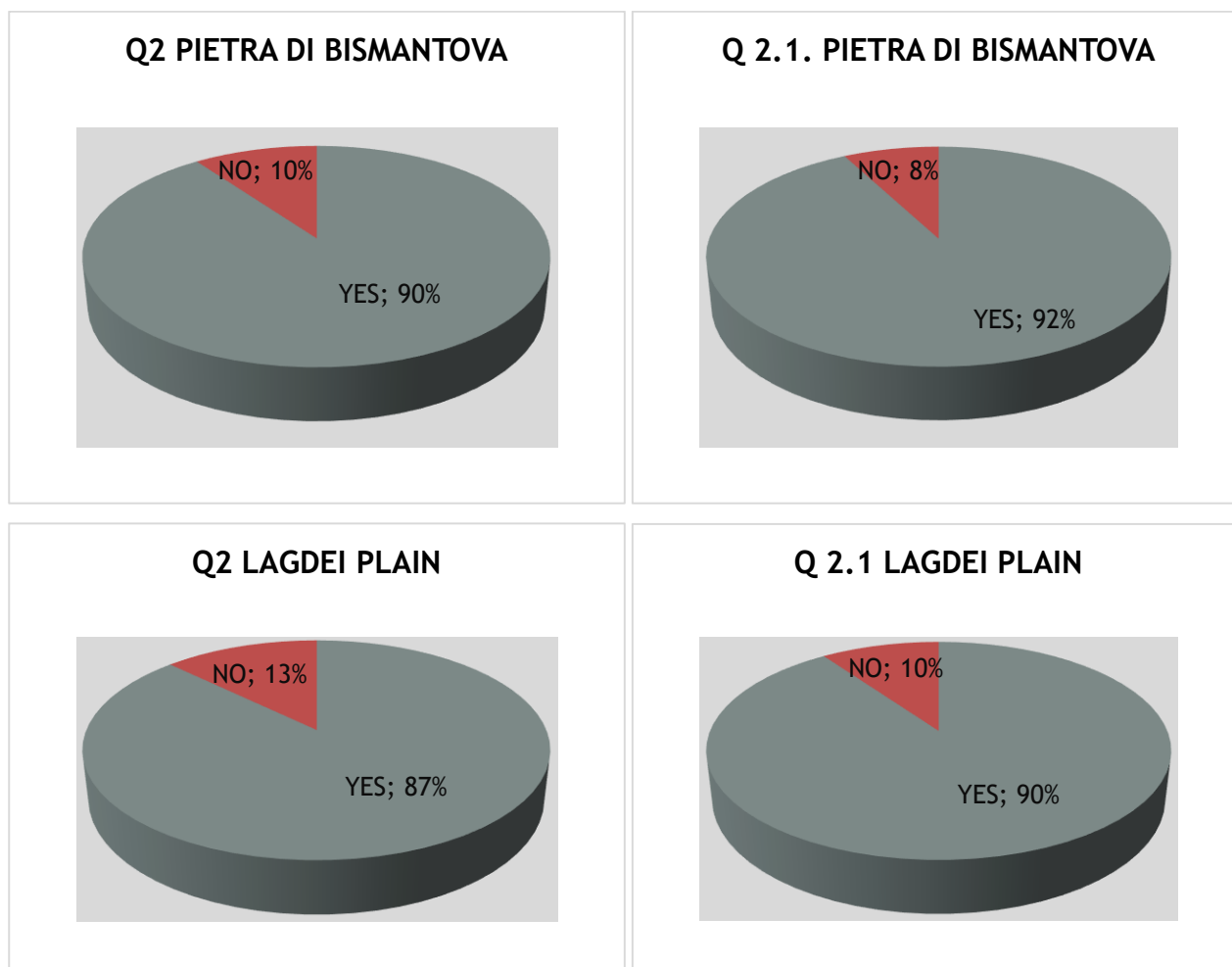


Fig. 4a-d - Results of Questionnaires: Questions Q 2 (Knowledge of tourists of being in a Protected Area) and Q.2.1 (knowledge of the behaviour rules).

