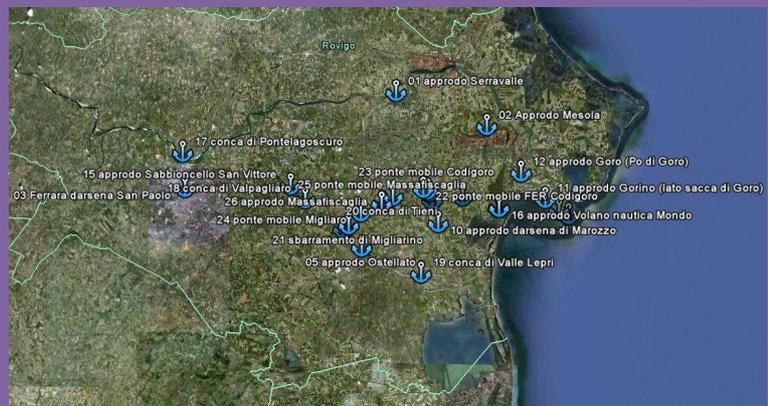




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WP4

**"STRATEGIC PLAN AIMING AT TOURIST ORGANIZATION AND
IMPROVEMENT OF PO RIVER AND VOLANO PO RIVER"**

FINAL REPORT



CREDITS

This publication has been realized in the field of Work Package 4 – Strategy in DATOURWAY Cooperation Project n. SEE/A/653/4.2/X in progress acting on SEE Cross Border Program - Transnational Strategy for the Sustainable Territorial Development of the Danube Area with special regard to Tourism.

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Jointly for our common future!

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STRATEGIC DEVELOPMENT PLANS FOR WATER TOURISM

Introduction on methods adopted

Following the Transnational Cooperation Project DATOURWAY - SEE/A/653/4.2/X, European Cooperation Programme South East Europe, with reference to Work package 4 - Strategy, as so to develop a strategic plan for water tourism in the following area, we used S.W.O.T Analysis, one of the most common strategic planning methods to evaluate the territory.

The complete validity of S.W.O.T Analysis is connected to the manner in which the preliminary analysis is done; organization within a structure, identifying priorities of intervention that offer a valid support in planning. Motivation of analysis for strategic territorial development must begin by extensive in depth analyses of the phenomena.

The phenomenon, object of the valuation, must be thoroughly studied so to put light on all the characteristics, their relationships and eventual synergy with other proposals. For this reason, one must not identify only one specific theme, but must have a full picture of the situation. Through this type of analysis it is possible to highlight strengths and weaknesses hence surface opportunities and threats that derive from external factors to which this area is exposed. S.W.O.T Analysis also distinguishes internal and external factors: weak and strong points are considered internal factors, threats and opportunities are considered external factors.

Strengths:	resources. These are part of the context of analysis and are changeable thanks to politics or proposed intervention.
Weakness:	limitations. These are part of the context of analysis and are changeable thanks to politics or proposed intervention.
Opportunities:	Favourable situation. Originates from an external context and therefore are not subject to change
Threats:	Non-favourable situation. Originates from an external context and therefore are not subject to change

The aim of our analysis is to present a strategic development plan for our territorial area by enhancing elements of strength and containing weaknesses. Two are the methods through which the characterizing factors (points of strengths, weaknesses, opportunities and threats) are determined on the bases of background data:

1. deskwork, through analysis of various sources and by 'knowledgeable think-tanks', while investigating territorial background;
2. with intervening actions, through open interviews, interviews with private and public *stakeholders*, entrepreneurs and associations, to understand trends and problematic areas.

In the first point, it is the researcher to formulate and forecast the situation, on the bases of data collected by experts and by studying the sector, in a neutral and objective way.

While in the second point, involving technicians to understand shared situations with the analysis done by experts and *stakeholders*.

Current State – Deskwork Analysis

We investigated the territorial context in the following areas:

Territorial placement
Environmental and Architectural Emergencies (History & Culture, Scenery & Environment)
Mobility: analysis of transport connections (airports, road links, rail links, bus lines)
Waterways and river infrastructures (waterways, canals, ports, landfalls, hydraulic lock gates, bridges)
Health conditions of water and mud
Laws in force on navigation
River operators and sailing associations
Cycle routes
Tourism Sector
Parking areas for Campers
Basins and waterways for game fishing
Analysis of local food products and main festivals

Events and animation along the territory (music, art, culture, historical parades in costume)
Water sports
Niche tourism market
Influx of tourists in the River Po area & Po di Volano
Advertising, Commercial and Promotional Activity

New data – Audit

To delineate a strategic plan of development, with a perspective of a participating and shared programme, research was made involving private and public *stakeholders*, entrepreneurs and associations.

Audit Public Authorities

The following public authorities were contacted:

- Emilia Romagna Region
- Ferrara of Province
- Municipality of Copparo
- Municipality of Formignana
- Municipality of Tresigallo
- Municipality of Migliarino
- Municipality of Migliaro
- Municipality of Massa Fiscaglia
- Municipality of Codigoro
- Municipality of Lagosanto
- Municipality of Goro

And also:

- AIPO Inter-regional Agency for the River Po
- Cooperative for Reclamation of the Flatlands in Ferrara
- Regional Park of the Po Delta, Emilia Romagna

Audit Private Sector

In the area we are researching, from the River Po and Po di Volano in the Province of Ferrara, no less than 200 questionnaires were answered with great interest. The format of the questionnaires had questions with multiple choice answers and questions with open answers. They were directed to both tourist entrepreneurs and waterway operators with particular attention to the area of Po di Volano.

110 tourist entrepreneurs (hotels and restaurants) and 10 waterway operators answered these questionnaires.

S.W.O.T. Analysis

In the research procedure, where its effectiveness depends on the capacity to cross read all of the factors found, and therefore produces a competent picture, giving valid support in the programming activity.

Due to the territory's mixed area, we have preferred to present our findings in a non- schematic and conversational way.

It could be no different for an area to be found between the sea and the city, so varied from an environmental, scenic, social and economic point of view.

STRENGTHS

- | | |
|------------|---|
| S1 | Good territorial collocation , placed strategically between Venice, Ravenna and Bologna, in correspondence to beach locations characterized by a good number of tourists. |
| S2c | Considerable historical-artistic, architectural and cultural heritage with potentially high numbers of tourists : starting from the city of Estense, continuing on to architectural emergencies along the Po and in the near vicinity. |

S3	The invaluable scenery and environment , particularly on the coastal strip characterized by advanced bio-diversity.
S4	A variety of environments: the river runs from the city to the sea, crossing the countryside, towns and housing areas, a natural oasis reaching the coastal areas.
S5	Mobility – transport by road: the network of roads include the A13 Motorway, the Ferrara – Mare Freeway and the Romea State Highway, they are of good quality and adequately serves these areas. The provincial and local authorities’ roads are adequate as internal linking routes.
S6	Mobility - airports: at a short distance is Bologna’s <i>Guglielmo Marconi</i> International Airport, to where low cost companies fly. Not forgetting the proximity of Venice’s <i>Marco Polo</i> Airport and Forli’s <i>Ridolfi</i> Airport.
S7	Mobility – docking ports: tourist ports present are Ferrara, Codigoro, Volano, Goro, Gorino, Porto Garibaldi, and small ports and harbours along the Po River and Po di Volano.
S8	Good sailing conditions PO DI VOLANO: adequate conformation of the river, that stretches along a panoramic route of low banks; without sailing obstacles, the territorial context and type of river guarantees the possibility to easily reach the territory along numerous waterways.
S9	Good presence of accommodation facilities: with a great concentration along the coastal strip and in the city, in the whole territory there are good quality accommodation facilities, hotels and tourist facilities.
S10	Good presence of river operators: to be found along the whole coastal strip, these operators are active and organized.
S11	Animation and interesting events for tourists on a national level along the whole territory: a rich calendar of appointments and a good offer of wine and food festivals.
S12	Rich in good quality food and wine production typical to the area: the territory offers traditional dishes and local produce, some of these boast the European DOC, DOP and IGP award.

