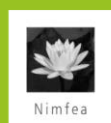




# REPORT ON MONITORING WORKPLAN IMPLEMENTATION

D.T2.4.3 - Public Institute Landscape Park  
Strunjan (PP10)

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## 1. Introduction

High intensity of tourists during summer season is a significant source of pressure on natural resources. The highest concentration of tourists is reached in the summer months, i.e. in June, July, August and September. The coastal area is considered as an important element of summer tourism and not as part of the landscape with its natural values.

The increasing tendency towards spending more leisure time in and around protected area also means larger numbers of visitors in ecologically sensitive areas, with the associated intensification in land use and pressure on such areas. We also noticed inappropriate tourist behaviour. Tourists do not comply with rules of the protected area (accessing the beach through the different point, outside walking trails; parking outside parking area without knowing that they are in protected area).

Behavioural problem is common in the whole area of the Natural Park where, in high season, tourists park and walk/bike in the natural environment and not in the areas intended for parking (parking spots) and walking (arranged paths), thus endangering the flora and fauna.

Furthermore, other important issues which protected area is facing are hotels located in the area. Construction of new hotels and recreation facilities leads to increased number of tourists. These activities can cause severe disturbance and erosion of the local ecosystem, even destruction in the long term.

Pilot actions activities already done/implemented:

1. Monitoring activity: Creation and distribution of paper flyers, divided into a part of questionnaire and leaflet

Monitoring needs are to monitor the visit and actions and number of cars to reduce pressures if the carrying capacity is exceeded (i.e. peaceful zones, route changes). Monitoring results are used for assessing whether set objectives are reached, and necessary corrective measures are then carried out.

2. Creation and distribution of an educational animation video of the protection regimes in the Park, which could also help in raise the awareness of the visitors about the importance of this Protected Area.
3. realization of a Study on landscaping and spatial planning solutions to increase sustainability of touristic flows in the area under the Belvedere in the Municipality of Izola (project documentation)

Along the eastern border of Landscape Park Strunjan lie the Belvedere terraces. The area represents one of the entry points to the park. Its potential can be used as a buffer area between the urbanized, tourist area of Izola and the protected nature area.

4. Offer of an electric minibus, which could be used to transport the tourists and locals to the different points of the Park and regulate the visit flows. Production of leaflets with bus routes and stops to inform and encourage tourist to use the minibus instead of cars.

## 2. Pilot Action(s) Implementation

The basis of the Action plan are three main objectives on which park management is also based - 1) nature conservation, 2) sustainable visitation and 3) sustainable development. Those objectives are defined in an

existing 10-year management plan of the park. Objectives are to be achieved through actions defined in this Sustainable Action Plan.

The regulation of the Belvedere terraces is CEETO pilot action. The objective of this action is to cooperate with all local stakeholders and to obtain a conceptual solution (project documentation) for the sustainable regulation of the area under the Belvedere in the Municipality of Izola. The Municipality of Izola also want to limit construction in this area. Current Acts allow the construction of tourism infrastructure on the coastal strip in the northern part of the area, with a capacity of approximately 400 accommodation units. The purpose of this study is to find space of a lesser quality as the location to build tourism infrastructure. They also want to move the parking area from the existing beachfront location to another, less attractive location, in order to reduce traffic in the area.

In addition, we were planning a monitoring activity about the effectiveness of education/informing the tourists about our Park in the area of Belvedere Terraces. The monitoring and raising awareness action would be 2 in 1.

After the monitoring, visitors are more informed. From the obtained information from the questionnaires the Municipality of Izola and the park Strunjan will benefit to better complete the project of Belvedere terraces in the future planning.

Within the pilot action we realized also a creation and distribution of an educational animation video of the protection regimes in the Park and an offer of an electric minibus, which could be used to transport the tourists and locals to the different points of the Park and regulate the visit flows.



Figure 1: Belvedere terraces area - today



Figure 2: Belvedere terraces area - from the Study on landscaping and spatial planning solutions

## 3. Monitoring design and setup

### 3.1. Monitoring Activities

Monitoring activity aims to monitor the effectiveness of education/informing the tourists about protected area and its protection regimes (Landscape Park Strunjan) in the area of Belvedere terraces.