The collected data about the shuttle buses and the incomes from the parking payment system confirm the trend of the high touristic flows in summer with the highest peak in August in both the pilot areas.

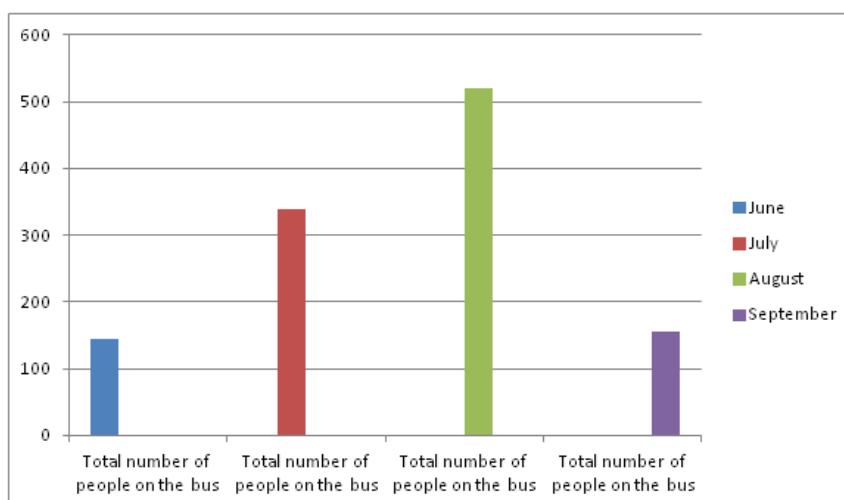


Fig. 5 - People using the shuttle bus at the Pietra di Bismantova, during the summer of 2019.

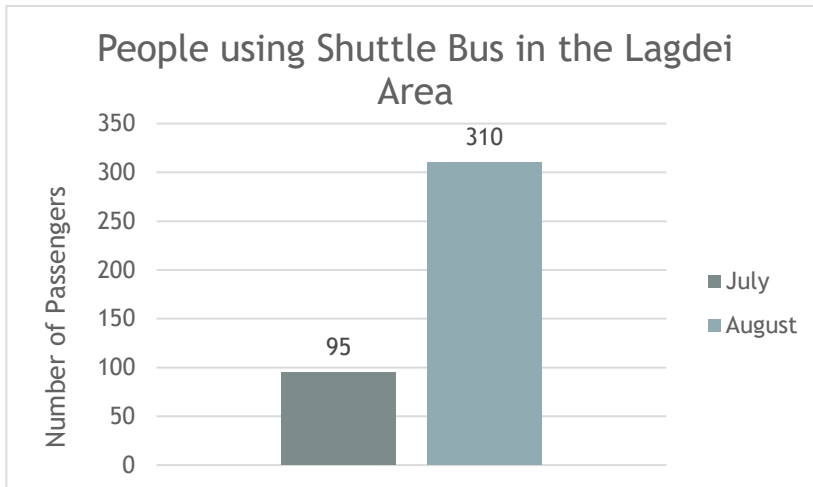


Fig. 6 - People using the shuttle bus at the Lagdei plain.

The incomes from the parking payment system, even if not so appreciated by visitors, are: for the Pietra di Bismantova June 1'474.36 € - July 3'868.36 € - August 4'962. 20 € - September 4'090.28 €