S13	Good level of local associations: throughout the territory are active sports associations, social and cultural recreational activities.
S14	Numerous water sports practised along the river: the environment is appropriate for open-air sporting and recreational activities like game fishing, canoeing, sailing, kayaking, Nordic walking, associations and private clubs organise these activities.

WEAKNESS	
W1	Socio-political reality: fragmentation of administrative responsibilities, with reference to handling of infrastructures along the river.
W2	Socio-economic reality: low level of enterprise culture, limited inclination to innovation and investments
W3	Mobility – railway links: inadequate internal railway lines; no links from the city to the coast.
W4	Links: slow and inadequate public transport links, absence of connections from airports to major tourist attractions, inadequate links from towns towards the coast.
W5	Navigation RIVER PO and PO DI GORO: from Stellata to Serravalle, the Po is navigable and classed at V of the European Classification of Waterways; Po di Goro, from Serravalle to Gorino, is navigable only by pleasure boats and not passenger boats (Waterways); at the mouth, accessibility is difficult due to low tide and shallow waters; due to the tide the riverbed moves, causing sailing problems where signposts do not correspond to the actual situation of the riverbed.
W6	Obstacles while navigating PO DI VOLANO: along the sailing path obstacles are present, due to structural problems, difficulty in running systems (i.e. Valpagliaro Lock & Pontelagoscuro Lock). Considerable problems derive from the necessity to dig out Ferrara’s San Paolo Harbour and consequently dispose of the mud. Also in correspondence to the meeting point of Canale Boicelli and Po di Volano, deposits of sediments could represent a partial obstacle to navigation.

W7	The waters' and riverbeds' health in PO DI VOLANO: in the town harbour the significant amount of contamination is due to industrial dumping.
W8	Neglected environments along the banks of PO DI VOLANO: along some parts, nearer inhabited areas and Ferrara's harbour, one finds neglect on the river front, probably due to the habitual attitude in believing that waterways are inferior, rather than a territorial positive image.
W9	Tourist Cycle Routes: the routes are broken and not coherent (along the Po di Volano), complete shortage of services (along the Po di Volano and the right bank of the River PO).
W10	Camper Areas: limited number of equipped areas for camper stops.
W11	Intermodality: absence of services and exchange points that could consent to a slow fruition of the territory.
W12	Strong tourist season: short term and seasonal tourism, due to the weather conditions, with elevated flow of excursionists and medium to short stays in the area.
W13	Private Investing: limited inclination to investments, acknowledging in good measure the overcoming of obstacles while navigating (Area Po di Volano).
W14	Reduced inclination to collaboration: examples are not lacking, but there is limited integration of operators in the some sectors and operators in other sectors (agriculture, game fishing, transports, services, hospitality...), limited integration of beach resorts for tourists with those of the historical-cultural environment.
W15	Weak image of the destination: lacking in image renders the area unrecognisable as a tourist spot, due to the population's progressive alienation of traditional values and cultural ties to the river.
W16	Programming Events: lacking in guide lines on coordinating programming, realization and promoting of events.

OPPORTUNITIES

- O1** **UNESCO World Heritage Site:** Ferrara and the Po Delta are recognized as a heritage site, they offer high visibility to the world, confirming their universal patrimony but also their valuable and symbolic image.
- O2** **Po Delta Park - Emilia Romagna Region:** this institution, a cohesive element, can favour and stimulate conservation policies, developing and promoting the whole area, and beyond the boundaries of the Park.
- O3** **Profile of the postmodern tourist:** searches for authenticity, and the quality of the subject; wants to live a personalized and involving situation, to see authentic and non contaminated areas; he/she has specific interests, like ecotourism; experiences different forms of tourism, determined by unpredictability and variability in the buying behaviour pattern; is an expert traveller, well-informed thanks to new technologies, wants to meet new cultures and with the increase in average age, has more occasions to travel in a life span; is very attentive to the quality of life and therefore even if not a high earner, is willing to modify his/her behaviour, shortening a stay or reconsidering their habitual living standards, but not giving up a holiday.
- O4** **Interest in waterway tourism:** there has been a general change in the tourism market, within the national territory, searching for local identities and authentic holidays, firmly tied to an 'experiencing' holiday, even if the tourist has less time at disposal.
- O5** **Actions taken by Public Companies – PO DI VOLANO Infrastructures:** projects modifying infrastructures and removal of objects in the path of navigation along the Po di Volano; projects linked to the completion and development of the Ferrarese waterways.
- O6** **Actions taken by Public Companies – Tourism:** supporting actions for entrepreneurs; sharing interventions to develop the territory; coordinating action in promoting a territorial image.

07	<p>Propensity of innovation by the private sector PO DI VOLANO: consciously understanding the value of the tourist products linked to the river and possible developments with the removal of objects obstructing navigation along the Po di Volano; showing willingness for change and innovation linked to tourist services so to intercept specific clusters, consequently removal of objects obstructing navigation along the Po di Volano.</p>
08	<p>Positive propensity for deseasonalization: consequently removal of objects obstructing navigation along the Po di Volano, we have found positive propensity in the private sector to build an active tourist product linked to the river which tends to be deseasonalized and delocalized by tourist flows.</p>
09	<p>Positive attendance and organizational capacity of clubs/associations: particularly active are social and recreational associations (Auser, Pro Loco, etc..) and sports clubs (game fishing, canoe, etc..).</p>

THREATS	
T1	<p>Sensitivity of the scenery: fragile and vulnerable in valuable environmental nature areas.</p>
T2	<p>Incomplete public works necessary for the removal of objects obstructing navigation along the Po di Volano and the running of facilities: incomplete public works linked to navigation on the ferrarese waterways and fitting hydraulic structures, without forgetting the necessary running of these structures, without these, it is not possible to think of a spendable tourist product for the whole Po di Volano area.</p>
T3	<p>Incomplete public works linked to mobility and intermodality: particularly necessary is the completion and modernizing of cycle routes, including those running along the river banks and those connecting the territory to the river.</p>
T4	<p>Unsuccessful overcoming of localism: difficulty in overcoming localism, when coordinating and developing action of a joint tourist product.</p>

T5	<p>Limited sensitivity in caring for waterway surroundings: limited attention by corporations and citizens for the necessary maintenance/care to guarantee the waterways' propriety.</p>
T6	<p>Inadequate image of the tourist waterway product: difficult to individualize and promote a tourist product tied to the river and to promote a brand that can be identified as a joint tourist product.</p>
T7	<p>Difficult interaction between the public and the private, limited collaboration with private operators: in the Po di Volano area, operators have been greatly disappointed, and over the years they have tried to invest in tourism linked to the river, with limited results, due to time consuming actionless public institutions when tackling navigational problems and obstacles to be removed. This has contributed to a sort of comparative reticence when thinking of the river as a possible tourist product and the necessary commitment, setting, capital to organise the territory.</p>
T8	<p>Limited economic competitiveness compared to competitors: difficulty in competing with other Italian and European tourist systems. European rivers, for example, are promoted on the web as a unitary movement as are all the waterways; the websites are updated and in more languages; every waterway has a website with hospitality information, attractions and navigability.</p>
T9	<p>Competition and globalization of the tourist market: international and national offers are variegated and offer elements that usually guide the tourist towards a waterway destination: typical, authentic leisurely open-air lifestyle.</p>

Plan of Action

To define a strategic plan of action to develop tourism along the River Po and Po di Volano, the following elements emerged from the study of the state of things, consequently summarized and elaborated by SWOT Analysis¹.

