

# **Land-Sea**

## **Sustainability of the land-sea system for eco-tourism strategies**

### **PGI01975**

## **Regional Action Plan Molise Region**



## GENERAL INFORMATION

Molise Region, in the framework of the Land-Sea project, in collaboration with the Lead Partner, River Basin Authority of the rivers Liri–Garigliano and Volturno /Southern Apennines River Basin District, elaborated this Action Plan. This documents evidences that the Molise Region will develop the actions envisaged with the Municipality of Termoli which is in charge for the implementation of the Urban Strategy of Termoli that through public tenders implements the actions of the Molise ERDF ROP 2014 - 2020 addressed by Land-Sea project.

## BACKGROUND



The main objective of the Land-Sea project is to favour more inclusive, effective and efficient processes of regional governance so to increase and to encourage the creation of institutional competences and skills for the development of a sustainable coastal system able to preserve natural habitats and contextually to support the development of regional ecotourism strategies.

Specifically, Molise Region - in the context of the Italian overexploited coastal ecosystems - has the value of still being characterised by the presence of important natural resources and a variety of environmental elements (Figure 1), creating optimal condition for the ecotourism development in the region.

The 36 km long Molise coast in fact behaves altogether as a low coast system and is characterised by the presence of coastal areas of great naturalistic value and is one of the most important sandy coastal ecosystems in the Italian Adriatic Sea for its biodiversity. In this context the implementation of the Action Plan of the Land-Sea Project will help to assure the sustainable economic growth of this important naturalistic areas using ecotourism as a positive and enhancing driver.



**Figure 1. The Molise coastline. Variety of ecosystem and of ecotourism opportunities**

In fact, coastal zones enclose a variety of ecosystems and natural resources that need to be managed in order to assure their functionality and sustainability (ecological and touristic) in the long term. In order to achieve this objective, it is fundamental to promote a land-sea management that take into account the coastal heritage that need to be preserved but also to be valorised to make people change attitude towards the use of these vulnerable areas. Moreover, it is of urgent importance to promote a sustainable management to prevent and manage the great accumulation of waste and marine litter.

The Regional Action Plan for the Molise Region following the basis set by the Land-Sea Project development focuses on the following general objectives:

1. Develop a sustainable ecotourism strategy;
2. Promote an internationalisation of the tourism policy of the Region;
3. Enhance the economic growth of the Region offering a touristic development based on the naturalistic value of its coast offering a sustainable tourism in wild and protected coastal areas.



**Figure 2. View of Campomarino shoreline**

Beaches are systems where plainly physical, ecological, social and economic dimensions interact (Figure 2). Although these systems can provide several protective, recreational and natural functions, only recreation has been traditionally prioritized by managers. This situation has led to the homogenization of beach management culture and practices. Major flexibility and adaptation capability are required in order to set management strategies to beach setting and beach users. In two antagonistic beaches (natural protected vs. urban) travellers have different motivations and expectations which should be satisfied during holidays, in order to get their satisfaction and hence their future returns. Recent studies suggest that users' motivations, priorities, and expectations in these two antagonistic beaches are not notably different. Therefore, the usual expectations of the Mediterranean "sun, sand and beach" tourism model is confirmed. Often, users expectations blend with perceptions. In fact, in urban intensive tourist coastal areas, beach services are generally poorly evaluated, albeit their quality was awarded with a Blue Flag. In this context, the condition of the Molise region is optimal to develop an actual ecotourism planning being its coastal area characterised by natural protected areas of Natura 2000 network with few hotspots of overexploited beaches mainly concentrated around Termoli municipality. Enhance the economic growth of the Region offering a touristic development based on the naturalistic value of its coast is the major objective put in practice with this operative Action Plan.

In the framework of the Land-Sea project this Regional action plans allows not only encountering the exigencies of people who already have a particular attention towards a correct use of naturalistic coastal habitat but it promotes activities directed to change the attitude of the general users of coastal habitat. To the users will be offered the opportunity of living these habitats in a full comfort but in complete respect of nature assuring facilities that can be sustainable ecologically also promoting slow mobility in order to reduce the use of cars and every type of motor vehicles. The satisfaction of the tourists should be considered as an important driver for the



