



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



DATOURWAY



Programme co-funded by the
EUROPEAN UNION



WP5 "PILOT STUDY REFERRED TO THE STRETCH OF PO DI VOLANO"

FINAL REPORT



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CREDITS

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COMACCHIO – JUNE 2011

Jointly for our common future!

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WP5

PILOT STUDY REFERRED TO THE STRETCH OF PO DI VOLANO

The Po di Volano is 70km in length and branches from The River Po into a delta. It splits from the main river at Stellata, crossing the city of Ferrara until it reaches the sea where it flows into, near Lido di Volano.

While this compliant river slowly flows, it hides the memoirs of splendid river during the medieval period. It was the main path of the Po until 1152 when the "Rotta di Ficarolo" took place, the river broke its northern banks near Ficarolo in the province of Rovigo, and the river's path remained as such since then. In 1604 beyond Taglio di Porto Viro, the Venetians silted up a branch of the Volano River reducing it to a regulated canal.

From the city to the sea, the Po di Volano crosses natural environments and cultural landmarks all of which are extremely mixed, thanks to mans' work, always in competition to dominate water: Ferrara, medieval city, the Ferrarese countryside with its cultural heritage, land reclamation with its hydraulic architecture, the natural beauty of the oasis at the mouth of the river.

To define these experimental itineraries we considered all these mixed environments and thought about the homogeneity of the places, with the intent to present a product that would have a precise identity. It would be rich in *genius loci*, with a strong character, variable in use, where land and water could offer a transition from boat to bike.

Furthermore, diverse binding obstacles to navigation made difficult the opening procedure of Tieni Lock and of the Railway Bridge in Codigoro, the impossibility of opening Migliarino Bridge, due to lack of mechanical parts to raise the bridge, and the citizens bridge in Codigoro due to its age, together with limits imposed by air draughts.

Considering all these factors, the set route was divided into 4 days in the intent to sidestep navigational obstacles while respecting the homogeneity of the environment and cultural landmarks:

Saturday 21 May 2011

The old Salt Road: from Codigoro Harbour to Pomposa Abbey

Sunday 22 May 2011

Oasis and the tastes of the lagoon: from Goro Port to the mouth of the Po di Volano

Saturday 28 May 2011

Estensi Landmarks along the Po di Volano: from Ferrara to Villa Mensa

Sunday 29 May 2011

History and nature in the middle earth: from Tresigallo, Town of the 1900's, until Massa Fiscaglia, for the River Festival

These four appointments form the event called "Sailing and Cycling is special. New itineraries along the Po di Volano", inserted in the Delta 2000 pilot study referring to the stretch of the Po di Volano, in the DATOURWAY, Transnational Strategy for the Sustainable Territorial Development of the Danube Area with Special Regard Tourism – European Cooperation See 2007 -2013, where the conservation, development and promotion of waterways along the Danube and Po.

For clearer comprehension, the itineraries will be presented not in chronological order, but in the order in which they were completed, from Ferrara city to the mouth of the river.

There were the aspects considered:

- Programme, organized for a group of 50 people
- Analysing results from the questionnaires given to participants
- Analysing the market: sustainability of the routes and infrastructure interventions and necessary organization and logistics

Estensi landmarks along the Po di Volano: from Ferrara to Villa Mensa

PROGRAMME

10:00 Meeting in Ferrara at ex-MOF parking lot

10:30 Navigation and animation on board the Motorboat Nena

12:30 Arrival at Valpagliaro Lock

13:00 Lunch at Valpagliaro

14:30 Guided visit of the Lock

15:00 3,5 Km on foot along the banks of the Po di Volano until Villa Mensa with a Nordic Walking instructor: possibility to try out the technique

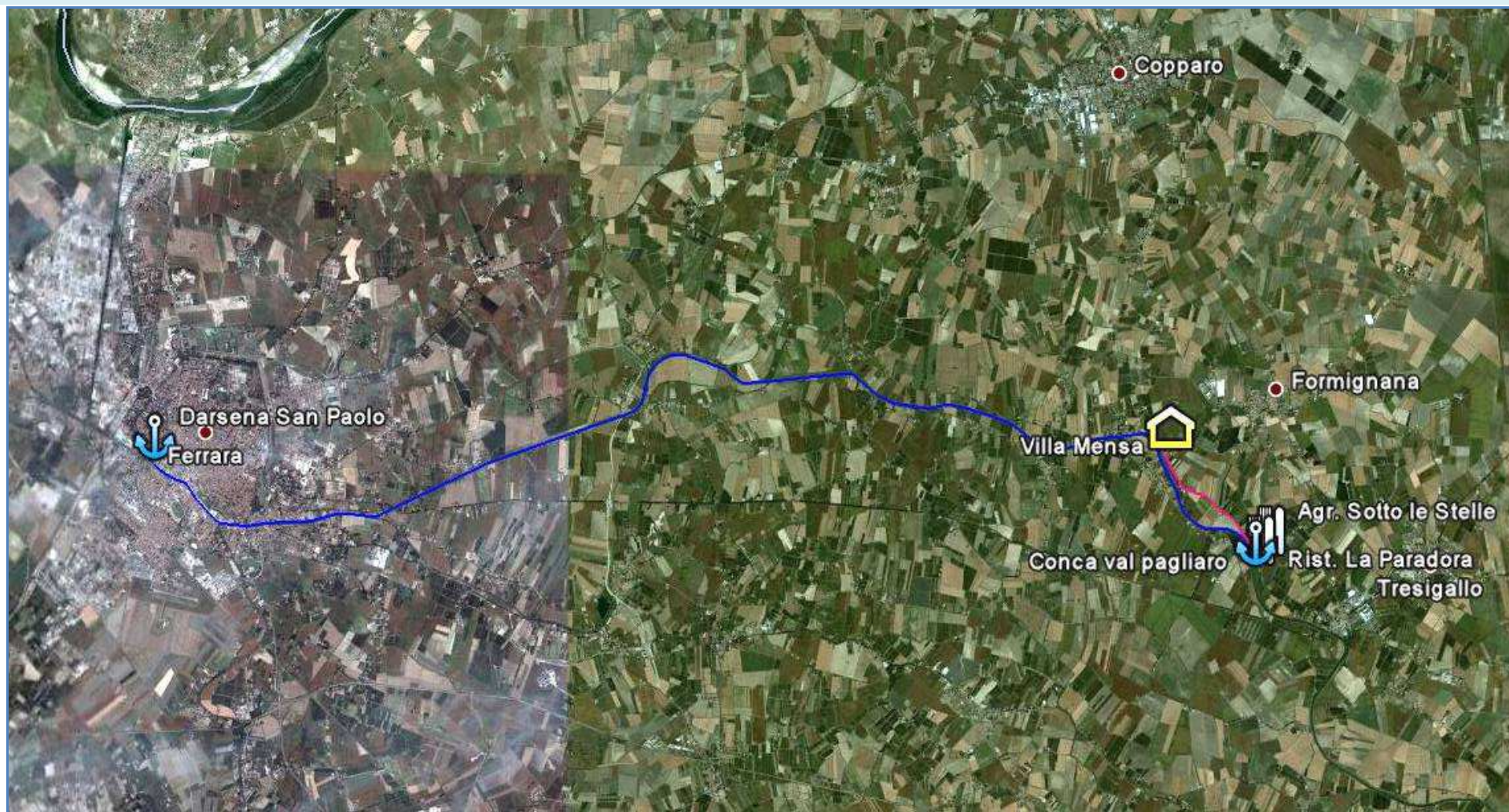
16:00 Venetian rowing exhibition: possibility to try out the technique at Villa Mensa landing, by "Barcar ad Puatel" association