Presenting propositions for realistic works, actions are classified in 2 settings:

Indispensable	Includes necessary steps to follow and therefore build a tourist product, using a <u>minimal yet sufficient level</u> giving potentiality of the territory in question
Ideal	Includes all the steps to take, in order that it is possible to have a harmonious and long-term development, taking advantage of a <u>good</u> level of potentiality of the territory in question

Navigation on The River Po & Po di Volano, removing obstacles, optimizing infrastructures and developing tourist facilities

Navigability on the River Po and Po di Goro

Recent studies reveal good sailing conditions on the River Po and in the stretch that touches the Province of Ferrara from Stellata to Serravalle, even if some operators complain of problems on the riverbed during the summer season.

Due to this abnormality, the river is not inviting for houseboats.

Po di Volano

The existence of obstacles while navigating, at the moment, are insurmountable along the whole tract of the Po di Volano, so therefore

¹ Through alphanumeric codification, affirmations supporting the elaboration of the strategic plan will refer to precise points in the SWOT Analysis.

prevents the possibility of re-launching this area as a tourist product. Complete navigation would be an excellent incentive to the development of services to navigation to and from different locations, with a view of integrating with other means of transport (intermodality) bike, transport by road or rail (very limited in the running of infrastructures in the present conditions).

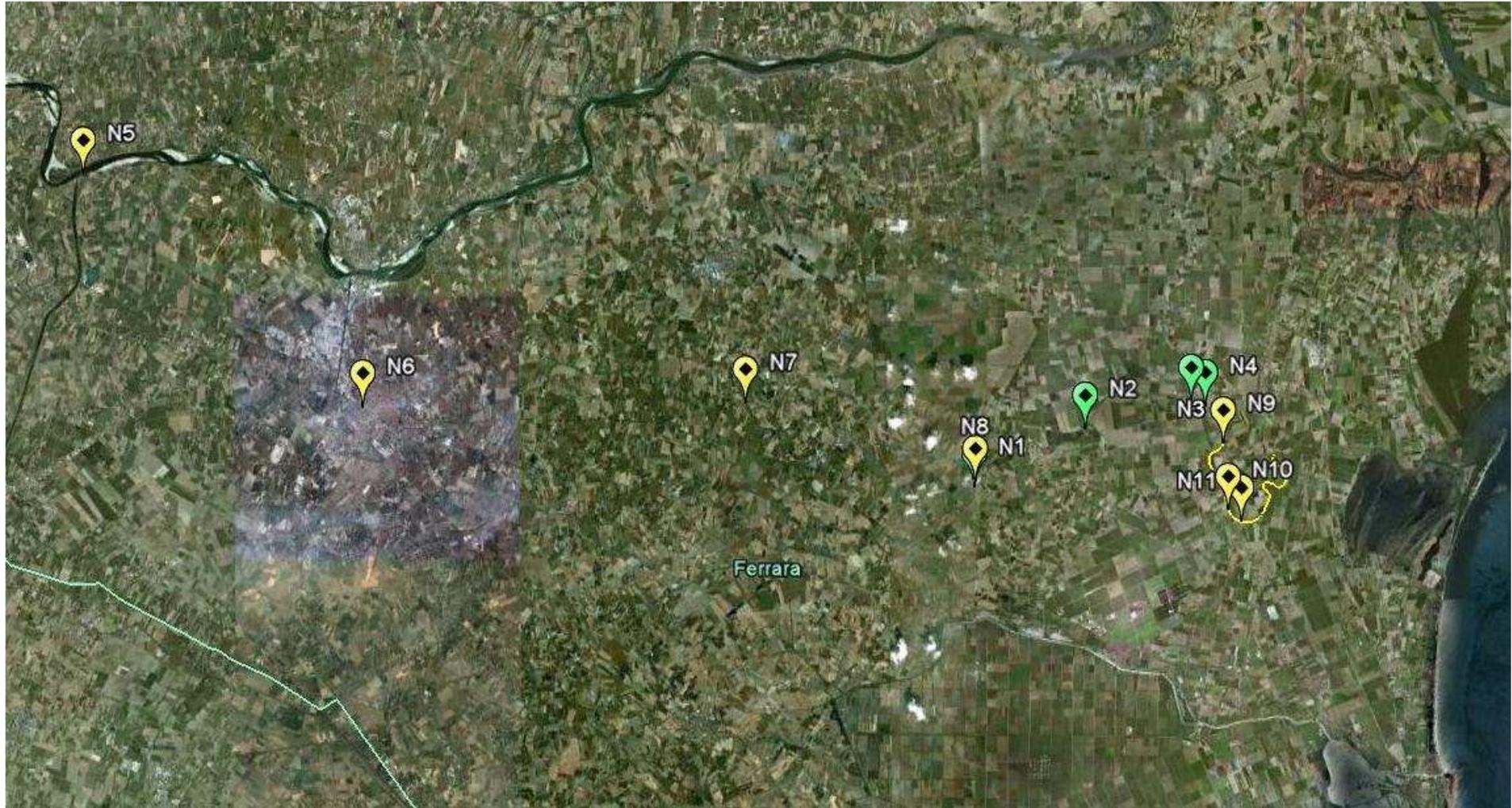
It would be particularly interesting, if the whole tract could be used by houseboats.

Infrastructural interventions

Further along, are listed the critical points for navigation along the River Po and Po di Volano gathered from studies analysed in Chapter 1 and from the thoughts of operators dealing with passenger transport (Chap. 2) with respect to decisive propositions of interventions, as listed further along, in an indispensable and ideal setting.

<i>Navigability – infrastructural interventions</i>			
Cod.	Setting	Subject	Action
N1	Indispensable	Migliaro Moveable Bridge	Installation of mechanical parts to raise bridge
N2	Indispensable	Tieni Lock Gate	Modification of structural and mechanical parts
N3	Indispensable	Codigoro Railway Bridge	Modification of mechanical parts and/or running methods to guarantee shorter waiting periods for the bridge to open
N4	Indispensable	Codigoro Via Pomposa Moveable Bridge	Modification of structural and mechanical parts (currently in progress)
N5	Ideal	Stellata – Salvatonica Wharf	Position to be corrected: it is placed on the right at the confluence of Cavo Napoleonico with the River Po, therefore making the route longer to Rocca di Stellata
N6	Ideal	Ferrara - San Paolo Harbour	Dredging the bed – providing and fulfilling harbour services – building a tourist wharf at the entrance to the Dock
N7	Ideal	Villa Mensa	Mooring services: would be an incentive to use this historic residence
N8	Ideal	Migliaro	Public mooring services: it is the only inhabited centre, site of the city council, on the Po di Volano without mooring services
N9	Ideal	The Curve in Po di Volano Varano Island	Digging and removal of obstacles on the bed in the inlet and digging at the mouth downriver
N10	Ideal	Marozzo Draining system Reclamation Museum	Fixing the mooring: the use of this mooring (existing – in need of maintenance) would encourage the use of the Reclamation Museum
N11	Ideal	Bridge in Tagliata and Corba	Intervention to guarantee suitable air draught which will assure the passage of medium sized boats

PO & PO DI VOLANO - Navigability – infrastructural interventions



Maintenance of the river's hydraulic aspects and the running of infrastructures and landings

For public companies it will be strategic to univocally designate those called to intervene on handling operations and management of hydraulic infrastructures, such as bends and moveable bridges.