economic development derived by eco-tourism. In their frenetic lives, an attention to the natural environment would be appreciated, but often this possibility lies really far. By creating new perspectives for tourists, new ways of living their own territory, the development of the same would be assured. The first economical aspect derived by eco-tourism should be found in retraining of abandoned and degraded sites along the land-sea; this leads to several positive implications, both for local communities and neighbouring sites. For local communities, who manage sites for conservation purposes, the creation of alternative employment and revenue is a real opportunity. By this way a growing interest for conservation of natural environment and cultural heritage develops in locals, who are primed in exploring parts of their territories; the retrained sites become a pride. For the neighbouring sites the increasing economic revenues are closely related to the ones derived by the retrained sites. Having a controlled territory, which has been previously adapted and secured to accommodate tourists, the flow of visitors could increase. An example should be the fixing of paths leading to beaches that are not used because of their ruin, or the same paths are not well equipped (by signal, services for visitors etc.); guided tours, should be organized by locals for tourists. Walking tours or bike tours need appropriate paths to be performed; the more the paths are in well-conditions and attractive the more eco-tourism increases reaching a larger number of visitors. Another important economical aspect should be found in the utilization of the coastal area without being influenced by the seasons, providing alternative way of living the winter season in the coastal zone. For instance, possible strategies could be the restoration of existing promenades, equipping beaches with minimal services and offering relaxing and attractive activities to visitors. The ecotourism has impacts in three domains which are social, economic and environmental sectors. Nowadays this trend is becoming a necessity. In point of fact, tourists are looking for new ways to discover territories. Therefore, ecotourism is the key to meet their expectations as well as a sustainable development related to the vision of a better future. Also small initiatives can have big impacts in the land-sea development. For those, it is not a matter of funds rather a matter of motivation. Therefore, such actions should be encouraged to attract more and better tourists, leading these ones towards a more desirable form of tourism: the ecotourism.

The Action Plan for the coastal areas of Molise is able to provide a proper development strategy for the implementation of tourism-recreational purposes in compliance with the environmental objectives imposed at national and EU level. Moreover, this Action Plan is configured as a practical and effective document being developed in relation to the real economic feasibility of the region interested by its development. According to the needs of local stakeholders, the Regional Strategic Plan for Tourism Development of the Molise Region and the general outlines of the "Dolphin Coast Plan" pertaining to the Termoli Urban Development Strategy, the Molise Region based on the experience gained in the project is currently working with the Municipality of Termoli to increase slow mobility, to valorise the "tratturi" (sheep track) and the seafront, to promote the ecotourism market. The Action Plan, among other actions, also provides a catalog of ecotourism packages and the identification and planning of training activities and promotion of ecotourism in the Molise hotel sector (training of guides, tourist fishing).

The socio-economic aspects have been of fundamental importance in the development of this Action Plan, with the objective of setting the basis for putting in practice what proposed. In fact, focusing on the economic aspect is of great importance to ensure that the documents do not remain only technical documents but become useful tools for carrying out concrete actions on the territory. In fact, INTERREG projects have the duty

and honor of becoming politically effective in successfully changing the attitude of the countries involved in the partnership.

In addition, this Action plan has been developed taking into account Key International and European Directives related to Integrated Coastal Zone Management:

1. Birds Directive (2009/147/EC): The BD is one of the most important nature legislation pieces, creating a comprehensive scheme of protection for wild bird species naturally occurring in the EU.
2. Habitats Directive (92/43/EEC): Member states are legally bound to promote the maintenance of biodiversity by requiring measures to maintain or restore habitats and species listed on the Annexes at a favourable conservation status and introducing robust protection for those while taking in account economic, social and cultural requirements. Designated Natura 2000 sites serve for conservation and restoration of habitats in a good conservation status. The HD together with the BD are the “cornerstones” of the EU’s nature conservation policy.
3. Water Framework Directive (2000/60/EC): The WFD defines quality by using biological elements together with physical-chemical elements to assess good ecological status at the ecosystem level. The achievement of “Good Chemical and Good Ecological Status” or in case of Heavily Modified Water bodies “Good Chemical Status” and “Good Ecological Potential” of inland surface waters (rivers and lakes), transitional waters (estuaries), coastal waters and groundwater is intended.
4. Marine Strategy Framework Directive (2008/56/EC): The MSFD is an integrated framework for the management of marine spaces. The MSFD aims at achieving or maintaining a good environmental status for community waters by 2020 at the latest and contains the explicit regulatory objective that “biodiversity is maintained by 2020” as the cornerstone for achieving Good Environmental Status.
5. Flood Risk Management Directive (2007/60/EC): The FRMD aims to reduce and manage the risks that flooding poses to human, environment, cultural heritage and economics. All inland and coastal waters must be assessed regarding the flooding risk and adequate measures to reduce this flood risk have to be taken. The FRMD needs to be implemented in coordination with the WFD.