16:30 Guided visit Estensi landmark and tasting typical local products, by Auser di Sabbioncello San Vittore

18:00 Return journey by coach to Ferrara

Saturday 28 May 2011 – THE ROUTE

Estensi Landmarks along the Po di Volano: from Ferrara to Villa Mensa



To define this itinerary the following stakeholders were consulted:

Public Authorities:

- Province of Ferrara
- Town Hall of Copparo
- Town Hall of Formignana
- AIPO, through Mr. Silvio Mosca, for the guided visit at Valpagliaro Lock

Private operators and associations:

- Motorboat *Nena di Coop Le Pagine*, for navigation from Ferrara to Valpagliaro Lock Trattoria Osteria *La Paradora*, stop off for lunch with a special rate menu of soft cooked salami
- *Sotto le Stelle* farmhouse, stop off for lunch with a special rate menu of duck
- Italian School of Nordic Walking, with instructor Davide Zannoni, for Nordic walking
- Rowing association *Barcar Ad Puatel*, for animation on the river
- Auser Group di Sabbioncello San Vittore, for food tasting and guided visit in Villa La Mensa
- *Assonautica* Ferrara
- *Verde Film*, for documentary film making
- *AbbondantiBus*, for assistance and return by coach to Ferrara

Inspections made:

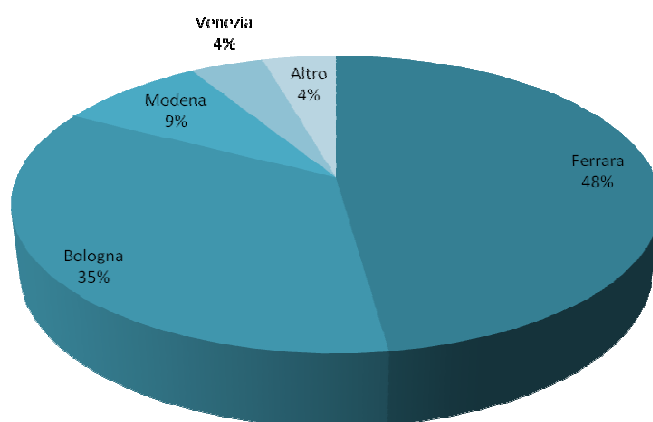
- The first inspection in the month of February, running the route by car
- A second in-depth inspection, following the route taken by boat, in the month of April
- A final inspection of the area to arrange video projection with the staff from *Verde Film*
- guided visit at Villa La Mensa
- meeting with the restaurant owners to visit the structure and deciding the menu and special rate price

Participants on the day:

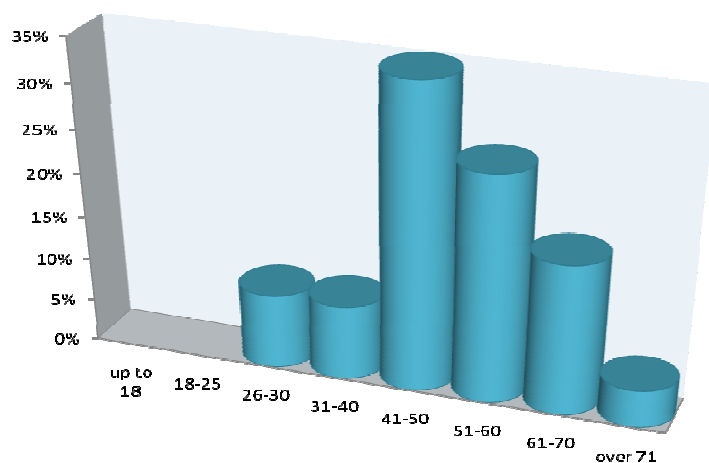
34 adults
2 children

Questionnaires given to participants – analysis of results

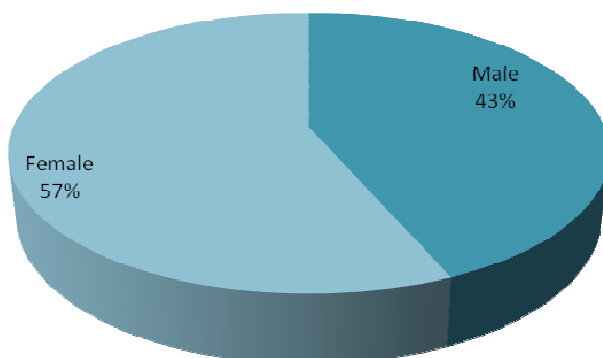
Province of origin



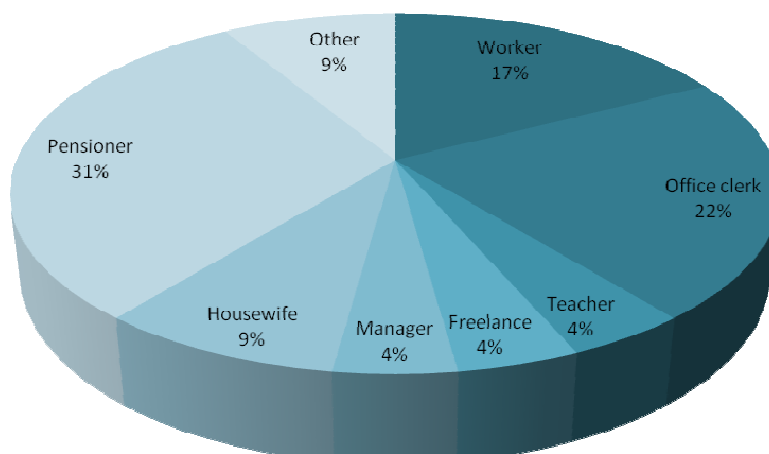
Age range



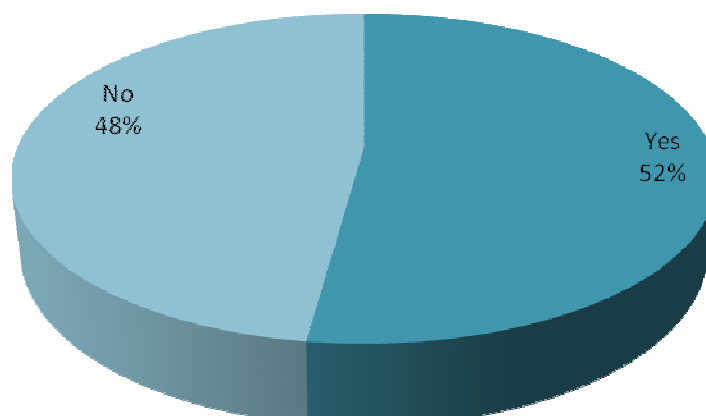
Sex



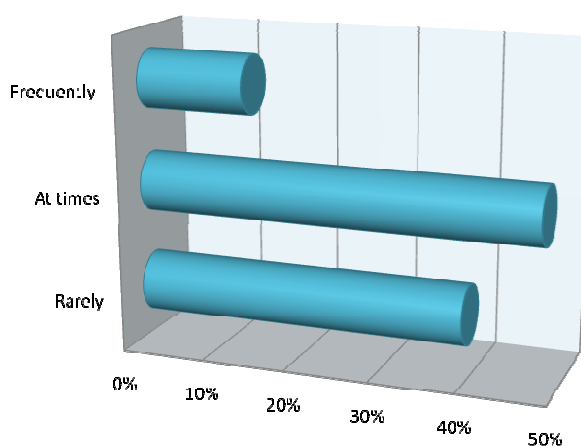
Profession



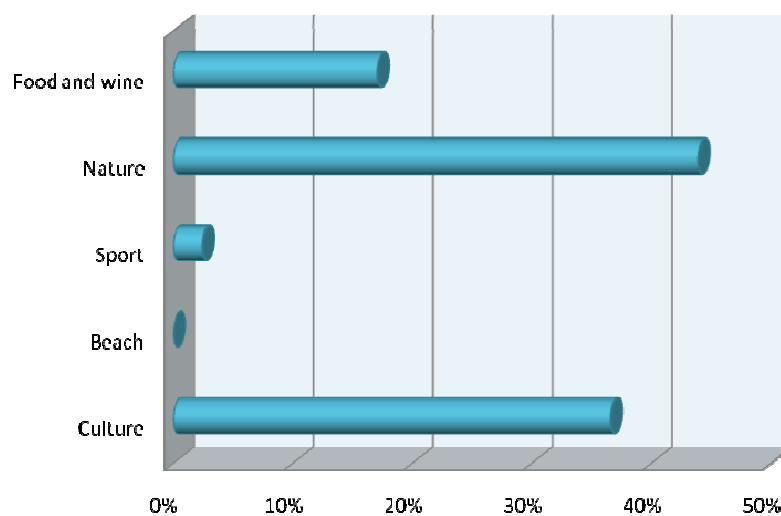
Do you usually go on these types of excursions?



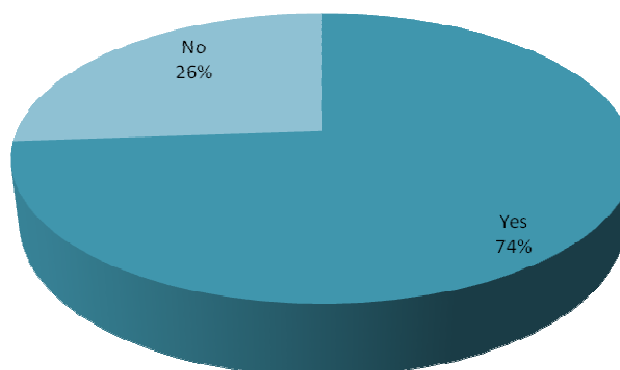
How often?



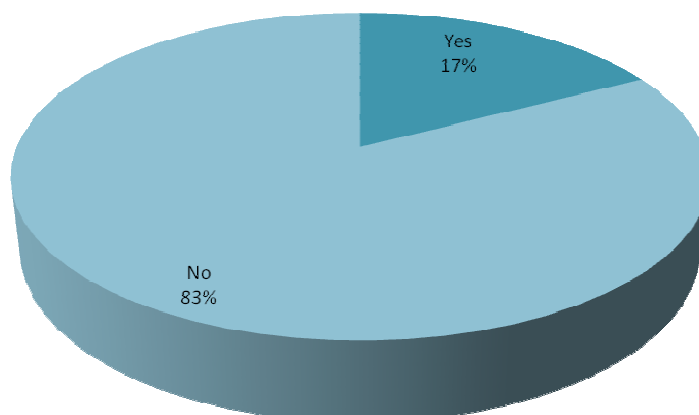
Favourite tourist experience



Is this your first visit to the area?



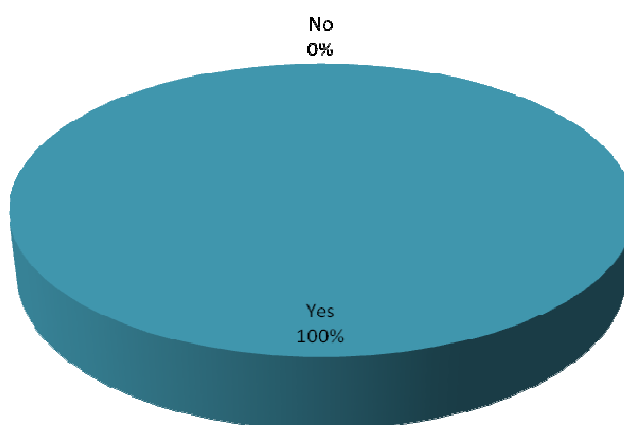
Did you sleep in the area?



To the question "What type of experience did you imagine having by participating in these itineraries?" the most frequent answers were:

- discover the beauty of these places from an cultural environment point of view and seeing historical-artistic heritage
- living an experience in contact with nature
- practise sport in the open air
- food and wine

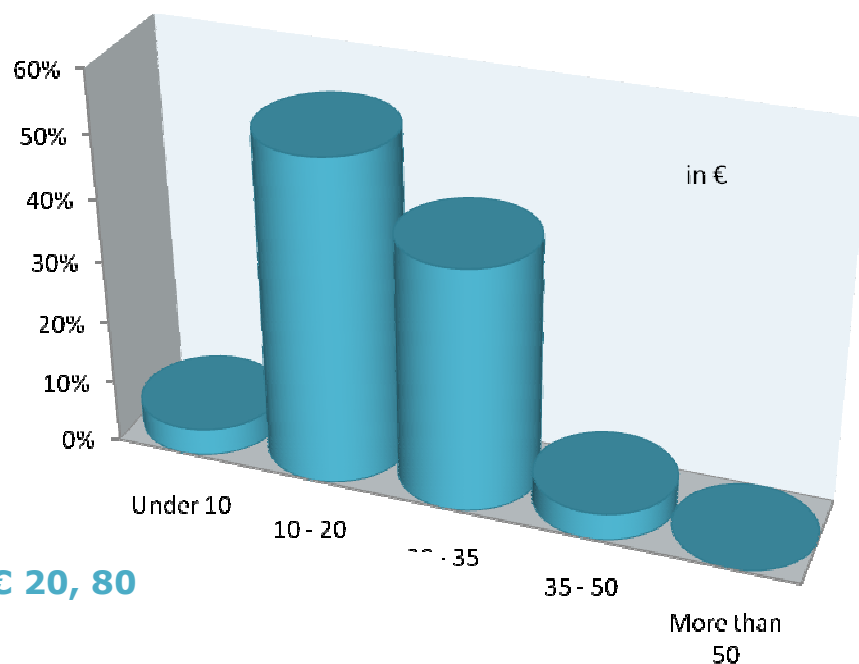
Satisfied with the itinerary



The most frequent motivations given for the answer:

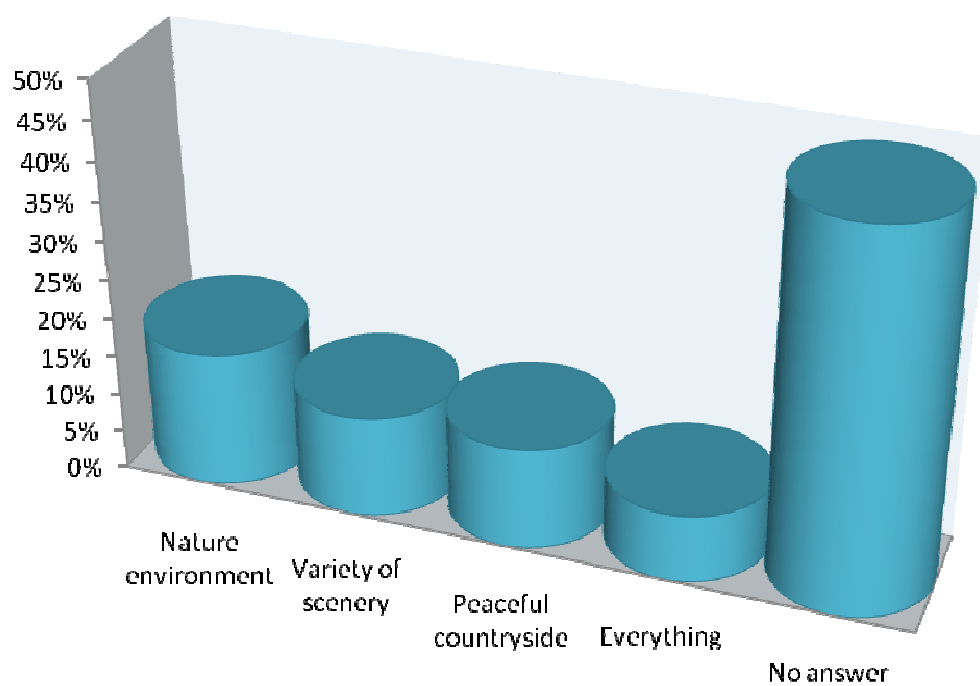
- beauty of the area and environment peculiarity
- professional and courteous organization
- interested in the areas visited and excellent guided visits

Available spending money

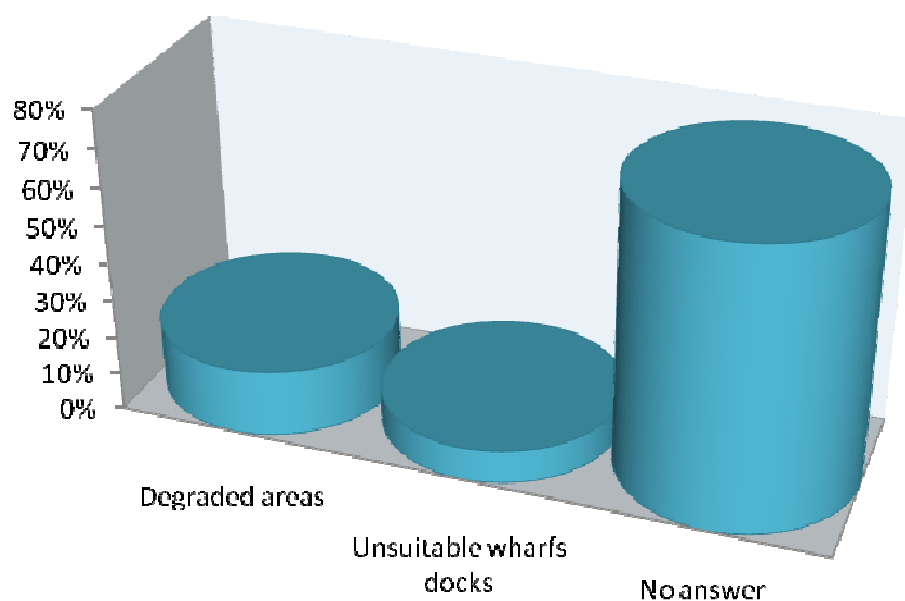


Average = € 20, 80

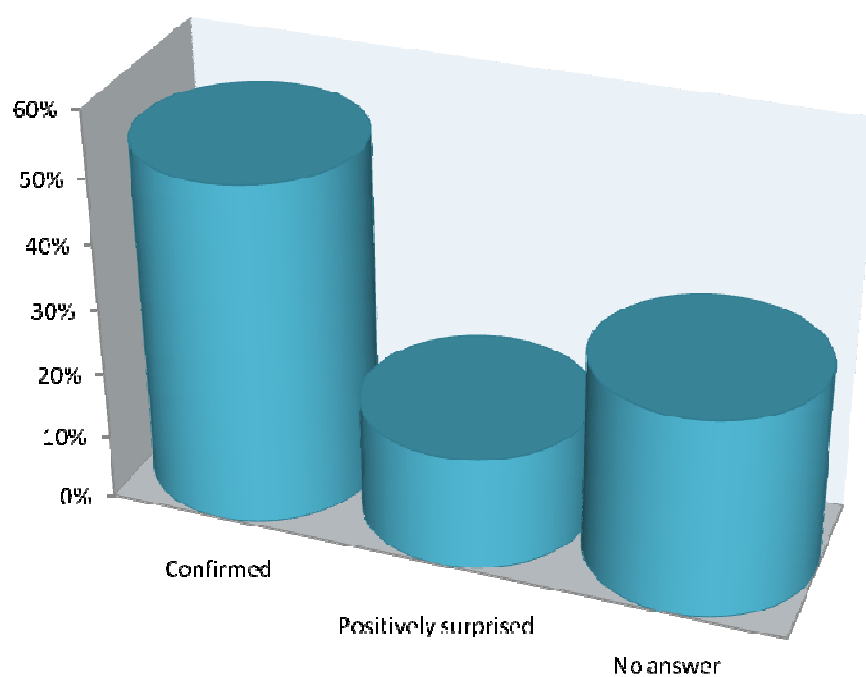
Satisfied by the itinerary – pleasurable aspects