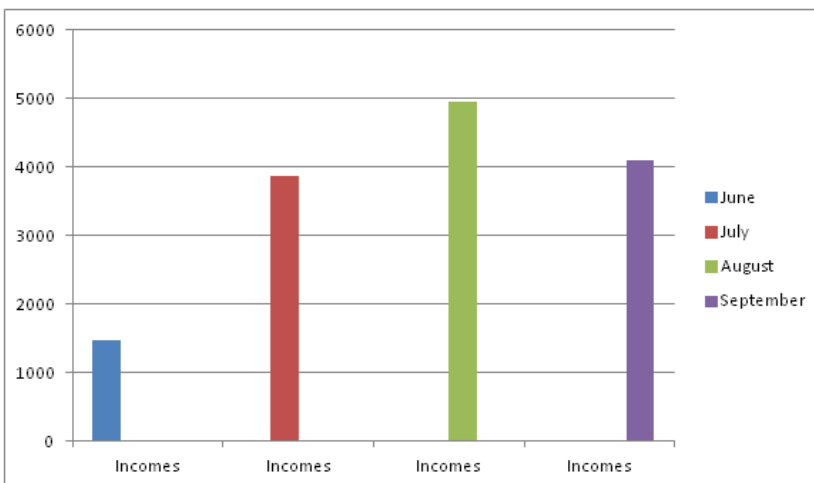


Fig. 7 - Pietra di Bismantova parking income for the summer season 2019.

The incomes of the parking payment system at Lagdei plain: July € 3'000.00 + August € 7'221.00.

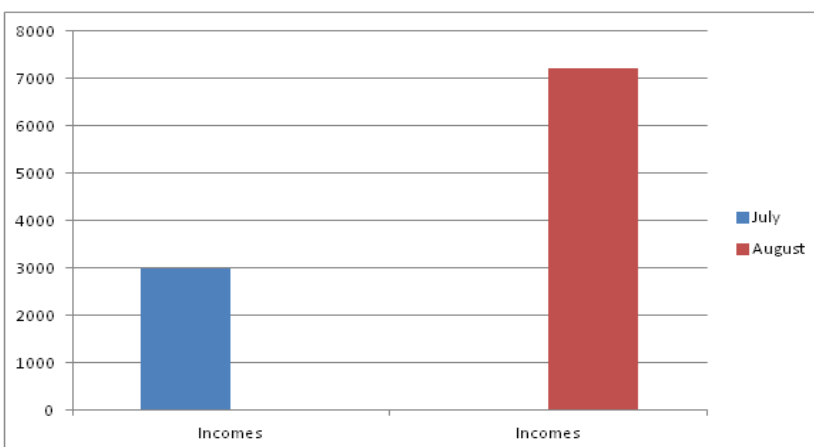


Fig. 8 - Pietra di Bismantova parking income for the summer season 2019.

The Open Day at Lagdei plain took place at the beginning of June, involving local stakeholders (especially the Lagoni refuge and some environmental guides), the University of Parma and the Paul Smith's College (New York State - USA).



Fig. 9 - Participants at the excursion of the Open Day at Lagdei plain.



Fig. 10 - Public attending at the meeting during the Open Day at Lagdei plain.

For both the pilot areas we use also shuttle buses. The frequency of the buses' runs and the number of visitors using the buses give us a precise idea of the number of visitors and their approach to sustainability.

The number of runs and exploitation of the shuttle buses provides data on the number of people who come to the sites and, only for Castelnovo ne' Monti, if they also visit the village in addition to the Pietra di Bismantova itself.



Fig. 11 - Schedule and itinerary of the shuttle bus at the Pietra di Bismantova.

For the shuttle buses there were 2 different timing and schedules (fig. 11 and 12): for the Pietra di Bismantova the shuttles ran each week ends from June to the end of September, while in the Lagdei plain the shuttle ran only for Sundays in July and August and for August 15th (public summer holiday in Italy).

The Park distributed the leaflets of the CEETO projects to the local stakeholders near the pilot areas and during the open days. They also collected the data for the European Charter for Sustainable Tourism, both as database and as data for the annual evaluation of the development of the activities scheduled in the ECST' action plan.

