

Paths and ICT apps for self guiding tours in Biosphere Reserve “Alto Molise”

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Region & country

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Summary

The use of natural paths within the UNESCO Man and Biosphere Reserve “Alto Molise” was promoted with a pdf guide for mountain bikers, maps and a downloadable app for self-guiding tours for IOS and Android smartphones.

Background of the project

The paths identified were located mainly in only two forests areas within the Reserve, with an obviously limited of enjoyment for tourists and visitors.

- Expand the range of trails and mountain bike trails.

- Increase the offer to tourists of routes of **different difficulty level**, including in the Natura 2000 site. This was a need highlighted by questionnaires and interviews conducted in the Reserve in the past.

Solution and actions taken

Intensify communication and tourism offer by identifying some specific needs related to visitors requiring a greater knowledge of the Reserve territory.

- Printed guides;
- Downloadable guides from the Reserve website;
- Self-guiding tours apps for IOS and Android systems.

Other institutions or parties involved

Individuals and organizations involved:

- INTRAMONTES a.p.s., an association of young people in the area of Alto Molise devoted actively for the protection, enhancement, and promotion of the natural, scenic and cultural of the interested area;
- Molise Explorer: specialized guides;
- Farms and rural dwellings with a significant distribution of material downloaded from the website.

Results

According to some indicators provided by the hosting operator (agro-tourism structures, B & Bs, rural dwellings), visitors have appreciated and even used in small groups the material and available apps.

Challenges

Problems related mainly to the lack of widespread acceptance in the Reserve for specialized visitors and / or wishing to enhance individual experiences or in small groups.

Lessons learned

Apps in addition to the implementation of www.riservamabaltomolise.it site are an excellent form of promotion of the natural and cultural landscape the Reserve and can complement the offer dedicated to a sustainable and responsible tourism.

The apps can be downloaded using the following links:

Android: <https://play.google.com/store/apps/details?id=it.nextopenspace.assomab&hl=it>

IOS: <https://play.google.com/store/apps/details?id=it.nextopenspace.assomab&hl=it>

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Website(s)

<http://www.riservamabaltomolise.it>

- <https://it-it.facebook.com/Riserva-Biosfera-Collemeluccio-Montedimezzo-Alto-Molise-462676607119850/>