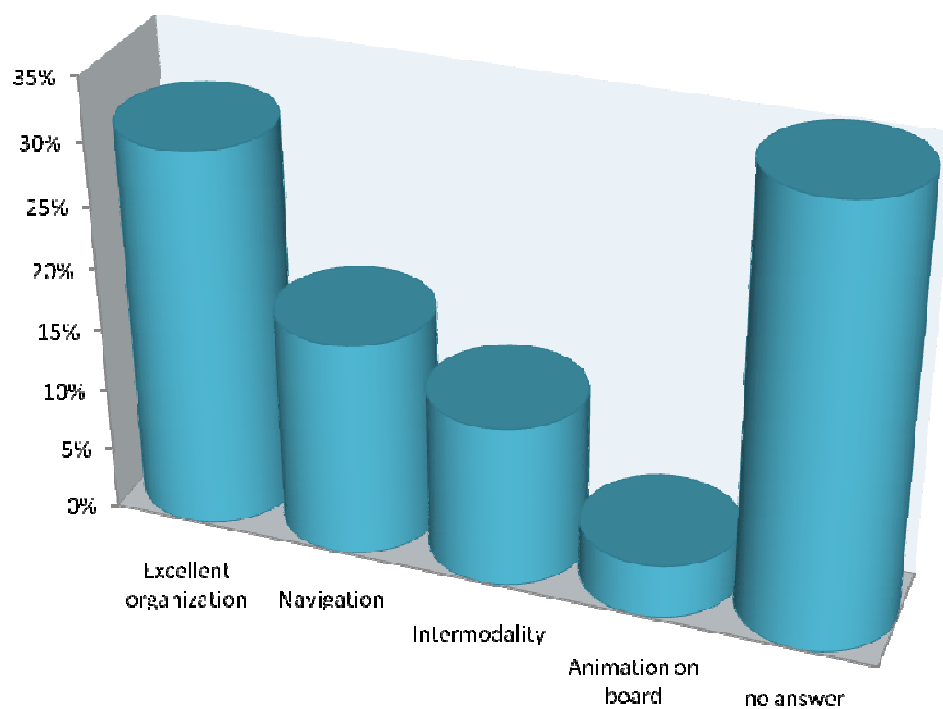
Satisfied by the itinerary – negative aspects



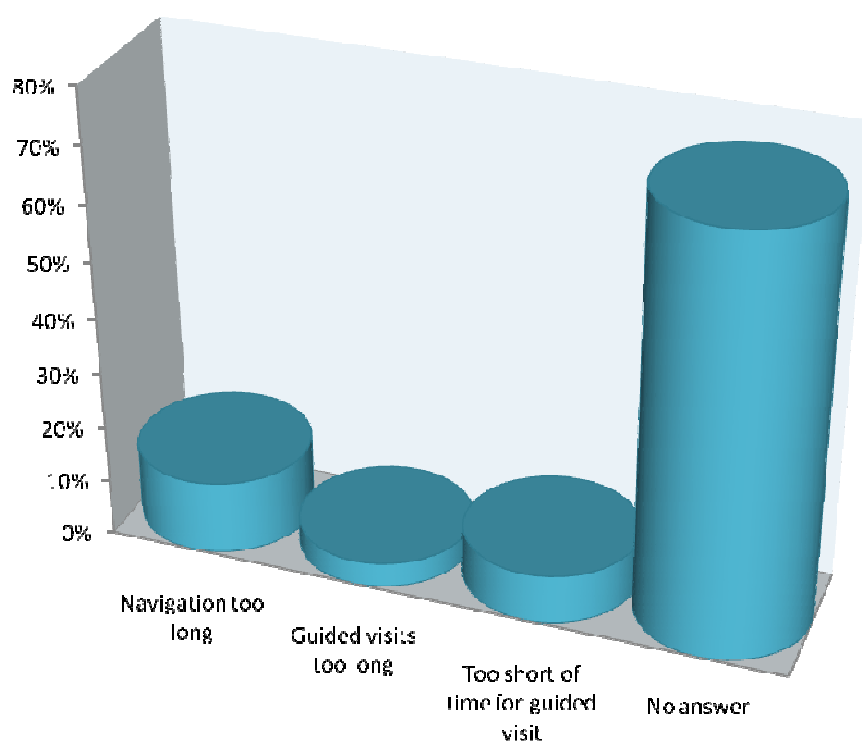
Itinerary expectations



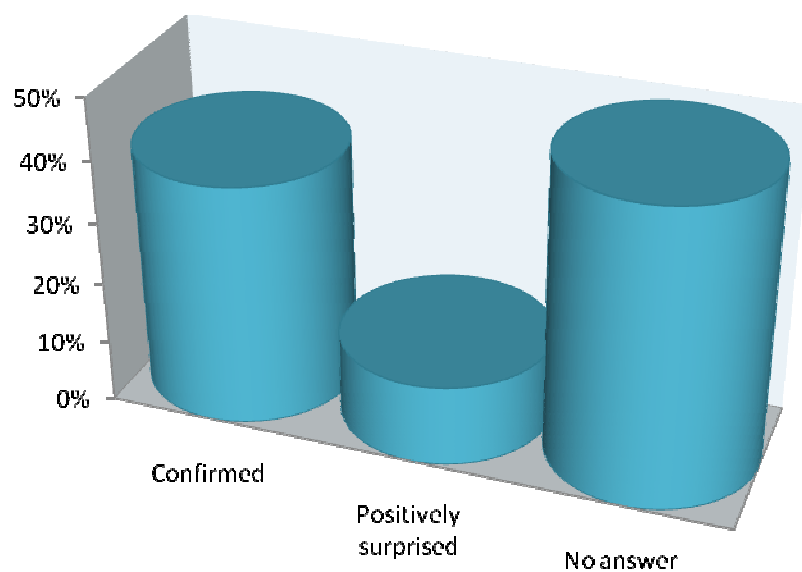
Organization of the itinerary – positive aspects



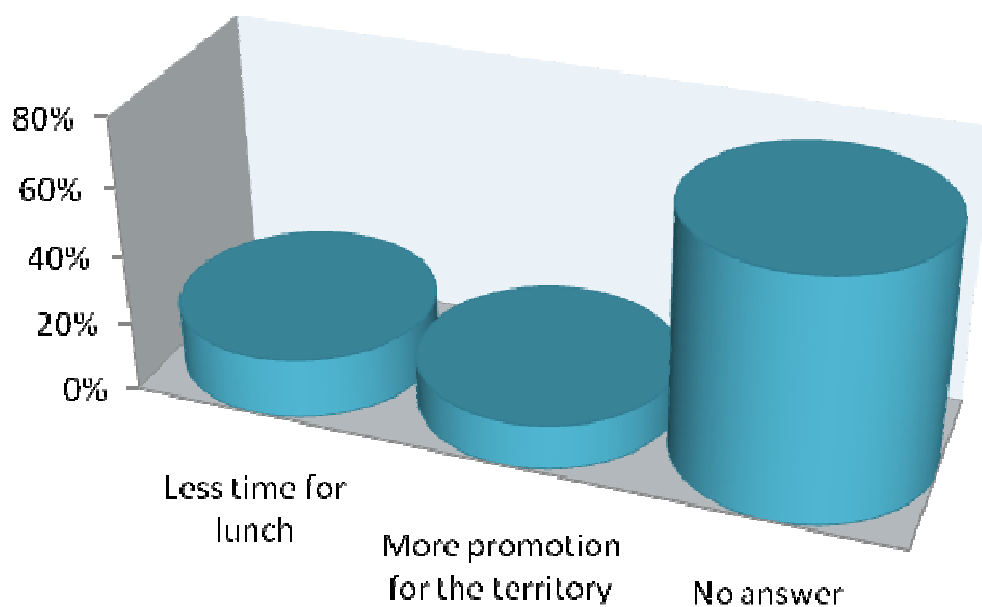
Organization of the itinerary – negative aspects



Expectations towards the organization of the itinerary



Best proposals



Market analysis – route sustainability and infrastructural interventions and managing

For an organized group of 50 people

The following table lists the market cost for a group of 50 tourists, with their own transport, on this experimental itinerary "From Ferrara to Villa Mensa". In the count, lunch has not been calculated.