To guarantee the correct handling, it is necessary to foresee the running costs of infrastructures and management by a small number of people (ideally one person) and foresee formal agreements compatible with aims on the tourist industry.

<i>Navigability – Maintenance and running infrastructures</i>		
Setting	Subject	Action
Indispensable	The whole district – Managing infrastructures	Placing a limited number of people responsible for managing at a sustainable cost and compatible with tourists' needs
Ideal	Boicelli Canal /Po di Volano	Removal of shallow areas or at least having effective signposts
Ideal	Mouth area – dredging service	Positioning a permanent dredge for ordinary maintenance of the river bed

Navigation for transport of passengers

The presence of operators that transport passengers on excursions are well-placed in the coastal areas.

Establishing new alternative products to those existing clearly depends on the intervention on infrastructures so aiming to obtain full navigability.

Another factor that will condition any form of development is how tempting these routes will be. With this in regard, we must consider important signs of change in tourist demands which we are witnessing over the past few years.

We have registered a drop in school and group trips and generally a change of tourist habits through the need for more personalized routes, with use of small boats and/or directly offering tourists experiences and characteristic aspects of the territory through animation and integration.

<i>Navigation to transport passengers</i>	
Setting	Action
Indispensable	Giving support to operators of waterway excursions to modernize the fleet with low environmental impact boats.
Ideal	Giving support to operators of waterway excursions that invest in innovative products linked to game fishing and animation.

Houseboat Tourism

When interviewing operators in this sector, it emerged that the Po is not thought as tempting for these reasons:

- The riverbed is excessively wide
- High banks exclude the view of scenery
- Difficult navigation by non-expert sailors

Differently the tourist potential and appeal of the River Po di Volano is to be considered as good.

The essential element, for the use of houseboats on the Po di Volano, is the elimination of navigational obstacles (see corresponding paragraph): the following table lists additional intervention and development characteristics in this specific field of tourism, in an 'indispensable' and 'ideal' setting.

Houseboats – structural interventions

Setting	Subject	Action
Indispensable	Near main moorings	Supplying water and refuelling
Ideal	Valpagliaro Lock Gate	Building of docks upstream and downstream to allow stop offs and manoeuvring in safety
Ideal	Migliaro Bridge	Creating docks upstream and downstream to allow stop offs and manoeuvring in safety
Ideal	Tieni Lock Gate	Building of docks upstream and downstream to allow stop offs and manoeuvring in safety
Ideal	Railway Bridge Codigoro	Creating docks upstream and downstream to allow stop offs and manoeuvring in safety
Ideal	Codigoro – Moveable Bridge Via Pomposa	Creating docks upstream and downstream to allow stop offs and manoeuvring in safety
Ideal	Along the whole waterway	Building docks suitable for city centres to allow disembarkation and visiting the town, as well as the opportunity to buy supplies for the journey. The docks for houseboats should eventually be in cement, sufficiently long for docking and tying up vessels.

Houseboat lovers are slow by definition, motivated by the desire of leisurely living and peaceful places when exploring or living an area. The river can be considered an integral part of a tourist offer: the more inviting the river is, the more the route will be appreciated.

Houseboats – intervention on welcoming tourists and rendering the scenery more attractive		
Setting	Subject	Action
Indispensable	Along the whole waterway	Preserving a high level of tidiness and propriety along all the river banks especially in the mooring areas
Ideal	Stretch of river from Final di Rero and Migliarino	Redevelopment of areas with dilapidated buildings and warehouses no longer in use
Ideal	Nearly all moorings	Creating special thematic signposts visible to the eye and making the most of the territory.

Electric boats: prospect and compatibility

It cannot be denied that eco-friendly boats are fascinating for visitors who are particularly attentive and interested in visiting precious environments.

Electrically run passenger boats have yet to be tested in this area and local operators are puzzled, due to the slowness of running, high cost of purchase thought as unsustainable, especially in relation to boats with a number superior to 12 passengers.

Electric boats raised great curiosity during a river festival in Massa Fiscaglia (see WP5): boats for 5 to 7 passengers that can be hired without a yacht master certificate.

<i>Electric Boat Hire</i>	
Setting	Action
Ideal	Sustaining economically and informing river excursion operators so to convert their fleet to electric and/or hybrid boats
Indispensable	Sustaining tourist operators in buying and/or hiring small electric boats in turn to be rented out.

Canoe and Row Boat Hire

The river environment and coast has undoubtedly great potential in these sports activities which are a suggestive and privileged means to visit the surroundings.

Different associations are present to practise these activities: such elements could be of fundamental importance in terms of packaging a tourist product linked to holidaying on the river.

<i>Canoe and Row Boat Hire</i>	
Setting	Action
Indispensable	Making slipways
Indispensable	Regulating access to delicate environmental areas, especially during the water birds' nesting season
Ideal	Supporting associations and tourist operators that intend to organize/rent out canoes and row boats

Cycle routes along the River Po and Po di Volano: prospects for development

Cycling within the ferrarese territory is highly promoted by public authorities.

However, this promotional effort is not wholly confirmed by the quality of the infrastructures, especially when referring to the individuality of routes and the real services offered by private operators.

Cycle routes on the River Po and Po di Goro

On the River Po and Po di Goro one can find consolidated cycle routes such as the Right Bank of the Po, known and inserted into the international cycle routes (Eurovelo 8).

Due to its length, it is not a cycle route in the true sense of the word, as parts of the routes are used by cars, of limited intensity and low danger levels.

Cycle routes on Po di Volano

The cycle routes are to be considered a fundamental element in the development of River Po di Volano.

A cycle route running parallel to the river, would give the Volano an infrastructure (partially present) yet in some points is discontinued and in need of vital repairing as so to become a dependable and uncomplicated cycle route as is the Right Bank of the Po, in our opinion a fundamental aim.

From now on this fundamental aim will be called "*Cycle Route Po di Volano*".

A Network of cycle routes in a connecting circuit

While exploring the complete navigability of rivers in this study, we propose to reach the following aim which is, creating "*a network of cycle routes in a connecting circuit*" (made up by shorter circular routes) which have a horizontal axis on the Right Bank of the Po and Cycle Route Po di Volano, a meeting point of these in Ferrara and Gorino as well as the two vertical axes which connect Ro to Sabbioncello S. Vittore and Berra to Codigoro.

This would benefit the use of the Right Bank of the Po, making it "circular" when comparing it to the meeting points with the Cycle Route Po di Volano and in the median intersections.

An additional intervention, which would favour the full potential of the provincial cycle routes, would be creating a cycle route that connected all of Comacchio's beach resorts.

This would make a real and essential access strip that would engage visitors on the northern side of the Po Delta Park oasis (not in this study) which has extraordinary biodiversity and excellent scenery in the Wetlands of Comacchio.

The *Network of cycle routes*, here recommended, is outlined integrating other routes taken from the Province of Ferrara's tourist website (www.ferraraterraeacqua.it - Fig. 2.1), with the cycle routes charted in the Master Plan of the Province of Ferrara (Fig. 2.2), considered useful for the full completion and/or integration of the network of cycle routes.