Raising awareness action consists of:

- 1) Leaflets (leaflets were distributed to visitors and tourist in the Pilot Area alongside the questionnaires in summer seasons, July and August 2018 and 2019).
- 2) Educational video (educational video of the protection regimes in the park, which was produced and disseminated in 2019).

Monitoring of raising awareness action was conducted by questionnaires. Monitoring and raising awareness action were 2 in 1 (a leaflet/questionnaire). A questionnaire was distributed in the pilot action area in the summer season in 2018 and 2019. Tourist used to deliver answered questionnaires to the bar at the beach or to the park employees and could take the leaflets with them.

Monitoring the visitors and their actions in the park is difficult due to many points of entry into the park. Therefore, it would be reasonable to set up the visitor counters for targeted monitoring (example: access to a one part of the seashore only through one possible route). Other information we obtain each year are the overnight stays in the area. We also observe the stationary traffic, which is a big problem in the park, especially during the summer months. This year the park is richer by 2 electric minibuses. They were driving in August and September 2019. It was running daily from 8am to 12pm and from 4pm to 8pm approximately every 20 minutes. It helps reduce the car traffic of tourists, while being the most environmentally friendly mode of transport around the landscape park. It was free to ride. It can accommodate up to 17 people at one go, stopping at six specially marked stops in front of hotels, beach and market in the centre of Strunjan. This activity was co financed by different stakeholders. The municipality of Piran provided two electric buses and cover half of all necessary operating costs; the



remainder was covered by Ceeto project, three hotels and a camp. The public utility service company Piran was responsible for the technical implementation. Each year, approximately 2800 visitors choose a guided tour, which is an activity offered by park. The majority of guided tours are booked in spring and fall by Slovenian elementary and high schools.

All obtained data will contribute to a better management planning process of protected area.



Figure 3: electric bus with Ceeto logo

## 3.2. Monitoring Equipment

A questionnaire/leaflet is divided in two parts (Figure 4):

1. Questionnaire which helps us monitor tourist awareness:

- on the protection regimes,
- on whether or not they know they are in the vicinity of the park.

Also, the questionnaire monitors the satisfaction on the arrangement of the area, which helps us understand the needs and opinions for a better development of the management plan, which is the part of Pilot Action.

2. Leaflet on Protected area Landscape Park Strunjan and protection regimes.



Figure 4: Answered questionnaire and removed leaflet

### 3.3. Monitoring Systems Setup

Monitoring area (Figure 5):



Figure 5: Pilot Area - Belvedere terraces (monitoring area)

On Working Table with the Municipality of Izola where we defined the first draft of the management plan, we also discussed about the method of the monitoring tool, identified data needs and about type of questions. It was followed by planning the funds and preparing 10 questions and content of leaflet. The type of questions we chose are not so much for comparing data over the years but for getting visitors' views and experiences. We were working with an external to prepare the graphic design. The monitoring area is the same area where is the pilot area of Belvedere terraces. The monitoring and



raising awareness action was conducted by questionnaires and leaflets in the summer of 2018 and 2019. In 2018 we received 100 filled questionnaires and in 2019, 160.

### 3.4. Monitoring system tourist information campaign

One part of the monitoring activity was creation and distribution of an educational animation video of the protection regimes in the Park, which could also help in raise the awareness of the visitors about the importance of this Protected Area. Video can be seen by everyone who comes to visit the visitor centre in the park throughout whole year. Because of delayed receive of the video we later disseminate the video, after the main tourist season. We do not count the visit to the visitor centre, so we don't know how many people are watching the video. This year have not seen the video as many people as we anticipated, but they will also be able to view it through the website. It will also be presented to schools when they come for a guided tour. Our intention is also to disseminate the video through hotels and other possible channels.

### 3.5. Expected results

In cooperation with the Municipality of Izola, which also owns the land of Belvedere terraces, we had set out the content of the pilot action (the regulation of the Belvedere terraces). The objective is to control the movement of the visitors, try to distribute the tourists to a broader period and to establish sustainable visiting of the park.