Expenses	Cost per group 50 people
Navigating from Ferrara to Valpigliaro with animation	€ 1.200,00
Hiring Nordic Walking equipment	€ 100,00
Refreshments at Villa Mensa	€ 250,00
Total costs	€ 1.550,00
Cost per person	€ 31,00

This experimental itinerary took place on the 28th May had a cost of € 31, 00 per person (net of eventual commissions by the Tour Operator, the cost for lunch pause and coach transport there and back).

This cost must be considered higher than the market rate.

These affirmations come from the following evaluations:

- the questionnaires filled in by participants revealed the amount of spending money per person which was about € 20,80;
- analysing tourist catalogues on the territory of Ferrara, one can see that the average cost for a day visit is about € 25, 00.

For the route from Ferrara to Villa Mensa, to be economically sustainable and have adequate appeal, it needs some infrastructural interventions and better organization and logistics.

Infrastructural interventions

- *Altering the Tourist port of Ferrara near S. Paolo Harbour*
- *Suitable improvement of Villa Mensa*
- *Docks at Po di Volano near Villa Mensa*

logistic – organizational interventions

- *Modifying the tourist signposts*
- *Suitable organizing of opening times and guided visit service at Villa Mensa, by Auser Group Sabbioncello San Vittore*
- *Possibility to hire bikes or Nordic Walking sticks at Borgo Valpagliaro*
- *A centralized system to manage bookings*

The infrastructural interventions do not constitute a determining element of economic sustainability. They are to be considered indispensable with the view to improve the products appeal.

Increasing the appeal of places can only stimulate its usability: with more incoming tourists, we can hypothesize the structuring of the route and relative growth of economic sustainability, deriving from navigational cost cutting.

Logistic and organizational interventions are of primary importance, with up to date tourist signposts, indicating walking and cycle paths from Borgo Valpagliaro to Villa Mensa, and how to use the historical architecture.

Once the building is restructured, the manager must have proper and continuous opening times, guaranteeing visiting and the use of guided visits.

One can foresee an extra cost (other than the guided visit) for food and wine tasting of typical local products, including Villa Mensa wine.

Expenses	Cost per group 50 people
Navigation from Ferrara to Valpagliaro € 18,00 per person	€ 900,00

Entrance to Villa Mensa, including guided visit	€ 50,00
Total Cost	€ 950,00
Cost per person	€ 19,00

The prices listed in the package are within the market range.

This type of itinerary does not appear sustainable for individual visitors unless they join a group, according to calendar dates of limited outings which are concentrated at weekends in spring and autumn.

History and nature in the middle earth: from Tresigallo, Town of the 1900's, until Massa Fiscaglia, for the River Festival

PROGRAMME

9:30 Meeting in Tresigallo, Piazza Italia

9:45 Cycling with tourist guide and visiting the 1900's city and arrival at Final di Rero (3 Km) harbour

11:30 Navigation from Final di Rero to Migliarino with Motorboat Nena

12:30 Lunch break at Vallicella Oasis, where game fishing will be demonstrated

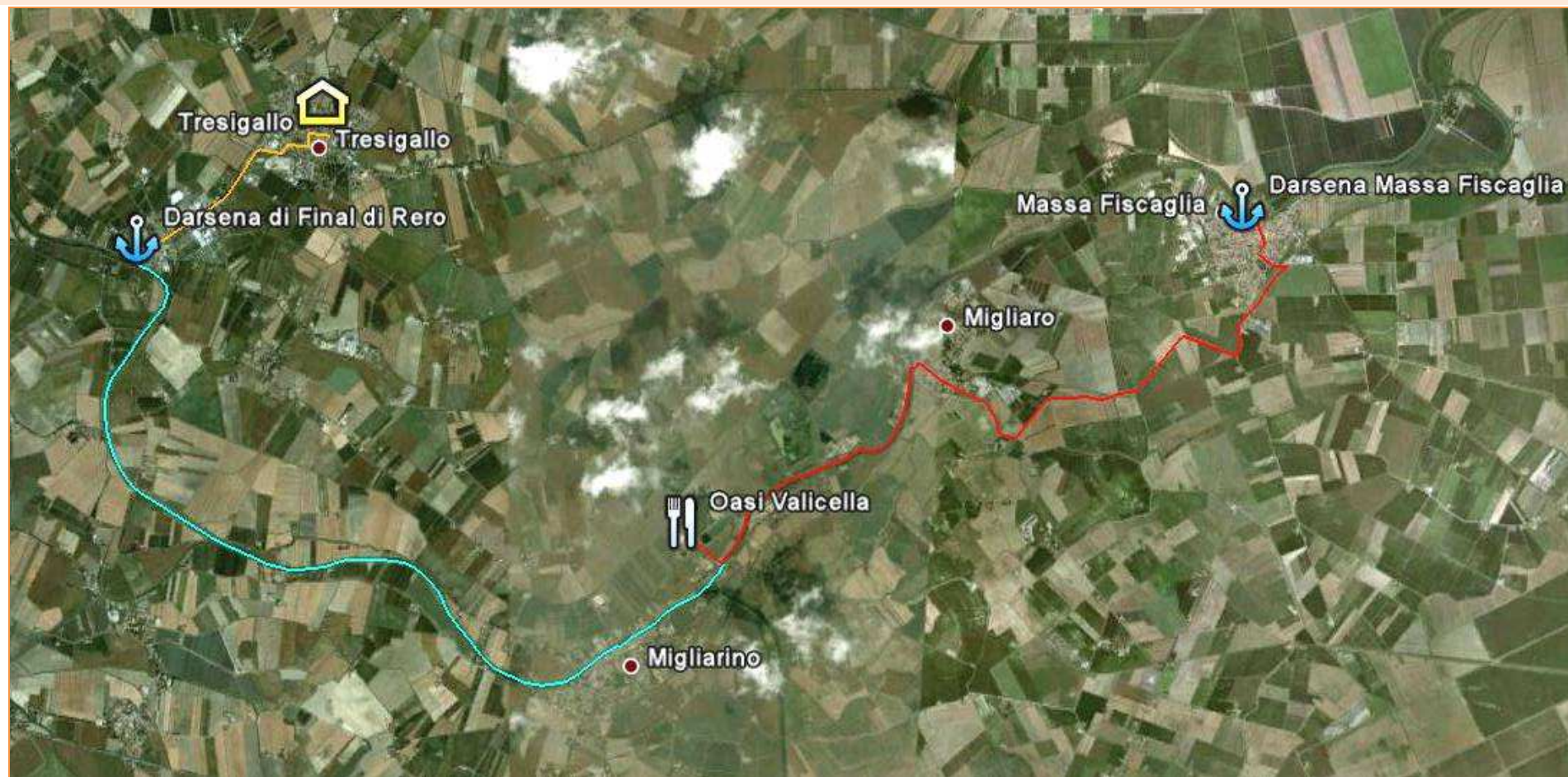
15:00 Cycling (9 Km) along the Po di Volano until Massa Fiscaglia