## Part I – General information

Project: **Sustainability of the Land Sea System for Ecotourism Strategies**

Partner organisation: Molise Region

Other partner organisations involved (if relevant): River Basin Authority of the rivers Liri–Garigliano and Volturno /Southern Apennines River Basin District

Country: Italy

NUTS2 region: Molise Region

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## Part II – Policy context

The Action Plan aims to impact:	Investment for Growth and Jobs programme
	European Territorial Cooperation programme
X	Other regional development policy instrument

Name of the policy instrument addressed: European Regional Development Fund (ERDF) Operational Programme 2014-2020 of Molise. Axis 3 Measure 3.2.1. Axis 5 Measures 5.1.1 and 5.3.1.

With Resolution no. 335 of 19<sup>th</sup> September 2017, the Molise Regional Council approved the "Urban areas strategy" of the 2014-2020 Planning, identifying the Municipalities of Campobasso, Isernia and Termoli ("Polo Municipalities") as urban Authorities, which task is to define its integrated urban development strategy and select the operations that will contribute to its implementation. With this Resolution, part of the resources of Axes 2, 3, 4, 5, 6 and 7 of the ROP-ERDF 2014 - 2020 of Molise are dedicated in order to implement the Strategy for Sustainable Urban Development. The actions of Axis 5 "Environment, Culture and Tourism" were promptly established and can therefore be activated following the definition of the specific territorial strategies proposed by the territories. In particular, the Urban Strategy of Termoli 2014-2020 refers to the ROP-ERDF 2014-2020 operational program and concerns the "Dolphin Coast Plan" within the national strategy for coastal areas. This plan includes the Municipality of Termoli, the Municipality of Campomarino, the Municipality of Guglionesi and the Municipality of San Giacomo degli Schiavoni. The Action Plan of the Molise Region, in addition to the Urban Strategy of Termoli, also finds important synergies with the Regional Strategic Plan for Tourism Development of the Molise Region

Using the framework of the Land-Sea INTERREG Europe project associated with these strategies this Action Plan addresses the following strategic objectives:

Objective 1. Improve the training and awareness of professionals related to the ecotourism sector in order to

favour the sustainability and competitiveness of the tourism sector.

Objective 2. Improve the quality and sustainability of the Coastal facilities, particularly developing and implementing ecotourism facilities.

Objective 3. Adopt an innovative approach to the creation of ecotourism experiences and their promotion.

Objective 4. Improve the coordination and participation of the agents involved in the planning and management of ecotourism in the Molise coast especially in Natura 2000 sites

Objective 5. Preserve and recover the coastal and marine areas paying special attention to resources with ecotourism value in the Natura 2000 sites.

### **Part III – Details of the actions envisaged**

#### **ACTION 1 - Identification and planning of training and promotion of ecotourism in the Molise coast**

##### **1. The background**

The current state of the art regarding the tourism and especially the eco-tourism in Molise suggests that the sector must be promoted and enhanced. From the experiences acquired in the study visits of Land-Sea project in Varna (Bulgaria), Catalonia (Spain) and Hamburg (Germany) and especially in the staff exchange in Catalonia which Molise Region participated during the implementation of the project emerged that the basis for growth and the achievement of good results must be the identification and planning of training activities and promotion of ecotourism in Molise tourism sector.

Specifically, the Ebro Delta and the Parc del Montgrí model, learnt by the Spanish partners “General Government of Catalonia” and “Barcelona Urban Ecology Agency”, and the eco-tourism strategies implemented there inspired the development of this action. Indeed, the Ebro Delta park is a wonderful integrated model with the agricultural activity, fishing, nature, flora, fauna, the city and the various tourists that circulate in the park acting together in a synchronised sustainable but productive mechanism. In the Parc del Montgrí training courses and sustainable diving activities are implemented but also and very importantly the recovery of ancient technique of fishing that became an actual integrative project, the “Projecte Sepia” that links marine species conservation, artisanal fishing and ecotourism.