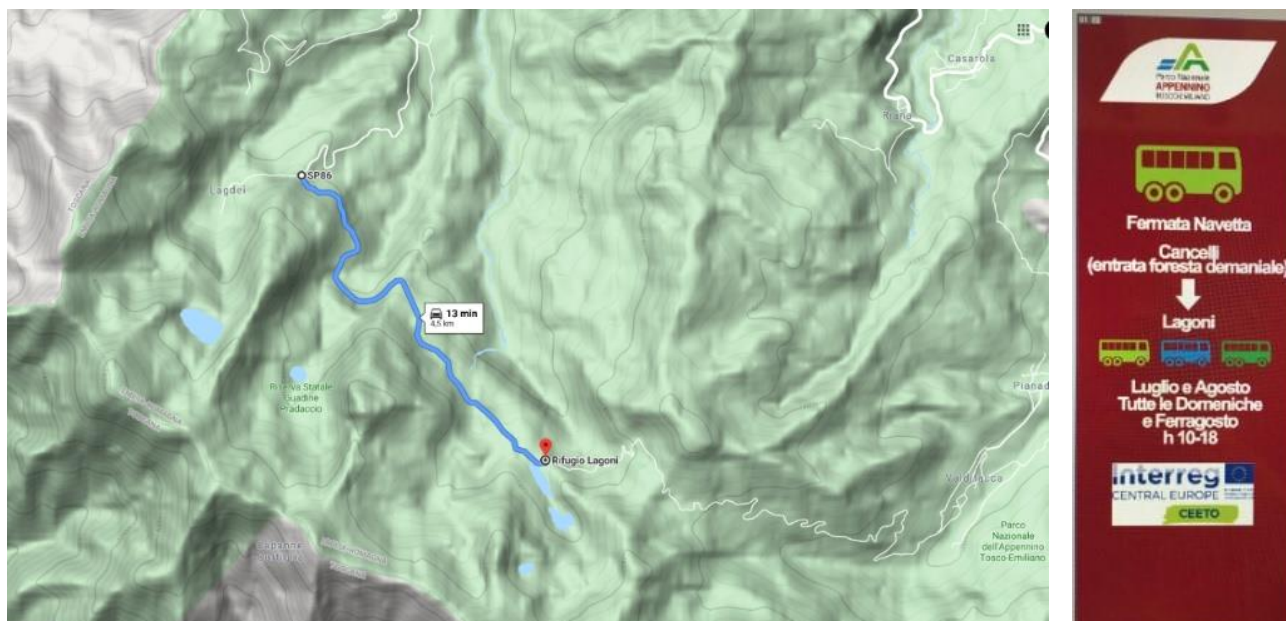


Fig. 12 - Itinerary and bus stop of the shuttle bus _ at the Lagdei Plain (Plane= pialla del carpentiere).

The shuttle bus at the Pietra di Bismantova ran according to the itinerary showed in Fig.3, from different bus stops in the village of Castelnovo ne' Monti (RE) to the main parking square at the Pietra di Bismantova and vice versa. The daily frequency of the runs was of 30 minutes by each way. This was the first attempt to use the shuttle bus in this area: according to the collected data will be decided if this action will be replied in the future (i.e: summer 2020). The daily schedule of the shuttle bus in the Lagdei plain was from 10 am to 6 pm on Sundays in July and August for a route of 4.5 Km from the access point called "Cancelli" to the Lagoni refuge (fig. 12).

3.2 Implemented managerial activities

It was necessary to explain to the people involved how and when all the activities would take place. They received instructions about the shuttle bus schedule and stops, the administering of questionnaires.

For the Pietra di Bismantova everything was decided at the round table dedicated to the area. The bus stops had been planned with the local company of public transports. The questionnaires had been given to the local touristic stakeholders to be distributed to the tourists.

The questionnaires were translated in two languages to be more understandable for everybody, during the explanation of the project and the compilation of the questionnaires themselves.