The information we have obtained gives us an opportunity to learn more about the profile of visitors in terms of number, origin, behaviour, mobility preferences, awareness of being in a protected area and knowledge of the specific code of conduct. This information also helps us know how the visitors evaluate the tourist offers and what they miss in the area. The answers will help the Municipality of Izola in the further implementation of the pilot project - establish a "transition zone" with the help of green public infrastructure, directly inform and raise awareness of Strunjan Park and its rules of conduct, establish green infrastructure and rules that will allow a sustainable business activity and environmentally friendly tourism in the area of Podbelveder. It also encourages sustainable forms of mobility, in particular electric public transport, which includes maritime transport, cooperation with the tourist operators in the vicinity, how much accommodation capacity is needed, how to better connect this area with the rest of the park, how to include the local growers and producers and how to implement traditional activities. Throughout a long period of history the area of Landscape Park Strunjan and Podbelveder was used for the purpose of growing crops, fruit and vegetables. In ancient times here was also the ancient port that serves "villa rustica romana" in San Simon (Izola).

Within the regulation of Pod Belvedere area our goals is to establish an entry point to the PA, where we could inform visitors about the park and control the movement of the visitors and offer them several sustainable activities outside the park and relieve some of the pressure on the PA.





### 3.6. Use of Collected data

From the obtained information from the questionnaires the Municipality of Izola and the park Strunjan will benefit to better implement the pilot project in the future planning. Monitored results were used for assessing whether set objectives were reached, and necessary corrective measures were then carried out.

### 3.7. Monitoring Workplan Final Version (TimeLine)

		2018		2019			
	Tasks	3/4	4/4	1/4	2/4	3/4	4/4
<b>1</b>	<b>Implementation of pilot action</b>						
1.1	Working Table with the Municipality of Izola to define the first draft of the management plan						
1.2	Approval of the management plan						
1.3	Raising awareness action						
1.4	Alternative ways of visiting the park - establishing transportation with electric bus						
1.5	Reporting						



<b>2</b>	<b>Monitoring Plan</b>						
2.1	Preparation of visitor survey						
2.2	Conduction out of visitor survey						
2.3	Data analysis						
2.4	Repetition of visitor survey						
2.5	Evaluation of results						

## 4. Data Collection and Analysis

Monitoring and raising awareness action were 2 in 1 (a leaflet/questionnaire). Leaflets were distributed to visitors and tourist in the Pilot Area alongside the questionnaires in summer seasons, July and August 2018 and 2019. The questionnaire consists of 10 questions. In 2018 we received 100 completed questionnaires and in 2019, 160 pieces. In 2018 visitors had delivered answered questionnaires to the bar at the beach. The difference in 2019 was that the student done all the interviews with visitors. As a consequence the indicator for measuring the obtained goal was better survey results in 2019. Achieved results were more informed visitors. For a better realization of the pilot project, we received some useful answers about visitors' views and experiences. The questionnaire was monitoring the satisfaction on the arrangement of the area, how the visitors got there, what was the reason for visiting and what they are missing.

### 4.1. Pre-Management (baseline) Collected Data

In 2016 we coordinated the project application about the regulation of green infrastructure in the buffer green areas at the transition between urbanized and nature protected areas. That was a start in the search for solutions with the Municipality of Izola for regulating the area of the Belvedere terraces.

The only tourist service in the study area is the "Plac beach bar" along the coast below the parking area, which is only opened during the summer. To the north and the south the area is surrounded by two tourist resorts: San Simon and Belvedere. Data on capacities and the number of generated overnight stays are shown in the table below:

Hotels	Rooms	2015		2016		Growth 16/15
		Overnight stays	Occupancy %	Overnight stays	Occupancy %	+/- %
San Simon	225	77,648	52.5%	75,929	51.4%	-2.2%




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Belveder	120	28,408	36.0%	30,185	38.3%	6.3%
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## 4.2. Sin-Post Managing Collected Data

We gave the questionnaires from 2018 to the company Enota, which was responsible for implementing the pilot action (Study on spatial planning of the area). This first monitoring was used for assessing the set measures in the pilot. The following question about the park “Do you know that you are located in the immediate vicinity of the protected area?” was answered better in 2019 because the visitors were more informed due a student that carried out the monitoring. In 2018 they had the questionnaires spread out on the table in a bar.