In order to transfer this information in a practical manner inside the Molise coastal territory this Action focuses on the widespread diffusion throughout the tourism sector insiders (from SMEs to professionals and tourism operators) of the knowledge of the eco-tourism and the benefits derived from its implementation.

To achieve this objective in the framework of the Urban Strategy of Termoli a well-structured strategy for training in ecotourism best practices will be implemented to last in the long term. This training strategy based on what learnt in the first three years of the project will allow already existing companies of tourist sector to



shift towards ecotourism facilities and new companies to start their activities considering for ecotourism and environmental protection and recreational value already in their start-up phase.

## **2. Action**

This Action will be implemented developing the following activities:

- Developing of the framework for training: organization of training and updating courses for tourism operators, economic operators, SMEs and all the beneficiaries belonging to the tourism sector and its industries
- Scheduling of training calendars for existing companies to be implemented
- Scheduling of training calendars for start-ups.
- Marketing of these companies in the ecotourism international framework according to Action 3 and Action 4.

During these training courses the Good Practices and the Action Plan of the Molise Region will be exposed as well as those of the other partners in order to create an integrated development of ecotourism best practices. Starting good in the implementation of the strategy will allow to have benefits and cost-efficient implementation.

## **3. Players involved**

Urban Area of Termoli: as managing authority of the Urban Area Strategy, they will be in charge of launching a call for the implementation of the activities planned.

Molise Region ERDF/ESF 2014/2020 Managing Authority: they are in charge of supervising the implementation of the Urban Area Actions

The other players involved in the development and implementation of this Action are SMEs, professionals, tourism operators as:

- Training Institutions;
- University of Molise;
- SMEs;
- Professionals;
- Tourism operators;
- Economic Operators;

## **4. Timeframe**

2020-2021.

- Developing of the framework for training to be done in the first six months of the implementation of the Action
- Scheduling of training calendars for existing companies to be implemented after the development of

the framework

- Scheduling of training of start-up to be implemented in relation to the birth of new touristic realities after the first six months of the training framework development.
- Marketing of these companies in the ecotourism international framework according to Action 2 and Action 3 to be done in 2021 after the implementation also of the other two actions.

The training has the aim of guarantee the sustainability of the action and the objective of becoming an operative framework according also to the Regional Strategic Plan for the Tourism development of Molise Region.

#### **5. Costs**

Entire Measure 3.2.1. € 752,342.33

Entire Measure 5.3.1. € 739,000.00

Costs for the specific action will be identified in the implementation of the public tender.

#### **6. Funding sources**

ROP ERDF/ESF 2014/2020 of Molise Region - Axis 3 - Competitiveness Of The Production System. Measure 3.2.1: Support for the competitiveness of businesses in tourist destinations, through supply qualification and strategic and organizational innovation initiatives by product/service. Axis 5 - Environment, Culture and Tourism. Measure 5.3.1 : Support for the integrated fruition of cultural and natural resources and promotion of tourist destinations

### **ACTION 2 - Qualification of the tourism offer in the territory of the Termoli Urban Area.**

#### **1. The background**

Starting from the participation in the project Land-Sea, especially regarding the lessons learnt from the staff exchange in Catalonia and from the other interregional visits, Molise Region found gaps on its territory regarding the promotion of the tourism products and services, especially about specific eco-tourism opportunities. This Action promotes and supports the realization of innovative tourism products and services for business companies working in the hospitality industry in a broad sense for services and tourism offered in the territory of the Authority of the Urban Area of Termoli. Even in this action, the similarity with the condition encountered in the study visits and the staff exchange in Catalonia, organized by "General Government of Catalonia" evidenced how the Ebro Delta model could be used to enhance the accommodation sector of tourism in Molise Region. Specifically, in the Ebro Delta the tourism facilities are well structured as in addition to the various traditional hotels there is the possibility of staying in the rice fields in the so-called "Baracca" which are the ancient and traditional peasant houses. They are eco-sustainable houses, as they are built with materials collected on site, wood, mud, and roofs are in natural fibre. For bookings they use websites and rely mainly on booking.com or on airbnb.com, the prices are very

reasonable (around 35 euros per person).