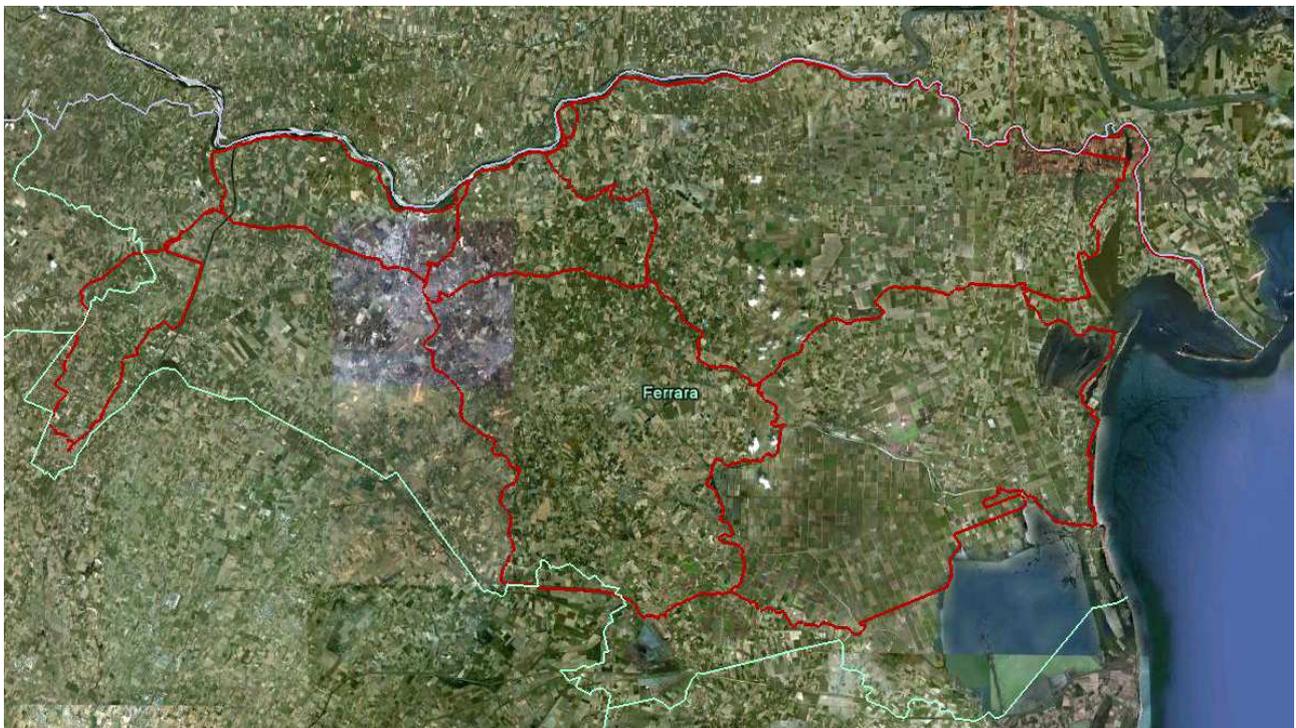


Fig. 2.1 cycle routes from the website (www.ferraraterraeacqua.it com)

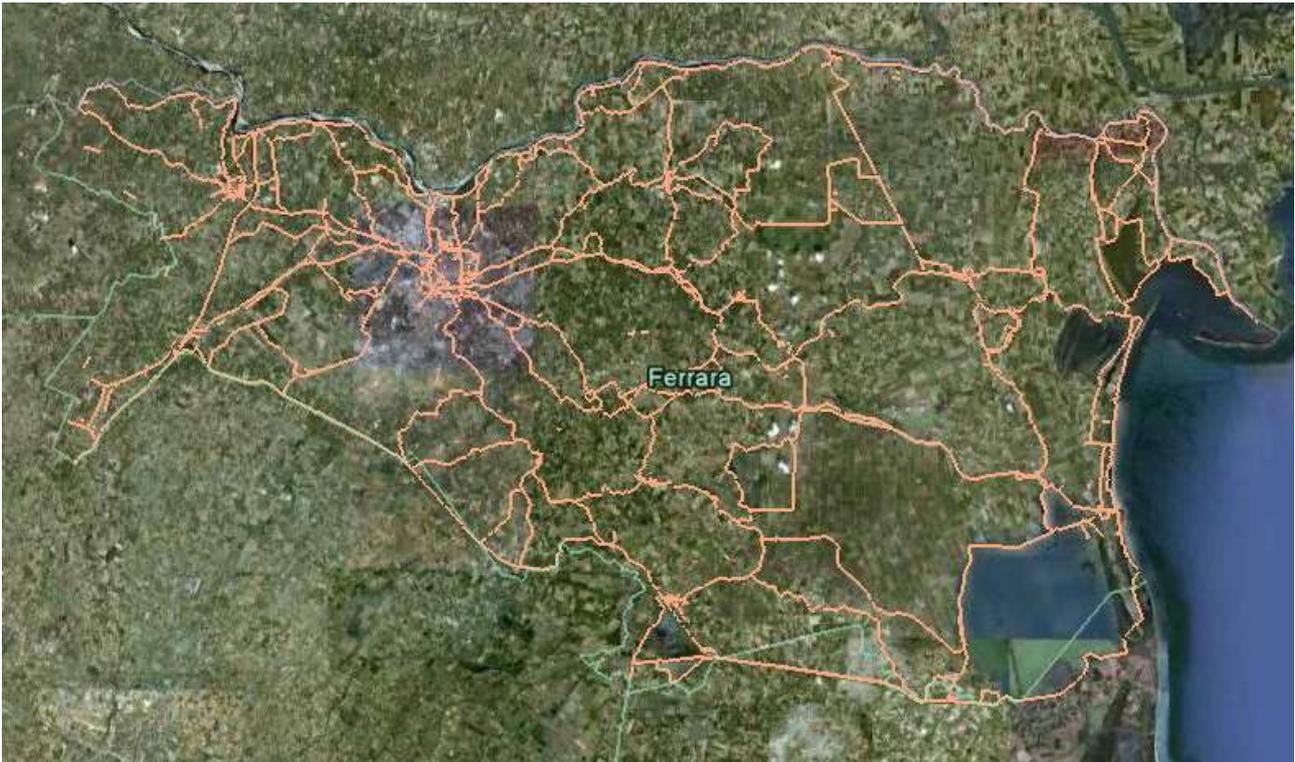


Fig.2.2 Masterplan of cycle routes in the Province of Ferrara

In the following table are listed the recommended infrastructural interventions² described and listed in "Indispensable Setting" and "Ideal Setting ":

Indispensable	Includes necessary works to make safe of part of the Cycle Route Po di Volano and its link to the Right Bank of the Po and to the beach resorts of Comacchio
Ideal	This would guarantee a quality standard of the Cycle Route Po di Volano which would measure up to that of the Right Bank of the Po, and would include parts of the territory that are marginalized yet have good potential and connection to Comacchio.

In the networks in Fig. 2.3 the colour red represents cycle routes suggested by the Ferrara Terra e Acqua website, green represents interventions in the Indispensable Setting, and yellow represents the Ideal Setting.

² This study is finalized to promote tourism and does not exam the technical details of choice of routes and defining types of intervention; this is to be discussed by authorized technicians.