For the shuttle bus in the Lagdei plain an agreement was signed between the Tosco-Emiliano Apennine National Park and a private transports company. The management of the shuttle bus and the control and monitoring of the parking area saw the presence of human resources provided by the local municipality of Corniglio (PR), in partnership with the local association called “pro-loco”. The National Park was the main coordinator of all the activities. Even the questionnaires had been submitted by the “pro-loco”.

For the Lagdei plain some flyers have been printed with the information about the shuttle bus and the CEETO project. Furthermore, there were a guide, usually one resident from the area, on the bus explaining the reasons of the CEETO project.

The people in charge as guide on the shuttle bus at the Lagdei plain received all the necessary information about the CEETO project, the goals, the pilot area and the pilot actions.

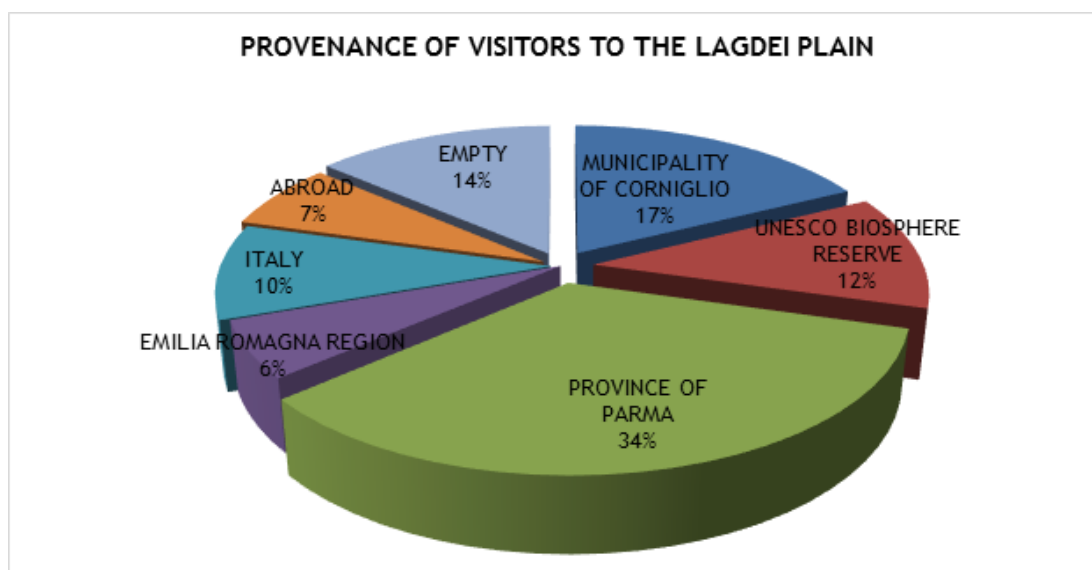
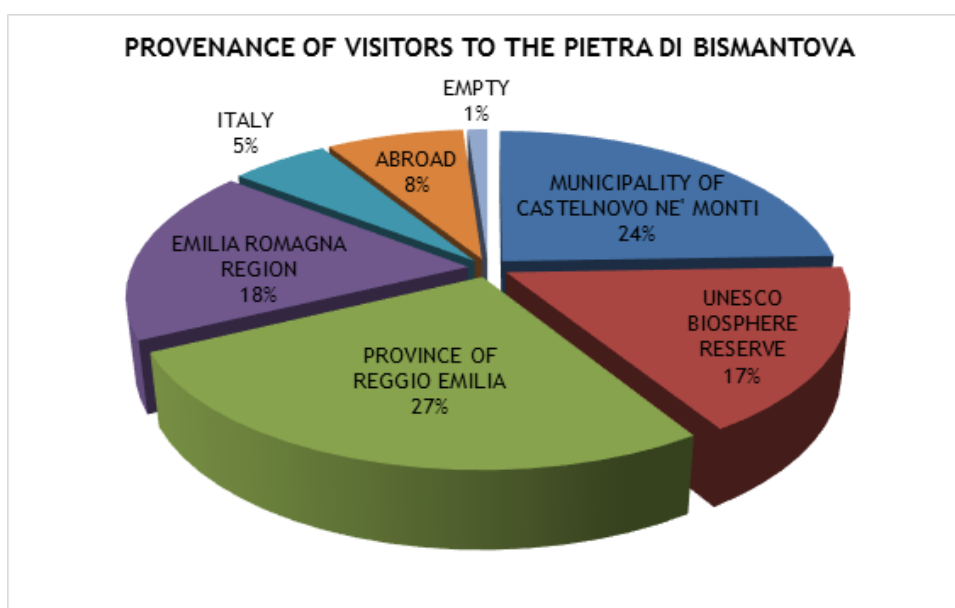


