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Regional Development Fund

Sustainable tourism and Protected areas: which relationship?

08/10/2020 | Rethinking Tourism B2B Event

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Summary of Topics

WHAT WE'LL COVER TODAY

Multiple case exploratory study on 6 Mediterranean MPAs: key findings (3)

An Italian benchmark experience: similarities (3)

Italian Protected areas (1)

The “covid-19” challenge and opportunity (1)

Some references

Organizational Science Associate Professor- University of Pisa

Visiting Professor or scholar to some US University (Colorado, Stanford, Albany, Paul Smith College of Adirondacks..)

Organizer of master or post graduated courses in PAs management (University of Camerino ...)

Protected areas researcher or consultant (i.e. US National Park Service , Migliarino - San Rossore Massaciuccoli Regional Park; Abruzzo National Park; Sasso-Simone e Simoncello Regional Park; Tavolara Punta Coda Cavallo MPA; Asinara National Park; Circeo National Park)

Member of the “International Union for the Conservation of Nature” (IUCN)



Multiple case exploratory study on 6 Mediterranean MPAs



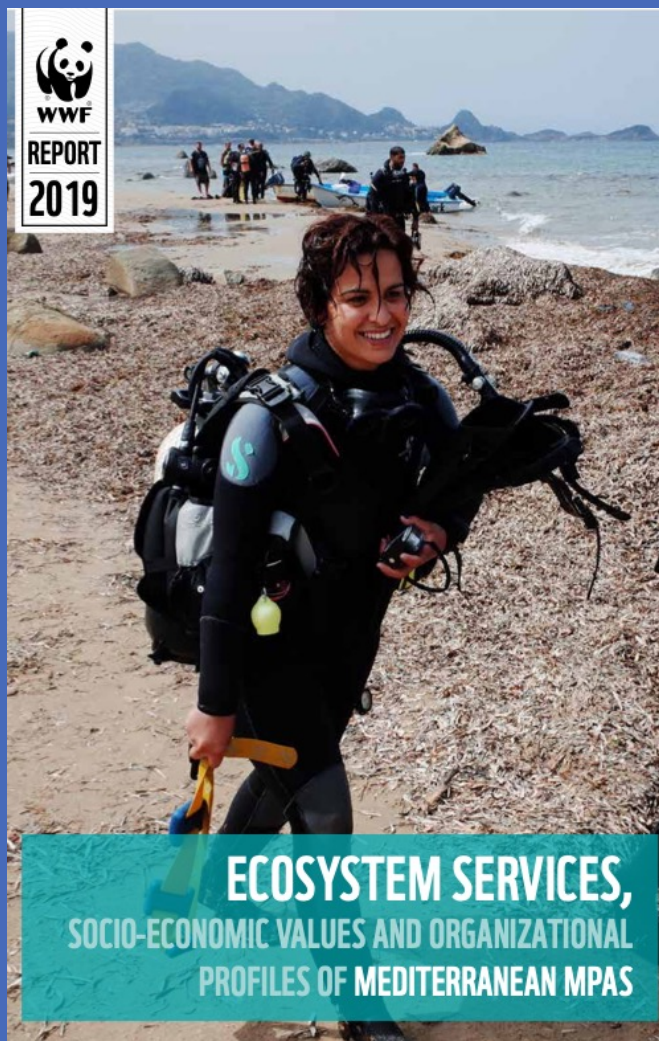
WWF MEDITERRANEAN MARINE INITIATIVE



CoNISM
Consorzio Nazionale
Interuniversitario
per le Scienze del Mare



UNIVERSITÀ DI PISA



ECOSYSTEM SERVICES, SOCIO-ECONOMIC VALUES AND ORGANIZATIONAL PROFILES OF MEDITERRANEAN MPAS

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WWF is one of the world's largest and most respected
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100 countries. WWF's mission is to stop the degradation
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which humans live in harmony with nature, by conserving
the world's biological diversity, ensuring that the use of
renewable natural resources is sustainable, and promoting
the reduction of pollution and wasteful consumption.



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Some key findings

NATURE-BASED TOURISM



WE INTERVIEWED

375

NATURE-BASED
TOURISTS

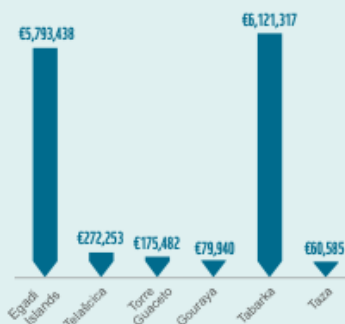
€4.11-
€7.78

NATURE-BASED TOURISTS
SAID THEY WOULD BE WILLING
TO PAY A DAILY FEE OF
BETWEEN €4.11 AND €7.78
ON AVERAGE TO FUND MARINE
CONSERVATION PROJECTS

In Tabarka and the Egadi Islands, the diving sector has an important influence on the local tourism economy, showing that protecting natural capital can foster sustainable economic opportunities. In the other MPAs, nature-based tourism has yet to reach its full potential.