Cycle Routes – infrastructural interventions

Cod.	Setting	Cod. route	Subject	Action
C1	Indispensable	FE 218	Romea underpass at Pomposa Abbey	At present the route appears to be dangerous and in a situation of deterioration
C2	Indispensable	FE 302	From Taglio della Falce to Romanina Draining Pump	Crossing the south side of Mesola Forest externally and internally of the park
C3	Indispensable	FE 30	From Lido di Volano to Porto Garibaldi	Thinking logically of the route opting for its building on site when necessary
C4	Indispensable	FE213	From Migliaro to Massa Fiscaglia	Building the stretch on site
C5	Ideal	FE 202	Branch Road Right Bank Po - Ferrara - Pontelagoscuro	Thinking logically of the route opting for its building on site when necessary
C6	Ideal	FE213	From Ferrara to Sabbioncello S. Vittore	Thinking logically of the route opting for its building on site when necessary
C7	Ideal	FE 211	From Ro to Sabbioncello S. Vittore	Thinking logically of the route opting for its building on site when necessary
C8	Ideal	FE 215	From Berra to Codigoro	Thinking logically of the route opting for its building on site when necessary
C9	Ideal	FE 216	From Codigoro to Varano Island – Baccarini Bridge	Thinking logically of the route opting for its building on site when necessary
C10	Ideal	FE 413	Completing the link Varano Island	Partially built - Thinking logically of the route opting for its building on site when necessary
C11	Ideal	FE 413	From Marozzo Draining Pump to Tagliata Bridge and Corba	Thinking logically of the route opting for its building on site when necessary
C12	Ideal	FE 217	Secure crossing over the Romea State Highway	Pedestrian and/or cycle crossing on the western side of the Romea State Highway Bridge that crosses Po di Volano, till reaching the underpass near the Locanda di Passo Pomposa
C13	Ideal	FE 216	Completing the link of the Salt Road (Via del Sale) between Marozzo and Comacchio	Thinking logically of the route opting for its building on site when necessary – have a satisfactory distance from the landfill site of Valle Ponti (Comacchio)

PO AND PO DI VOLANO – A network of cycle routes in a connecting circuit

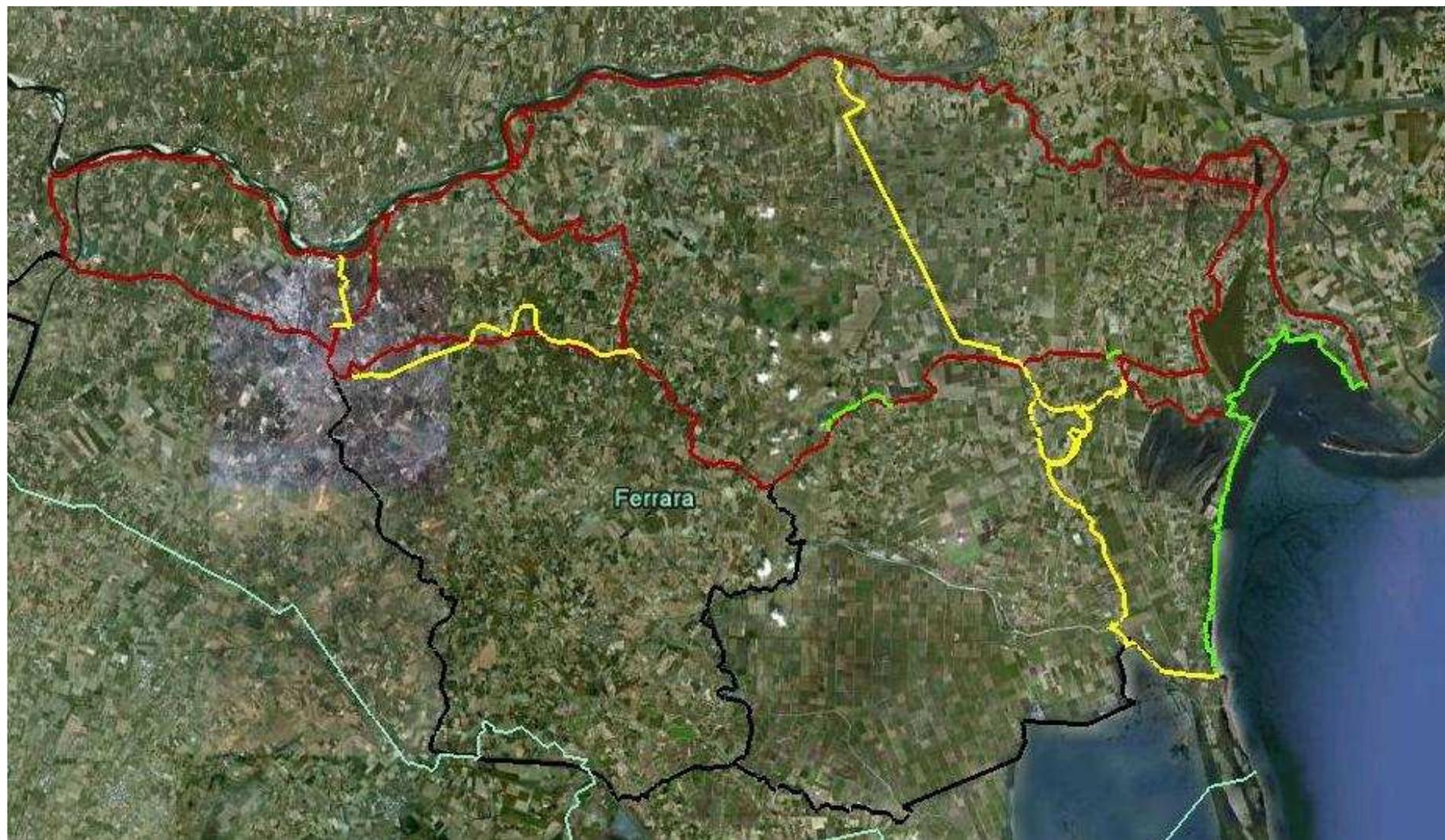


Fig.2.3

Cycle routes maintenance and road signs

One of the most critical situations, that a public authority may encounter when running cycle routes throughout the territory, is the maintenance of these routes: this must be promptly taken care of as so to avoid inefficiency, particularly in dirt roads with flourishing vegetation and routes are subject to tear up.

It is particularly important to have coherent and precise road signs, allowing the cyclist to orientate himself and to have the perception of following a logical route even if the route has a mixed setting.

For this purpose, the Province of Ferrara has completed a study on defining the standards of road signs³: it therefore remains to put this study into practise guaranteeing full adequacy of infrastructures with routes charted on promotional material for customers.

<i>Cyclability – Road signs and running infrastructures</i>	
Setting	Action
Indispensable	Coordinating authorities when arranging/planning maintenance on cycle routes and delegating someone to for this plan of action
Ideal	Complete road signs following the standards defined by the Province of Ferrara

Integrating the use of the river (Nature excursions, Game Fishing)

Nature excursions

Tourist offer in this area is structured thanks to the presence of a strong *brand* here represented by the Po Delta Park.

³ Signposts project on the cycle routes in the Province of Ferrara – Province of Ferrara - 2006

The climatic characteristics condition the flow of tourists, intense in spring and autumn, rather than in the summer, due to high temperatures and humidity levels making the wetlands unappreciated. The development of facilities linked to the use of the park oasis must occur while respecting the delicate balance of long term sustainability; for this purpose surveillance by the authorities is fundamental.

Nature Excursions	
Setting	Action
Indispensable	Supporting efforts of integration of seaside tourism with that of environmental, historic and cultural tourism
Indispensable	Verifying environmental sustainability of these tourist initiatives in protected areas
Ideal	Favour rationalization and organization of services for on a focussed target (bird watching, nature photography)

GAME FISHING

Game fishing is one of the most agreed upon sports as being recreational, recreative and socially engaging and is widely practised during free time.

The Ferrarese territory is rich in canals (Fig 2.4) for fishing contests and game fishing.

The requirements for contest fishing areas are classified in the Fishing Regulations, by the Provincial Commission that elaborated the maps on the basis of certain requirements.