Fig. 13a,b - Provenance of visitors of the Pietra di Bismantova (above) and Lagdei plain (below).



For both the pilot areas, referring to the shuttle buses and parking payment system, it is a weekly data collection with this difference: for the Pietra di Bismantova the pilot action began in June (the 23rd) while at Lagdei plain the activities were developed in July and August.

The interesting result is that both the two pilot areas are frequented by man and woman at the same level: visitors are equally distributed by a gender point of view/representation.

It's clear for both the Pietra di Bismantova and the Lagdei plain that the visitors come mainly from the local municipalities and from the neighbourhood, that means the municipalities of the Appennino Tosco Emiliano Biosphere Reserve, others villages and municipality of the province (main city) and the Emilia Romagna region.

This is underlined and confirmed also by other data and charts, that the main visitors of the areas are residents and excursionists. This means that only few people stay here for sleeping. This means also that all the other visitors come from close places, so they don't need to stay for the overnight: the main data is that they are coming for a one - day trip.

Question 7: "You are at Pietra di Bismantova/Lagdei plain as 1) tourist (holiday period with overnight stay away from your home); 2) excursionist (you are here only today); 3) resident (you live in the zone/area)".

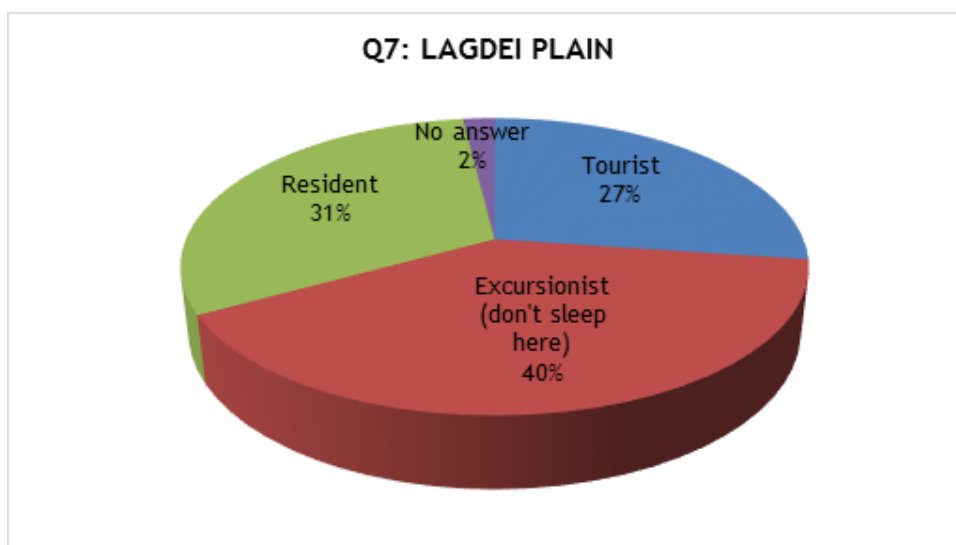


Fig. 14a,b - Type of tourists at the Pietra di Bismantova (above) and Lagdei (below).