Estimated recreational value of nature-based tourism €4.11 – €7.78. Nature-based tourists said they would be willing to pay a daily fee of between €4.11 and €7.78 on average to fund marine conservation projects.

ESTIMATED RECREATIONAL VALUE OF
NATURE-BASED TOURISM



General features

Mass (beach) tourism (domestic or foreign)

Seasonal tourism (high summer season)

NBT features

Diving sector **differently** but globally **scarcely** developed

Limited effects on local **income**

But good **WTP**

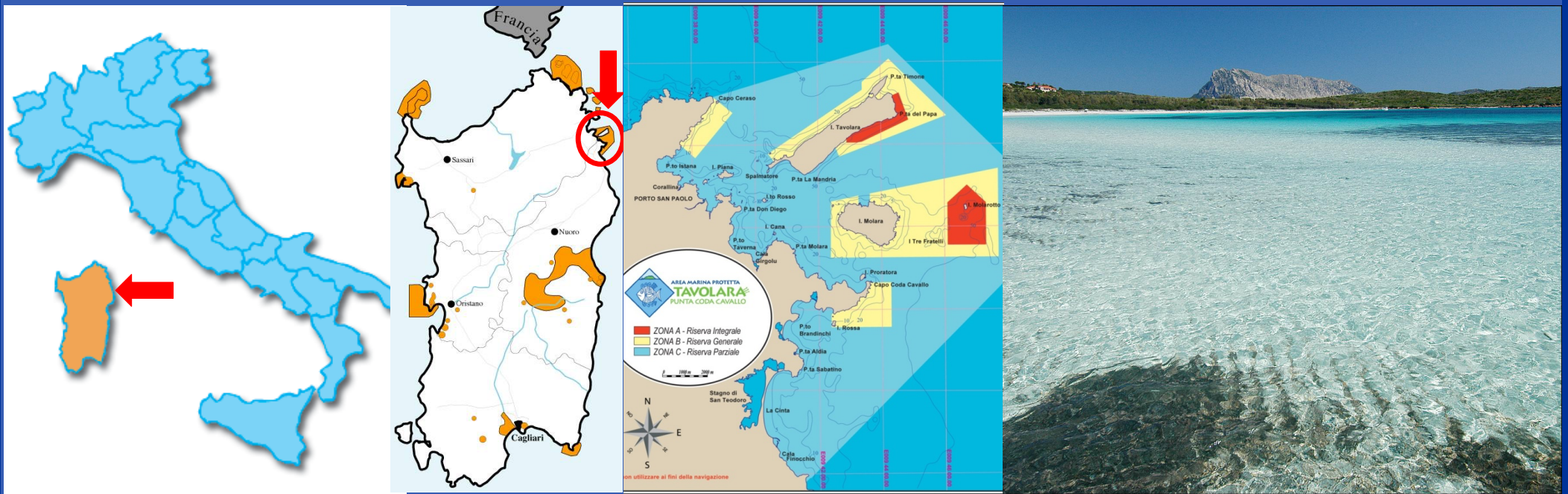
High education level

Young age composition, particularly in African MPAs

High level of **awareness** toward MPA role in conservation (sharing MPA mission)

An Italian benchmark experience

Tavolara Punta Coda Cavallo MPA



Touristic “metanoia”

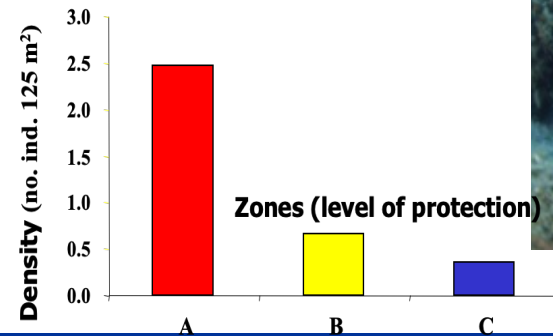
Before 2004

- 1982: identification of the MPA: many risks for a precious environment
- 1997: Institution of the MPA
- 2004: Creation of the **MPA organization** (a consortium of the 3 municipalities)
- mainly **non conservative** use of the landscape and of the wildlife



After 2008

Many outputs: one of the most significant is the increase of number and size of fishes (e.g. groupers) into the protected area: (see the Visual census analysis output)