## **2. Action**

The interventions that can access this funding are therefore all those aimed at promote and support the creation and implementation of innovative tourism products and services for business in the tourist destinations. As an example:

- "Dynamic packaging" interventions, online interface used for bookings of tourist packages that allow consumers to create customized packages;
- "Intervention for accommodation facilities": sustainable restoration, home automation and building automation;
- "Marketing networking" of products or services from producer directly to the final consumer also through a network of independent distributors;
- Interventions of "tourism information system" system;
- Interventions of "customer relationship management";
- Interventions for security and information sharing (cloud computing), such as information about e-booking, e-commerce, APPs etc.;
- Organizational innovations necessary to obtain environmental management certification, social responsibility, of ethical tourism.

## **3. Players involved**

Urban Area of Termoli: as managing authority of the Urban Area Strategy, in charge of the call for the implementation of the activities planned.

Molise Region ERDF/ESF 2014/2020 Managing Authority: they are in charge of supervising the implementation of the Urban Area Actions

The players involved in the development and implementation of this Action are:

- Individual companies;
- Micro-enterprises;
- SMEs;
- Economic operators in associated form by consortia, networks of companies and other groups of legally recognized companies.

All the beneficiaries must belong to the tourism sector and its industries.

## **4. Timeframe**

2019-2021.

- Implementation of public application call by second semester 2019:
- Implementation of the projects by second semester 2020.

## **5. Costs**

Entire Measure 3.2.1. € 752,342.33

Specific tender: € 187,480.00

## **6. Funding sources**

ROP ERDF/ESF 2014/2020 of Molise Region. Axis 3 - Competitiveness Of The Production System.

Measure 3.2.1: Support for the competitiveness of businesses in tourist destinations, through supply qualification and strategic and organizational innovation initiatives by product/service.

## **ACTION 3 - The districting of SMEs in the tourism sector and interconnection to the international eco-tourism market**

### **1. The background**

There is a need of creating a networking between the different SMEs of Molise which work in the tourism sector moving them towards ecotourism. Examples that comes from Catalonia and Varna Region can be used to allocate the different SMEs in the right ecotourism sector in order to fit their needs of development respecting the environment and having the opportunity of entering the international network. For instance the "General Government of Catalonia" is member of networks of tourism destinations and operators working together to give market visibility to a rich choice of ecotourism experiences in Europe e.g., "WildSea Europe" whose mission includes empowering small, local businesses of coastal communities, supporting sustainable livelihoods, enhancing ocean literacy through citizen science and preserving marine ecosystems. They do it while building a pan-European network of tourism operators who actively nurture love and respect for the Ocean through sustainable, responsible tourism. Diving, snorkelling, trekking, birding, kayaking are implemented in order to experience wildlife marine and coastal ecosystems in many different ways. In Bulgaria, the partner "Regional Administration Varna" is member of the "Interactive Cities" that is a cutting-edge project aimed at exploring how digital, social media and user generated content can improve today's urban management in European cities, whatever size. "Interactive Cities" is a network of "URBACT", the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. "Interactive Cities" focused not only on the technological side but also on how this kind of innovation can be concretely useful for local authorities and urban residents, promoting better urban governance, citizen participation and economic growth.

The entrance in the international market has though a double value. It has value in terms of revenues for the different enterprises because of the opportunity of making them be more visible in the foreign market that is more well comfortable with ecotourism, it has value in terms of ecology as ecosystem services are used to make understand touristic companies as the protection of nature can be important even in terms of sustainability and long term productivity of their touristic companies.

### **2. Action**

This Action will be implemented developing the following activities:

- Selection of the touristic companies
- training and recalibration of the market of these companies towards ecotourism best practices
- Creation of an Ecotourism enterprises network of Molise
- Entering of this network in the international market joining for example the [www.wildsea.eu](http://www.wildsea.eu) following the Catalanian experience.

### 3. **Players involved**

Urban Area of Termoli: as managing authority of the Urban Area Strategy, they will be in charge of launching a call for the implementation of the activities planned.

Molise Region ERDF/ESF 2014/2020 Managing Authority: they are in charge of supervising the implementation of the Urban Area Actions

The other players involved in the development and implementation of this Action are:

- Dolphin coast (Municipality of Termoli; Municipality of Guglionesi; Municipality of San Giacomo degli Schiavoni; Municipality of Campomarino), Municipality of Petacciato and Municipality of Montenero di Bisaccia
- Individual companies
- Micro-enterprises
- SMEs
- Training companies and institution e.g., University of Molise

### 4. **Timeframe**

2020-2021

- Selection of the touristic companies implementing public application calls by second semester 2020
- Entering of the international market by 2021

All these activities have to last on the long term according also to the Regional Strategic Plan for the Tourism development of Molise Region.