16.30 Arrival at Massa Fiscaglia docks for the River Festival

18.30 Return to Tresigallo by coach

Sunday 29 May 2011 – THE ROUTE

History and nature in the middle earth: from Tresigallo, Town of the 1900's, until Massa Fiscaglia, for the River Festival



To define this itinerary the following stakeholders were consulted:

Public Authorities:

- Province of Ferrara
- Town Hall of Tresigallo
- Town Hall of Migliarino
- Town Hall of Migliaro
- Town Hall of Massa Fiscaglia

Private operators and associations:

- *Origraf Ltd*, for bike hire and trolley assistance
- *Antea Ltd*, guided visit of Tresigallo by Ms. Ilaria Gallo
- *Motonave Nena*, navigation from Final di Rero to Migliarino
- *Vallicella Oasis*, stop off for lunch with a special rate menu and game fishing demonstration
- *Barchiamo Ltd*, for electric boat hire at Massa Fiscaglia's docks
- Group *Velico Oltre Mare*, workshop for children at Massa Fiscaglia's docks
- Volano Sailing Club for canoe races at Massa Fiscaglia's docks
- *Assonautica Ferrara*
- Gommone Club Ferrara *Verde Film*, for documentary film making
- *AbbondantiBus*, for assistance and return by coach to Ferrara

Inspections made:

The first inspection in the month of February, running the route by car

A second in-depth inspection, following the route by boat

A third inspection to test the route by bike from Migliaro to Massa Fiscaglia

Inspection organized by GAL DELTA2000 Massa Fiscaglia's docks for the River Festival logistics

Inspection of Massa Fiscaglia's docks as so to position the electric boats

A final inspection of the area to arrange video projection with the staff from *Verde Film*

Participants on the day:

50 adults
8 children

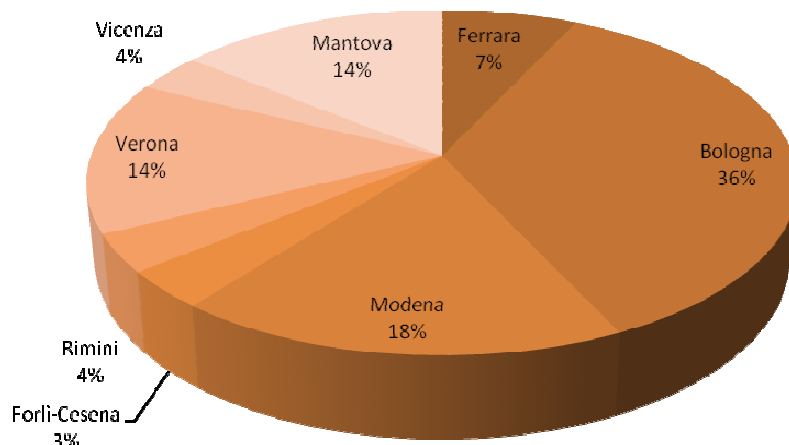
The River Festival

The company *Barchiamo* [www.barchiamo.eu] contacted by Antea Ltd to animate Massa Fiscaglia's River Festival supplied four electric boats on the river and was positively confirmed and successful.

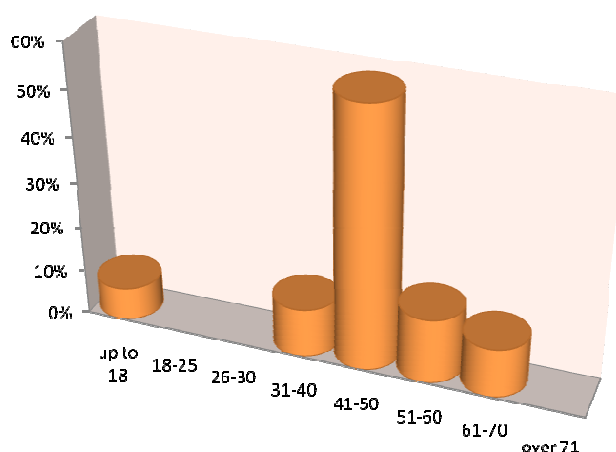
These four electric boats can be used without a yacht master certificate, and were offered to try out for free, as so to taste the emotion of navigating on River Volano: two 5 seater and two 7 seater boats were available.