Recreational value of Tavolara MPA

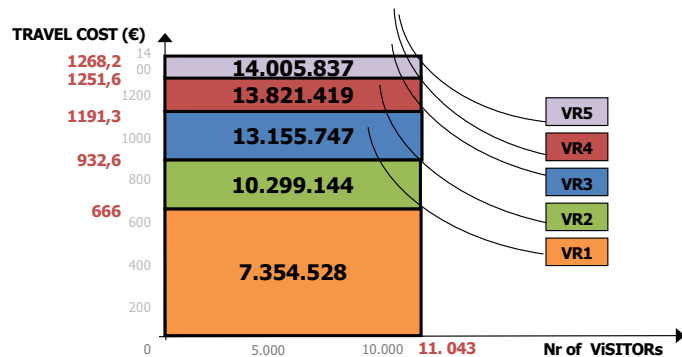
Direct, indirect and induced impact of tourism spending

Nature Based Tourism (diving)

679.834 (€)

“Mass” (beach) tourism

252.569.142 (€)



The “mass” tourists' preferences. The satisfaction: some key outputs

Appreciation of the MPA functions and of the wide eco-systemic aspects

Alternative	“Sand” tourists		Scuba - divers	
	Vote (max 10)	Answer rate	Vote (max 10)	Answer rate
Water quality	8,75	100%	9,03	100%
Landscape	8,68	100%	8,97	100%
Air quality	8,32	100%	8,73	100%
Coast/beach	8,02	100%	8,31	98%
Hospitality/Kindness	7,64	100%	8,07	98%
Green	7,23	98%	7,80	100%
Leisure	7,26	83%	7,42	87%
Security	6,57	90%	6,79	93%
Villages	6,70	99%	6,75	98%
Traffic	5,93	100%	6,35	95%
Crowding	5,48	93%	5,75	92%
Education of jet-skiers, windsurfer..	5,84	91%	5,37	98%
Prices	4,84	100%	5,15	98%

Italian Protected areas

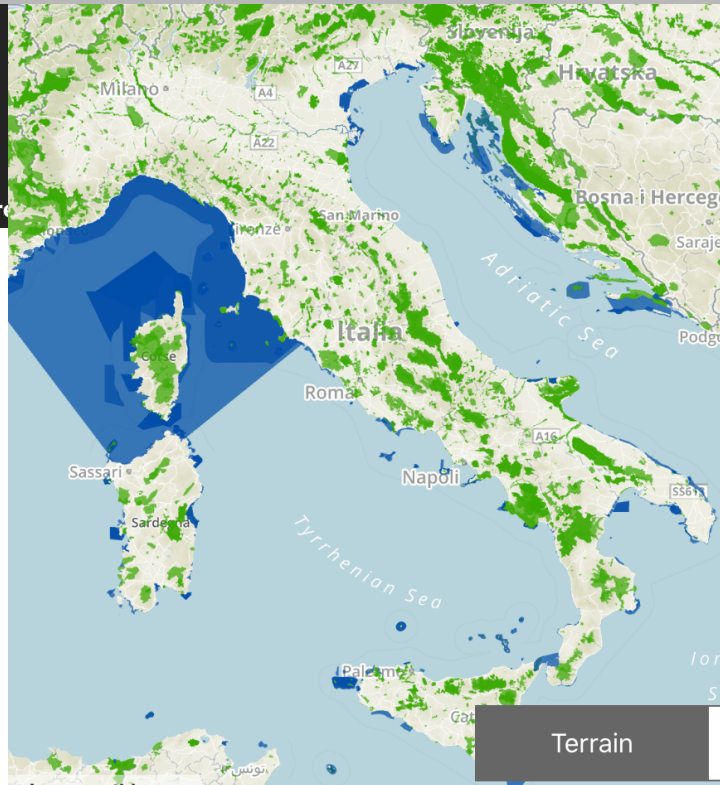
World Database on Protected Areas | IUCN