Also a video was made with the help of the answers on question about knowing the protected regimes in the park.

Data obtained from the questionnaires are presented in the TABLE (Annex 1).

## 4.3. Data Analysis

The information we have obtained gives us an opportunity to learn more about the profile of visitors in terms of number, origin, behaviour, mobility preferences, awareness of being in a protected area and knowledge of the specific code of conduct. This information also helps us know how the visitors evaluate the tourist offers and what they miss in the area.

Data results and analysis:

- Most guests were between the ages of 35 and 40
- Most of the locals and other Slovenian guests were already visiting the area
- Most of the foreign guests haven't been here yet
- Most of them reached the area by car, then by bicycle and on foot, by motorcycle and at least by minibus
- The minibus was mostly used by guests of the Belvedere Hotel
- Those who came on foot, mostly with YES answered the question: “Do you know that you are located in the immediate vicinity of the protected area?” That is why they often come from the part of Protected Area, passing by many informative tables.
- Those who accessed the area by car, often didn't know that they are close to the park
- With bike, the area is mainly accessible from the city of Izola because of easy and safe trail

The reasons for the visit were most often: recreation (swimming, biking, hiking, water sports, etc.), accessibility / proximity to the city of Izola and the vicinity of the tourist / hotel complex - for hotel guests.

They were most satisfied with the accessibility to the sea and least satisfied with offer of sports activities. Other options like tidiness of the surroundings, catering offer and accessibility of tourist information were valued with average ratings.



On the question: “Do you miss anything in the >>Belvedere<< area? If yes, what?”, we received different views and suggestions from visitors. For example: more sports activities, benches, playground, trash bins, arrangement of the area, better catering.

## 5. Use of monitoring data analysis

Our efforts are directed towards achieving a form of tourism that can be implemented with minimal long-term effects on the planet and can serve as an example to other protected areas. A pristine, authentic natural environment and the care for it are turning into an increasingly significant task, as well as an investment for the tourism of the future.

### 5.1. Use of the data in the Pilot Action(s)

The goal is to regulate the area (study on landscaping and spatial planning solutions to increase sustainability of touristic flows). This project documentation will be the basis for Municipality to do the changes in planned use in a Municipal Spatial Plan document. Within the regulation our goals are to establish an entry point to the PA, where we could inform visitors about the park and control the visitors movements and offer them several sustainable activities outside the park and relieve some of the pressure on the PA.

The action of raising awareness was conducted by questionnaires and leaflets in the summer of 2018 and 2019. In 2018 we received 100 filled questionnaires and in 2019, 160. After the monitoring, visitors were more informed, especially in 2019 due to a student who had done all the interviews with them. Also, the questionnaire was monitoring the satisfaction on the arrangement of the area, which helped us understand the needs and opinions for better development of the management plan (Study on landscaping and spatial planning solutions in the pilot project area), which is the part of Pilot Action.

We’ve given the questionnaires from 2018 to the company Enota, which was responsible for implementing the pilot action (Study on spatial planning of the area). This first monitoring was used for assessing the set measures in the pilot. Also a video was made with the help of the answers on question about knowing the protected regimes in the park.

### 5.2. Use of the data in the Action Plan Implementation

Offer of an electric minibus, which was used to transport the tourists to the different points of the Park and regulate the visit flows, was very well accepted. We produced leaflets with bus routes and stops to inform and encourage tourist to use the minibus instead of cars. It was the first testing year, which brought good response from locals and visitors. Next year, the plan is to increase the hours of driving per day, to cover also the hours between 12am and 4pm. Until the end of 2019 we are planning to realize a feasibility study of a sustainable visit of the Park with alternative modes of transport and supporting activities.

All this acquired data, and in particular an even better understanding of the importance of collaborating with stakeholders and conducting a such targeted monitoring, will contribute to better development and implementation of the five-year Action Plan.