

TAKING
COOPERATION
FORWARD



D.C7.2 Finale conference

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PP01 Po Delta Regional Park, Italy



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Po delta regional park

Po Delta Regional Park situated in the north-east of Italy on the orographic right of the mouth of the river Po.

The pilot areas are the Mesola Wood and the Cervia Saltpan, which suffer from particularly intense tourism.

Main problem is the **high concentration of tourist flows** in terms of time and space.

Main objectives of the pilot action were:

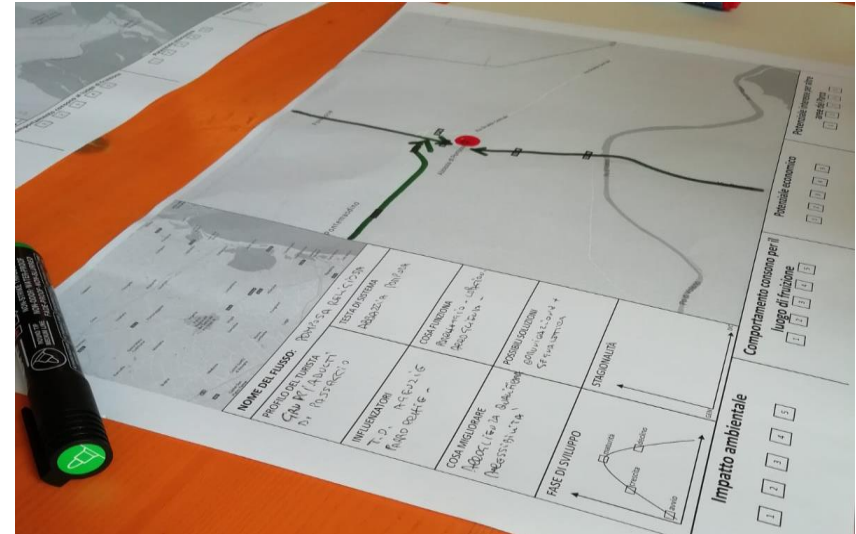
1. to **extend seasonality** in lateral periods
2. to **extend the territory visited** by tourist to the whole territory of the whole Park



Po delta regional park

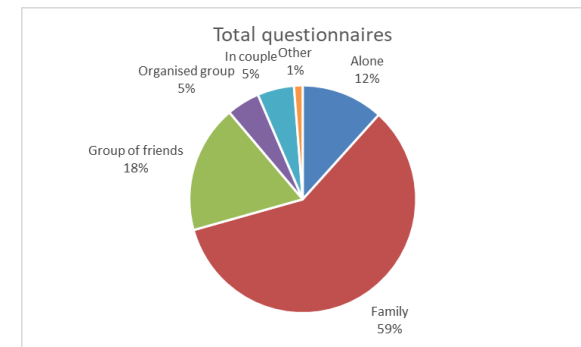
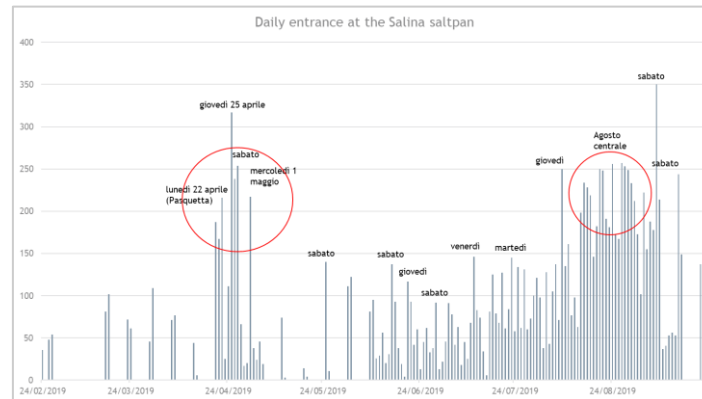
The Park used two monitoring tools:

- the analysis of strategic visit flows;
- monitoring activities in Park's visitor centres:
 - *questionnaires* for tourists profile;
 - *gathering data* on visitor entrances.



Some activities carried out by the Park:

- Open days of the Park
- Behaviour and awareness communication campaign
- Information panels



Po delta regional park

Main obstacle:

- Questionnaires collections
- Time distribution

Main output:

- common tool among the Visitor Centres for data collection
- creation of a stakeholder base with which to collaborate

Key word for the future:

- Involvement
- Communication



 **Biosfera Delta Po** ha condiviso un link.
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