### 5. **Costs**

Entire Measure 3.2.1. € 752,342.33.

Costs for the specific action will be identified in the implementation of the public tender.

### 6. **Funding sources**

ROP ERDF/ESF 2014/2020 of Molise Region. Axis 3 - Competitiveness Of The Production System.

Measure 3.2.1: support for the competitiveness of businesses in tourist destinations, through supply qualification and strategic and organizational innovation initiatives by product/service.

#### **ACTION 4 - Marketing actions for the integrated use of cultural and natural resources and the promotion of tourist destinations**

##### **1. The background**

The tourism sector in Molise does not actually represent a productive sector for the Region. The Molise Region, based on stakeholders needs emerged during the local events organised as part of the Land-Sea project, in particular that of 24<sup>th</sup> November 2017 held in Campobasso and that of 10<sup>th</sup> December 2018 organized in Campomarino (CB) and according to the "Dolphin Coast Plan", presented by the Termoli Urban Authority, has developed the present action to valorise the territory of the Municipality of Termoli and the neighbouring municipalities transforming them as a production centre of tourist sector. Furthermore, the Action aims to develop and integrate services and interventions aimed at improving the quality of life of the inhabitants, increasing tourist flows in the Termoli Urban Authority area and supporting the economic-industrial sector, a fundamental driving force for the development of whole territory. The activities envisaged in this action are inspired by what has been developed by the General Government of Catalonia in the Ebro Delta Natural Park (Spain) which is one of the ECST-certified National Parks. The ECST Model (European Charter for Sustainable Tourism) was established in 1995 by the EUROPARC Federation. The central element consists in the development of a common strategy for sustainable tourism and the goal of all activities is the protection of the natural and cultural heritage and the continuous improvement of tourism in the protected area in terms of environment, local population, of companies, as well as users.

##### **2. Action**

Financing of promotional interventions in the integrated cultural, tourism and marketing offer of the Urban Area of Termoli. The interventions that can access this funding are therefore all those aimed at guaranteeing the increase tourist flow in the Molise territory, not only in the summer season but also trying to overcome the challenge of seasonality and contribute to the competitiveness of the industry. The following activities will be implemented:

- Creation of "Dolphin coast" brand on the international eco-touristic platform joined with Action 3
- Creation of a communication campaign for the promotion of the Brand;
- Implementation of tourist packages integrating products and service related to art and culture, nature, eno-gastronomy (food and wine);
- Elaboration of a catalogue of eco-tourism packages following international experiences that will be developed and located in at least two important areas for the conservation of Molise coast. These packages will be implemented both for low and high season and will be promoted at the international level in the eco-tourism international platform e.g., wild-sea.



### **3. Players involved**

Urban Area of Termoli: as managing authority of the Urban Area Strategy, they will be in charge of launching a call for the implementation of the activities planned.

Molise Region ERDF/ESF 2014/2020 Managing Authority: they are in charge of supervising the implementation of the Urban Area Actions

The other players involved in the development and implementation of this Action are all the Municipalities of the Urban Authority of Termoli and the other municipality of the coast as well scientific institutions:

- Municipality of Termoli;
- Municipality of Guglionesi;
- Municipality of San Giacomo degli Schiavoni;
- Municipality of Campomarino;
- Municipality of Petacciato;
- Municipality of Montenero di Bisaccia
- University of Molise as technical Scientific authority for the elaboration of the projects for adhering to ECST

### **4. Timeframe**

2020-2021.

- First semester 2020: implementation of public application calls to give funds for the implementation of the activities foreseen by this action;
- Second semester 2020. Promotion of "Dolphin Coast" brand and implementation of tourism packages integrating products and service related art and culture, nature, eno-gastronomy (food and wine); elaboration of a catalogue of eco-tourism packages following international experiences that will be developed and located in at least two important areas for the conservation of Molise coast. These packages will be implemented both for low and high season
- 2021 insertion of the Dolphin coast brand and of the catalogue of eco-tourism packages on the international eco-touristic platform according to Action 3

All these activities have to last on the long term according also to the Regional Strategic Plan for the Tourism development of Molise Region.

### **5. Costs**

Entire measure 5.3.1 € 739,000.00.

Costs for the specific action will be identified in the implementation of the public tender.

