



PILOT ACTION AREA	Appennino Tosco Emiliano National Park, Italy
A REASON FOR STARTING THE PILOT ACTION	<p>The Park represents the high mountain environment in the Emilia-Romagna Region with rocky summits up to 2000 meters high and amazingly rich flora and fauna. In June 2015 it was awarded the status of UNESCO Man&Biosphere Reserve. The 2 pilot areas in the Park, the Pietra di Bismantova and the Lagdei plain, suffer overflow of tourists, especially in spring and summer. This, along with the bad behaviour of tourists, causes many problems for the environment and local habitats.</p>
OBJECTIVES OF THE PILOT ACTION	<p>The objective of the pilot action was to modify the tourists' behaviours and extend the touristic season to avoid pressure on local habitats. This includes providing better information about sustainability, in general, and specifically for the pilot areas, showing best practices and offering sustainable alternatives.</p>
MONITORING TOOLS USED	<p>The Park monitors touristic flows in both pilot areas, using specific monitoring tools, such as questionnaires, counting shuttle bus runs and people on the bus, to know the number, profile, and behaviours of tourists in the area. In addition, a statistical survey was done through questionnaires to know the reason for tourist visits and their expectations.</p> <p>The shuttle buses run in both areas, from the village of Castelnuovo ne' Monti to the Pietra di Bismantova and from the place called "Cancelli" to Lagoni refuge in the Lagdei plain.</p> <p>These tools were easily applied in pilot areas since they can be easily communicated to people, they are understandable and easily implemented in partnership with the stakeholders.</p>
MEASURES AND ACTIVITIES	<p>The collected data will provide information about the knowledge and awareness of both tourists and stakeholders on sustainability and their behaviour in the Park. It will be used to share information on sustainability to tourists and local stakeholders, reminding them that sustainability has benefits for them and for nature.</p> <p>Other activities implemented are:</p> <ol style="list-style-type: none"> 1. The organization of meetings with local stakeholders, especially at the beginning of the project to explain the actions and activities of the CEETO project; 2. Open day at Lagdei plain to discuss the projects' activities with the public and in partnership with local stakeholders; 3. Conducting a survey based on questionnaires for tourists to check their knowledge about sustainability and their behaviour in the Park. Action done with the help of local stakeholders; 4. Introduction of shuttle buses both at Pietra di Bismantova and Lagdei plain. 5. Introduction of payment for access to the parking area. The money will be used by the local municipality of Castelnuovo ne' Monti that is involved in the CEETO project as a partner of the Park;



<p>USE OF ACQUIRED DATA</p>	<p>The collected data will be used to monitor the effectiveness of the pilot activities but also as a database for the ECST process and more generally for the whole area of the Apennines.</p> <p>The data can support the strategy of creating new opportunities for the stakeholders to meet each other and in this way to create a complete and multi-seasonal offer also for new kinds of tourists and tourisms such as horse riding, hiking, gastronomy, and local products, bikes, etc.</p>
<p>CONCLUSION</p>	<p>The key concept for sustainability is the network of local stakeholders: through their sustainable offers, they can communicate effectively sustainability and sustainable tourism (especially in protected areas). The network of local stakeholders will be a sort of “forum” involved also in other projects/activities/processes of the Park (with special reference to the ECST) and of the UNESCO Biosphere Reserve.</p>