Game Fishing – requirements for fishing contest area	
Accessibility	The fishing area must be accessible by vehicles (cars, vans, etc...) from a nearby road as so to allow transportation of heavy and bulky fishing equipment
Practicability	The fishing contest area should have all the necessary safety measures regarding banks (landslides and landslips) and access to the water should be safe and easy
Abundance of fish	The abundance of fish is essential when classifying a fishing contest area

Province of Ferrara – Game fishing basins

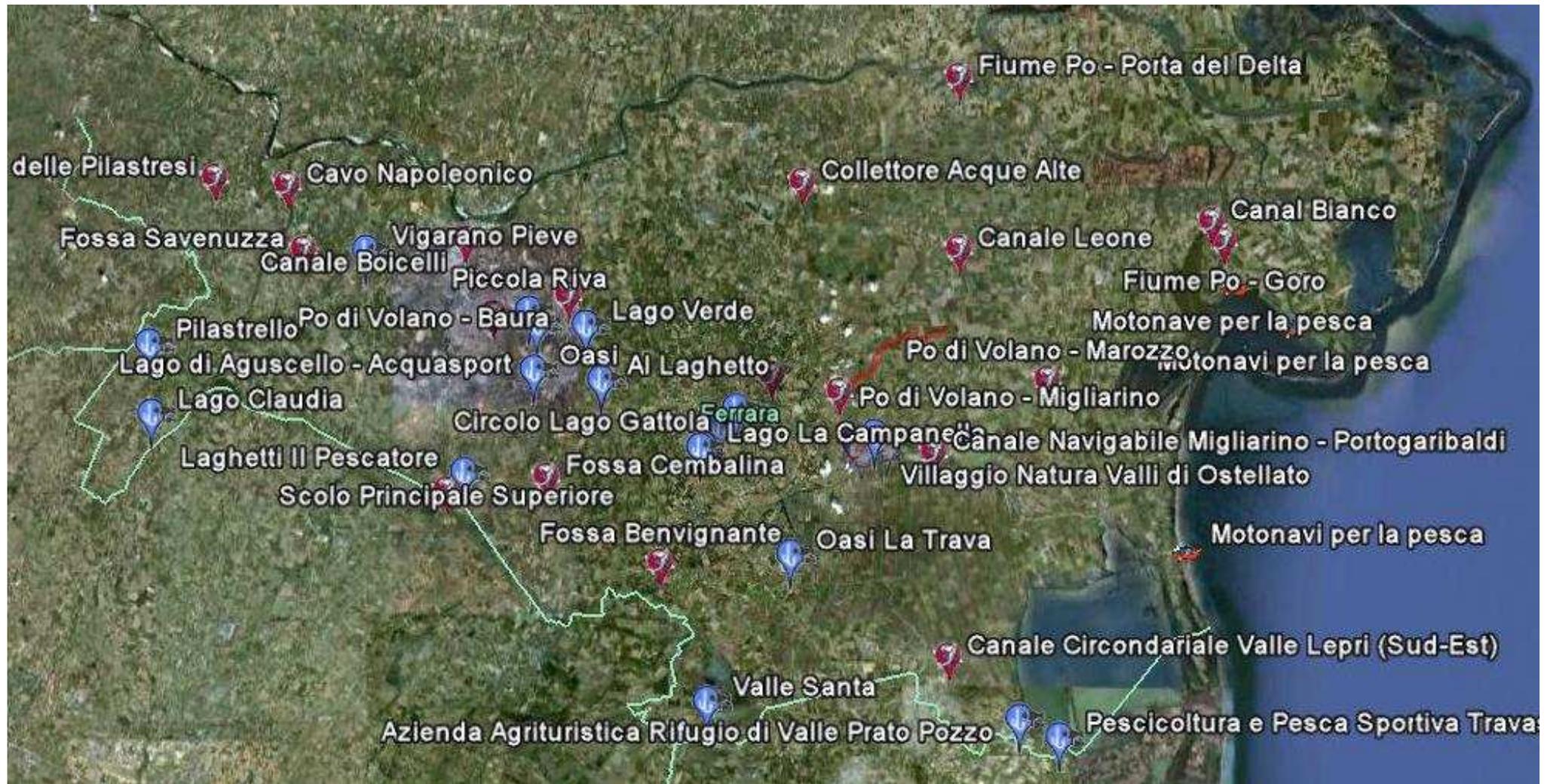


Fig 2.4

We will analyse the potential areas where game fishing may take place, indicating the removal of critical points:

1. *River area positioned between Focomorto and Baura (at the moment the area has 50 places but this could expand through interventions and increasing accessibility)*

Setting	Object	Action
Indispensable	accessibility	Removal of big trees that impair accessibility
Ideal	practicability	Safety measures along the banks with grass and stones, in some points the banks are too steep without the possibility to place a stool
Ideal	abundance of fish	Intervention to reduce the presence of Wels catfish predator. Removal of fish-eating birds in fish reproduction areas: irrigation canals and ditch feeders

2. *River area positioned between Baura and Finale di Rero towards Valpagliaro Lock. (In the light of interventions this spot could become an excellent fishing contest area for 250 /300 people)*

Setting	Object	Action
Indispensable	accessibility	Improving accessibility for vehicles.
Ideal	practicability	Mowing the area and taking safety measures
Ideal	abundance of fish	Intervention to reduce the presence of Wels catfish predator. Removal of fish-eating birds in fish reproduction areas: irrigation canals and ditch feeders

3. *River area behind the populated area of Medelana at 1,2 km from the Eredit bridge, going towards Migliarino (Appropriate area to host 110 people)*

Setting	Object	Action
	accessibility	No action needed

Indispensable	practicability	Safety measures along the banks with grass and stones, in some points the banks are too steep without the possibility to place a stool
Ideal	abundance of fish	Intervention to reduce the presence of Wels catfish predator. Removal of fish-eating birds in fish reproduction areas: irrigation canals and ditch feeders

4. *River area near Migliarino's docks. (Small contest area serviceable for disabled athletes)*

Setting	Object	Action
	accessibility	No action needed
	practicability	No action needed
Ideal	abundance of fish	Intervention to reduce the presence of Wels catfish predator. Removal of fish-eating birds in fish reproduction areas: irrigation canals and ditch feeders

5. *River area near Migliaro (Despite its great potential the contest area is currently out of use)*

Setting	Object	Action
Indispensable	accessibility	Removal of the guard rail.
	practicability	No action needed
Ideal	abundance of fish	Intervention to reduce the presence of Wels catfish predator. Removal of fish-eating birds in fish reproduction areas: irrigation canals and ditch feeders

The development and adaptation of the contest areas, considering the true necessities of fishermen, is an unavoidable element in order that the Volano area can be included in the list of ideal places for game fishing, both for amateur and sporting purposes.

Awareness scheme for economic operators along the river and organizing intermodality

We believe there is the opportunity to implement a series of strategies as so to create services and/or motivate and strengthen those already existing.

Another element to consider is the limited inclination of companies working together. Without this cohesive factor, coordinating services becomes difficult and facing necessary investments to create a network of efficient and practical services.

Setting	Action
Indispensable	Supporting operators financially in the initial stage and help in coordination
Indispensable	Favour companies working together

Navigational routes and services for passenger transport

The necessary requalification of the river will bring an increase in demand, (subject of approval of costs), and therefore an improvement in supply, in terms of quality and quantity.

It would then become plausible to assess the possibility to structure services along the navigational route for passenger transport, which is limited to the rush hour as at weekends during spring and autumn, and on the coastal area in the summer season.