3.3 Relationship with the Action Plan activities

The pilot actions are included in a general strategy on sustainable development that involves the CEETO project, the ECST and the UNESCO Biosphere Reserve Action Plan. As the balance between nature and human activities is the main theme of the Action Plan, the actions included in the mid - long term planning refer both to environment conservation (such as the centre “Man and forests”) and to sustainable human activities, such as sustainable tourism, agriculture, promotion of local products.

Some examples are given by the activities included in the Action Plan of the ECST, such as:

- Geodiversity and landslides in the Apennines - Municipality of Corniglio in charge for that;
- Park bike - Sigeric and Cerwood E - bike centre in charge for that;
- Hiking paths - National Park in charge for that;
- Rural Tourism: School for sustainable tourism - Sigeric in charge for that;
- Hiking tourism: From Park to Park - Ostello dei Balocchi in charge for that.

The collected data will be the basis for the implementation of the foreseen activities in the Action Plan. These data will be also used as reference of the CEETO action plan and for the ECST action plan. They can also become the proves of some kind of common (and local) “first impressions” about the visitors of the pilot areas.

Referring to the European Charter for Sustainable Tourism, the collected data will be used both as database and as data for the annual evaluation of the development of the activities scheduled in the ECST’ action plan.

3.4 Deviations from the forecasted workplan activities

Regarding the Pietra di Bismantova it was not possible to provide the questionnaires to the visitors in 2018 because of lack of time: the organization of the activities started too late according to the fact that the touristic flow lasts maximum 3 months (June/September). So, it was not possible to create a final version of the questionnaires for visitors.

The people counter hadn’t been provided in 2019 due to some misunderstanding at the round table of the Pietra di Bismantova: anyway, the municipality of Castelnovo ne’ Monti agrees to buy it for next year.

4. Achieved results

The acquired data are the basis, the beginning of the application of the CEETO project: they will be used as reference to decide if going on with this kind of actions or not and eventually what are the thing to modify.

4.1 Touristic pressure reduction

The results have been compared with the comments, needs acquired during the workshop on the spot realized at the beginning of the project to understand if there are coincidence and/or deviations.



Sustainability means also easily available information: that's the meaning of the question on how and/or where visitors found the information about the Pietra di Bismantova and the Lagdei plain.

Thanks to the surveys we can confirm that car is the main transport used to reach the sites.

The low percentage of public transports underlines the difficulty to go to the Pietra di Bismantova and Lagdei plain without a private transportation. But at the same time it confirms the needs of the shuttle buses as alternative means of transports: from the surveys of Lagdei someone asked to extend the route not only from "Cancelli" place (this bus the starting/arrival point this summer), but from the village of Bosco di Corniglio where the public buses arrive.

The positive trend about the shuttle buses is confirmed by the results of the same questions referred to the Lagdei plain: the percentage of people well informed about it is still very high and also the number of people who used it, but in comparison with the ones from the Pietra di Bismantova, visitors of Lagdei are more inclined to use it even if they were not informed about it.

Some data refer especially to the Pietra di Bismantova only and in particular to the other access roads/ways to the pilot area.

This was done in order to understand the level of information of the visitors, giving them at the same time this information if they don't have it. This is also a good point to verify the level of sustainability between the visitors, because if they use these alternatives accesses, they avoid stressing the main access that suffers the main touristic flows.

The majority of people, mainly residents, knows that there are other paths/access ways to the Pietra di Bismantova, but they are not used to hang out at there.

The strange thing that emerge from the charts about the Pietra di Bismantova is that many people knew the shuttle bus service but only a low percentage used it, while few people didn't know anything about it but they would have use the service.

Anyway, the total amount of people confirms that the project is required, especially if compared with all the negative comments on the "wild" parking along the main road access.

4.2 Tourist experience improvement

As already seen from other sources (such as the registered overnights in the local accommodations) the data confirm that visitors are mainly residents and excursionists. They don't usually spend in the pilot areas more than one day and they spend it doing mainly open-air activities.