### **6. Funding sources**

ROP ERDF/ESF 2014/2020 of Molise Region. Axis 5 - Environment, Culture And Tourism. Measure 5.3.1 Urban Strategy of Termoli: support for the integrated fruition of cultural and natural resources and

## **ACTION 5 - Extension of the seafront and restoration of the coastal Pinewood in Campomarino Lido.**

### **1. The background**

Land-sea ecotourism planning and management have to take into account biodiversity key resources. These resources are important in terms of aesthetic value, functional values and not least in terms of economic value (e.g., ecosystem services). Important actions on the coast had been carried out in Molise Region with the implementation of LIFE/NAT/10/000262 Maestrале and other important actions in the “Dolphin coast” which acted to make the Life actions be effective on the long term. These actions had become best practices shared by the partner Molise Region with the other partners in the framework of Land-Sea project. Biology science can be indeed helpful to highlight the fragilities that need to be preserved and that have an important revenue in terms of ecotourism. For example, in the Molise coast all the areas that maintain the dunes in a good conservation status has a huge importance because people can benefit the wild area and the heritage this dunes give to the landscape. All the actions implemented in the Life Maestrале project were focused in reducing threats intensity on habitats and species of community interest in the coastal Natura 2000 sites of Molise using an integrated approach. This was obtained improving the conservation status of Molise coastal habitats, promoting its natural heritage, mitigating conflicts with stakeholders and implementing a huge campaign for dissemination and environmental awareness. All these experiences can be used to requalify the pinewood in Campomarino lido harmonising it with the rest of the coast interested by the intervention of the Life Maestrале project. Moreover to implement this action also information from other partner of Land-Sea project are taken into account to implement the dissemination of the restoration of the coastal pinewood e.g., relying on the efficient dissemination programmes developed in Catalonia and presented by the partners “General Government of Catalonia” and “Barcelona Urban Ecology Agency”. Indeed the Món Natura Delta, in the Natural Park of the Ebro Delta that is an ecotourism infrastructure centred on the construction of facilities (visitors' centre observatories, store, etc.) and the dissemination facilities that describe the restoration of a coastal landscape that had disappeared due to tourism development in the Life Pletera project in the Baix Ter wetlands will be taken as a model.

### **2. Action**

This action will be implemented developing the following activities:

- Ecological restoration of beaches and Pinewood with naturalistic engineering techniques.
- Periodical cleaning of the coastal Pinewood and Pine control.
- Creation of areas dedicated to childhood.
- Implementation of the already existing “Percorso Natura” in Campomarino Lido that starts from the seafront and arrives to the temporary ponds passing through the Pinewood, adding more panels and making it be more effective and attractive.
- Implementation of an adventure park implemented with sustainable naturalistic engineering techniques.

- Implementation of a biodiversity museum in the Pinewood built with recycled wood.

This action is also developed according to the necessity evidenced in the Regional Strategic Plan for the Tourism development of Molise Region about the promotion of nature trails (“percorsi natura”) and requalification of natural areas.

### 3. **Players involved**

Urban Area of Termoli: as managing authority of the Urban Area Strategy, they will be in charge of launching a call for the implementation of the activities planned.

Molise Region ERDF/ESF 2014/2020 Managing Authority: they are in charge of supervising the implementation of the Urban Area Actions

Campomarino Municipality.

### 4. **Timeframe**

2020-2021

- First semester 2020: implementation of public application calls to give funds for the implementation of the activities foreseen by this action;
- Second semester 2020 first semester 2021. Ecological restoration of beaches and Pinewood with naturalistic engineering techniques; implementation of the already existing “Percorso Natura”; Implementation of a biodiversity museum in the Pinewood built with recycled wood
- 2021 Creation of areas dedicated to childhood; Implementation of an adventure park.

### 5. **Costs**

Entire Measure 5.1.1. € 1,000,000.00

Entire Measure 5.3.1. € 739,000.00

Costs for the specific action will be defined in the implementation of the public tender.

### 6. **Funding sources**

ROP ERDF/ESF 2014/2020 of Molise Region. Axis 5 - Environment, Culture and Tourism. Measure 5.1.1: intervention for the preservation and valorization of natural areas of strategic importance (protected areas in terrestrial or in marine habitats) that consolidate and promote development processes. Measure 5.3.1: support for the integrated fruition of cultural and natural resources and promotion of tourist destinations

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Stamp of the organisation (if available):** \_\_\_\_\_