Setting	Action
Ideal	Delineating a service line Codigoro - Marozzo Draining Plant - Marozzo Dock - Passo Pomposa, and utilizing low draught vessels
Ideal	Delineating a service line Goro - Madonnina - Finanza Tower, Canneviè, and utilizing low draught vessels
Ideal	Delineating a service line Ferrara - Massa Fiscaglia, utilizing vessels of different dimensions

The same type of service along the River Po and Po di Goro seems highly difficult due to the organization and length of the route.

Bike hire and intermodality

The intermodality of an itinerary is particularly appreciated and must be an opportunity and not an obligation, and must not be a necessity due to insurmountable obstacles found along the itinerary.

To guarantee intermodality, which counts on the bike as a means of transport, it is desirable that along certain points of the territory **a network of bike hire** is coordinated so that a visitor can hire a bike in one place and return it to another: the problem to face in this case is the right quantity of bikes needed in various points along the network.

In addition to bike hire, it is also important to receive expert cyclists that arrive in the territory with their own bike.

Setting	Action
Indispensable	Supporting the network and/or business companies to optimize services and the network connected to bike hire
Ideal	Involving associations linked to the bicycle world through publicity as so to sensitize economic operators towards receiving cyclists favourably

Tourism and cultural heritage

Cultural tourism must conveniently have a diffused dimension as so to develop areas with unappreciated and interesting patrimony. Besides increasing value and image of an area, the different nuances of cultural tourism can contribute to the deseasonalization of destinations and increase visiting frequency of receiving structures.

For these reasons, one must underline the value of hidden treasures in minor centres placed along the river. These places are full of art, tradition, tangible and intangible culture that frame the authenticity and identity of an area.

The process that turns a cultural landmark into a tourist product requires activation of services able to be inserted within a good quality circuit, where an economic and productive framework live side by side, when running and preserving a heritage site and therefore attracting a flow of tourists.

Therefore, at different levels, indispensable factors will be:

- accessibility
- calendarizing opening dates and times
- satisfactory information
- appropriate services and hospitality

PO AND PO DI VOLANO – Artistic, architectural and environmental urgencies

Location	Points of interest	State of conservation	Accessibility				use	Indispensable actions	ideal actions
			Transport by road	Train (station within 5 Km)	Navigation (mooring within 2 Km)	By Bike			
Bondeno	Rocca Possente in Stellata	good	Yes	Yes	Yes	Yes	Limited at the weekends	/	Extending opening hours – nearing the wharf (Salvatonica over 2 Km away)
Ro	Mill on the river	excellent	Yes	No	Yes	Yes	good	/	/
Copparo	Villa Mensa	inadequate	Yes	Yes	Yes	Yes	just adequate	Restructuring of the structure, building a wharf	Organizing opening hours and extra services
Migliarino	Ville	inadequate	Yes	Yes	Yes	Yes	inadequate	Accessibility and taking safety measures where necessary	Restructuring of the buildings
	Horseracing Museum	excellent	Yes	Yes	Yes	Yes	adequate, open Tuesday, Thursday, Saturday morning	/	Organizing opening hours
Lagosanto	Marozzo Draining Plant	excellent	Yes	No	Yes	Yes	inadequate	Organizing opening hours and extra services	Building docks on the river, prior to excavation of the river
Codigoro	Torre Tieni	adequate	Yes	Yes	Yes	Yes	inadequate	/	Signposts, organizing opening hours
	Garzaia	excellent	Yes	Yes	Yes	Yes	good, but closed on Sunday	accessibility for boats	Open on Sundays and developing a cycle route FE215
	Liberty Architecture	adequate	Yes	Yes	Yes	Yes	Private building visible externally	/	Charting a map
	Vescovo Palace	good	Yes	Yes	Yes	Yes	Cultural centre and local library	/	/
	Finanza Tower	adequate	Yes	No	Yes	Yes	inadequate	Accessibility and taking safety measures where necessary ; use of signposts	/

	Pomposa Abbey	excellent	Yes	No	Yes	Yes	excellent	/	Completing the nearby cycle route, in the direction of Codigoro
	Draining Plant	good	Yes	Yes	Yes	Yes	inadequate	Agreement with the managing authorities to use the plant	building a cycle route FE215
	Agrifoglio Duct	good	Yes	No	Yes	Yes	inadequate	/	Accessibility and signposts
Tresigallo	Città del Novecento	good	Yes	Yes	Yes	Yes	excellent	/	Charting a map and information on cycle routes
	Castello Estense	excellent	Yes	No	Yes	Yes	excellent	/	/
Mesola	Torre Abate	good	Yes	No	No	Yes	good	/	Organizing opening hours and extra services
Goro	Torre Palù	adequate	Yes	No	No	Yes	inadequate	/	Accessibility and signposts

Wine and food: a combination of tourism and productivity

Local wine and food represent per se a good motive to visit Ferrara and its province, discovering its immense culinary and wine heritage, with food products from the land and sea. Actions taken to develop and promote typical foodstuffs of the territory are going in the right direction, drawing tourists to the productive sector.

It could be an idea to create an exclusive *brand* that is identified as a typical local product, to be sold at stop-offs and in strategic points.

Setting	Action
Indispensable	Favour the combination of tourism and primary productivity so that food and wine heritage is developed and strengthened
Ideal	Create an exclusive <i>brand</i> that is identifiable in typical local products

Town Festivals

Town festivals gives the opportunity to promote typical local products.

With the view of further integrating the tourist product, it is of primary importance to endeavour to coordinate these events -

This type of activity has started with "INTERVENTO 7 F. 1 Promotional plan "Food and wine events in the Emilianoromagnolo Delta – Project: "*Food and wine circuit in the Delta: the taste from the sea and land*" in the area Asse 4, Misura 413, Action 7 of PSR 2007-2013 which involves Town Halls in the area (Comacchio, Goro, Jolanda Di Savoia, Lagosanto, Mesola).

Setting	Action
Indispensable	Continuing to coordinate town festivals

Potential *en plein air* (in the open air)

The area studied is adequately equipped for stop offs and easy to reach parking, even if there is a lack in tangible offers to tourists making short stop offs while driving to a city, the coast and the park.

Tourist demand: receptivity development and the beginning of a product

As previously underlined, bettering infrastructures in the area of the River Po and Po di Volano will have a positive response in terms of numbers of tourists in the territory.

The two major attractions are the City of Ferrara and Comacchio and its coast. They can capture such potential in terms of amplifying their product: in particular, for the coast which will be an ulterior element towards the necessary deseasonalization and towards the definition of a quality complementary offer to seaside resorts.

However there is no tourist development on the territory if overnight stays in hotels do not increase and therefore no increase of rooms available.

Contrary to what occurs in European waterways, of great tourist attraction, the territory we are examining (excluding Ferrara and the coast as their bookings data do not qualify as a tourist area).

Hotels are small and family run with tourist flows from nearby areas probably motivated for non-tourist purposes.

The limited use of hotels is connected to motivations that are strongly referable to the non specific portrayal of the territory/river that is not represented as a product.

In the area of study, the offer guaranteed by hotels is placed and presented on the tourist market as a tail piece of the two major tourist products, the city of art and the Delta Park, and not for the true congenial identity tied to the river but only for its geographical proximity.

Therefore, the current tourist product does not present a true portrayal in line with the presence of the river.

To increase the territory's receiving capacity we hope for a new tourist product, linked to authenticity, a relaxed use and intermodality, in line with a market which is always more demanding and on the look for authentic experiences: the goal is ambitious.

The birth of a new tourist product must have improved infrastructures on the territory as documented in this study.

This product, not only will it sustain the two main basins, Ferrara and the coast, but will also permit economic operators to build a typical product, with an identity, a character, tied to the river and able to recommend new and innovative offers to the market.