The point to think about is how to encourage visitors to stay not only for a one - day trip, as demonstrated by the collected data, but for a longer period and become tourists sleeping in the area.

This happens in spite of the good level of satisfaction of the hospitality and accommodation services: for both the pilot areas the 63% of visitors declare they are satisfied by the touristic offer.

Many of them refers more to the local restaurants than to the hospitality such as refuges or similar.

Anyway, according to the data, the Lagdei plain seems to be more efficient in this field if compared with the Pietra di Bismantova: the 26% of Lagdei visitors said that the touristic is really good compared to only the 9% of the Pietra (which has a 18% of "bad" marks).

So the challenge, exploiting also the ECST and the UNESCO Biosphere Reserves network, is to improve the number of sustainable tourists not only in the pilot areas, but more in general in the Appennino Tosco Emiliano National Park and in the UNESCO Biosphere Reserve of the same name.



According to the collected data, there is still a small part of visitors which are not conscious of that: this means that the plan of information and communication about the protected area is an ongoing process, especially outside the borders of the park.

Despite this fact, it seems that the website and the social media of the National Park are the most common tools used by visitors to achieve information about the area.

In general, they complain the parking payment both at the Pietra di Bismantova and at Lagdei plain, but at the same time they complain the “wild” parking too, asking for some parking management. Also peace and quiet are considered values, except in summer when there are too much people.

4.3 Socio - Economic Benefits

The money earned from the parking payment will be used for maintenance services on the top of the Pietra di Bismantova and at “Campo Pianelli”, the place of historical discovery and archaeological site.

For the Lagdei plain it's confirmed the needs to manage the accesses and the parking payment: the alternative ways of reaching the area must be implemented. That's why the collected data will be used also as reference to improve the other activities of the action plan: in this way all the foreseen actions will be implemented thanks to this networking work.

As already declared by the Municipality of Castelnovo ne' Monti the data acquired in 2019 will be used as comparative data for the actions and activities foreseen in 2020 at the Pietra di Bismantova. The parking payment system and the shuttle bus are considered good experiences in 2019 and there is the willingness to reply them next year.

About Lagdei plain, there is the will, for next summer, to improve the shuttle bus service not only from “Cancelli” bus stop but from the village of Bosco di Corniglio using the money earned from the parking payment system.

The shuttle bus to the Pietra di Bismantova was already used as a direct connection between the centre of Castelnovo ne' Monti: in fact the local municipality organized it also on Monday morning for the residents who live in the neighbourhoods to reach the centre for the local weekly market.

Finally, in reference to the comments given by the visitors, the most positive aspects refer to the good environment, panorama and accommodation and hospitality services.

5. Conclusion

The collected data will be used also as part of the action plan of the Appennino Tosco Emiliano management plan of sustainable tourism. As already said above and in other document the CEETO action plan is a part of a larger strategy: its implementation is strictly connected with all the other projects involved in the development of sustainability.

The acquired data thanks to the CEETO project will be included in the database of the ECST of Appennino Tosco Emiliano National Park and in the Action Plan of the UNESCO Biosphere Reserve, as they are a component of a common strategy.

Generally speaking another point is that the Biosphere Reserve is not so well known as the National Park: this is another confirmation of common and shared impressions due to the fact that the UNESCO site is really younger than the Park (around 14 years of difference).



For the future some of the actions will be implemented, such as the shuttle bus and the parking payment system at the Pietra di Bismantova according to the will of the municipality of Castelnuovo ne' Monti to maintain the service for the next year.

Even from the Lagdei plain the shuttle bus service has been appreciated and there is the request (informal, from the questionnaires) to maintain the service with the starting point from the village of Bosco di Corniglio, the last place reachable by public transports. This is seen as a sustainable/alternative means of transports but also as a substitute bus because of the lack of runs and buses of public transports during summer.