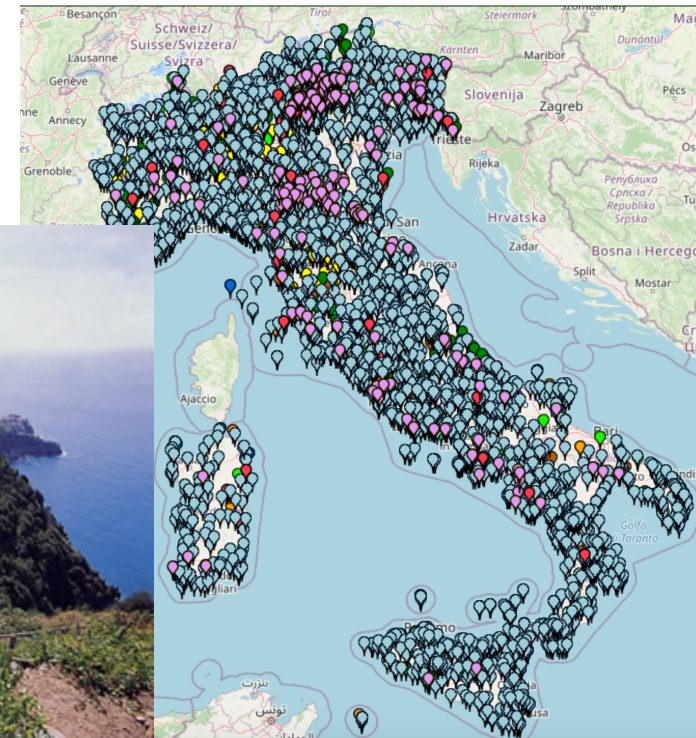
Italy

3925

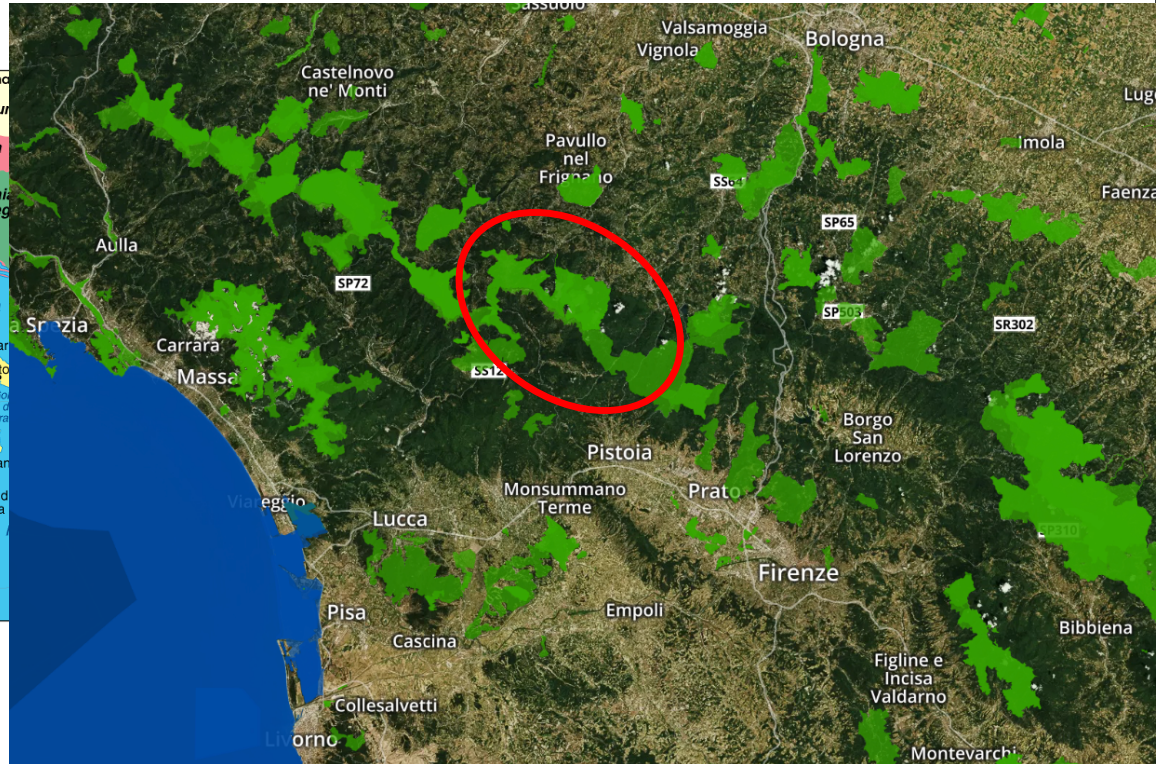
Total Protected Areas



- ☒ Parchi Nazionali (25)
- ☒ Parchi Interregionali (1)
- ☒ Parchi Regionali (145)
- ☒ Aree Marine Protette (32)
- ☒ PLIS (86)
- ☒ ANPIL (57)
- ☒ Parchi Locali (11)
- ☒ Rete di Riserve (9)
- ☒ Riserve Statali (147)
- ☒ Riserve Regionali (429)
- ☒ Monumenti Naturali (51)
- ☒ Siti RN2000 (2622)
- ☒ Riserve Biosfera MAB (19)
- ☒ Altre aree protette (247)



The “covid-19” challenge and opportunity





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Thank you for your attention!