Questionnaires given to participants – analysis of results

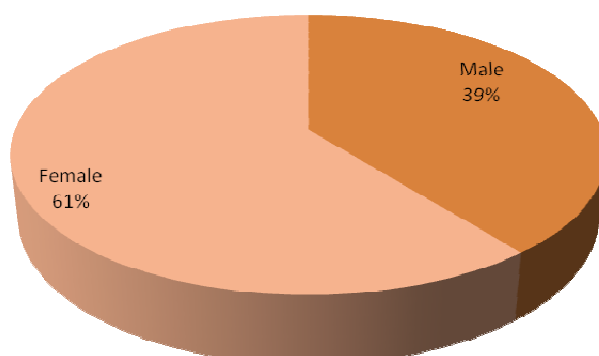
Province of origin



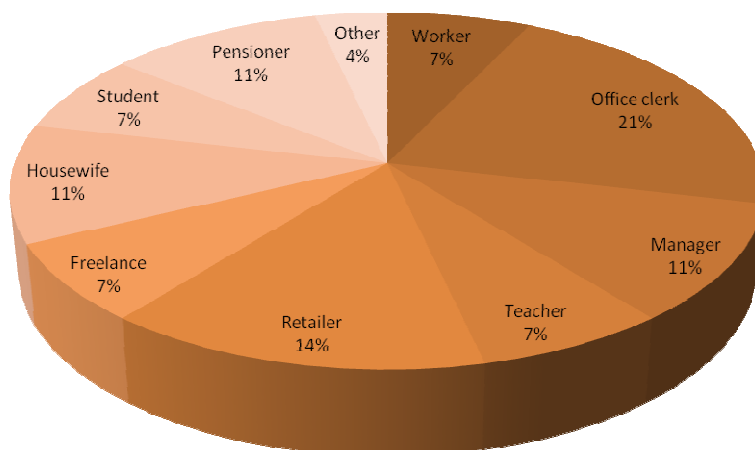
Age range



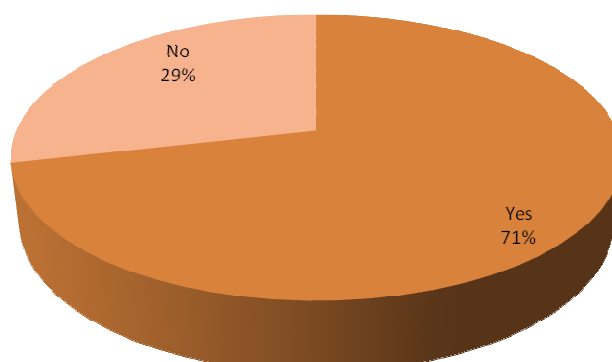
Sex



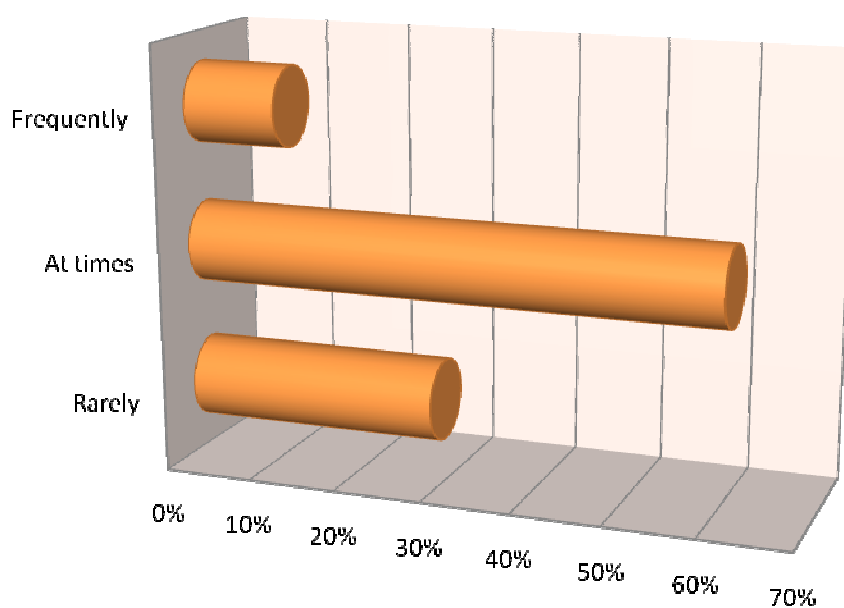
Profession



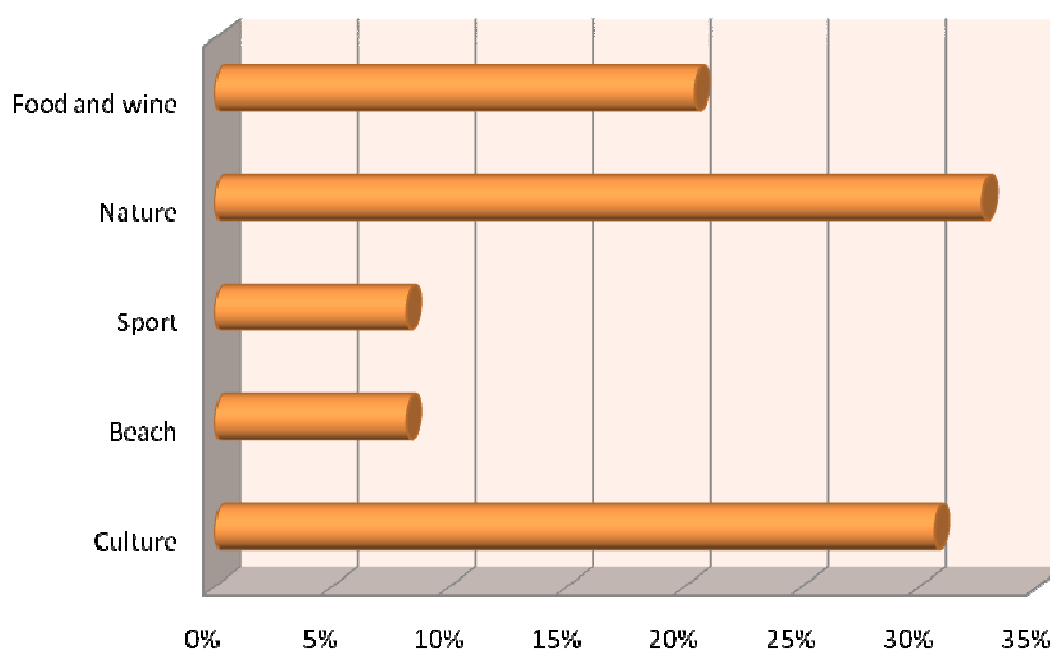
Do you usually go on these types of excursions?



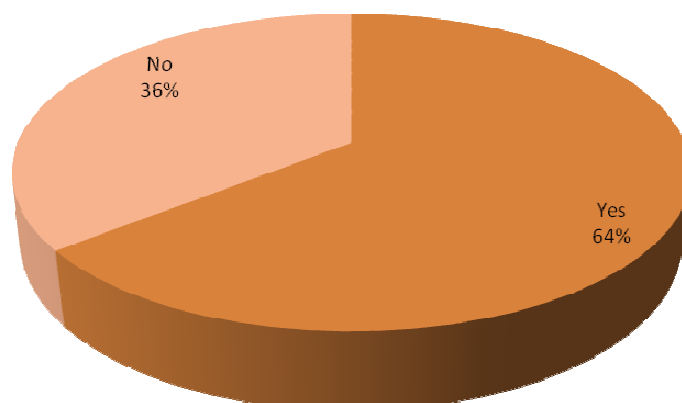
How often?



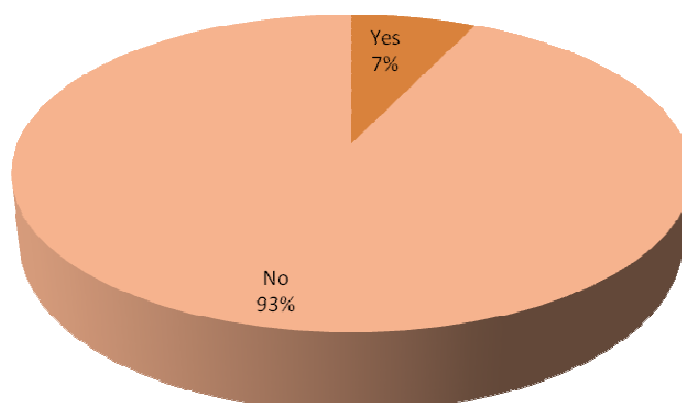
Favourite tourist experience



Is this your first visit to the area?



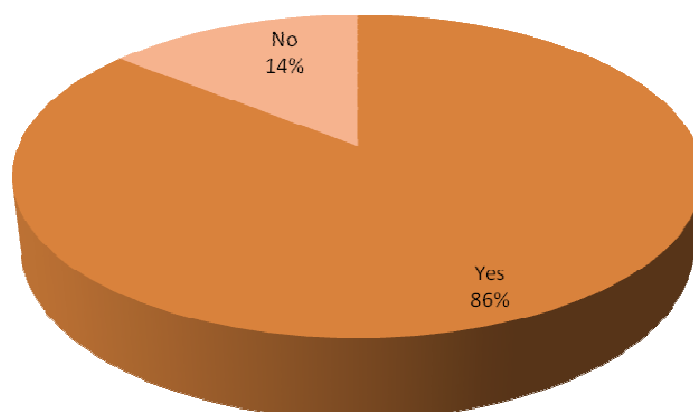
Did you sleep in the area?



To the question "What type of experience did you imagine having by participating in these itineraries?" the most frequent answers were:

- discover the beauty of these places from an cultural environment point of view and seeing historical-artistic heritage
- living an experience in contact with nature, completely relaxed
- Have fun and practise sport in the open air

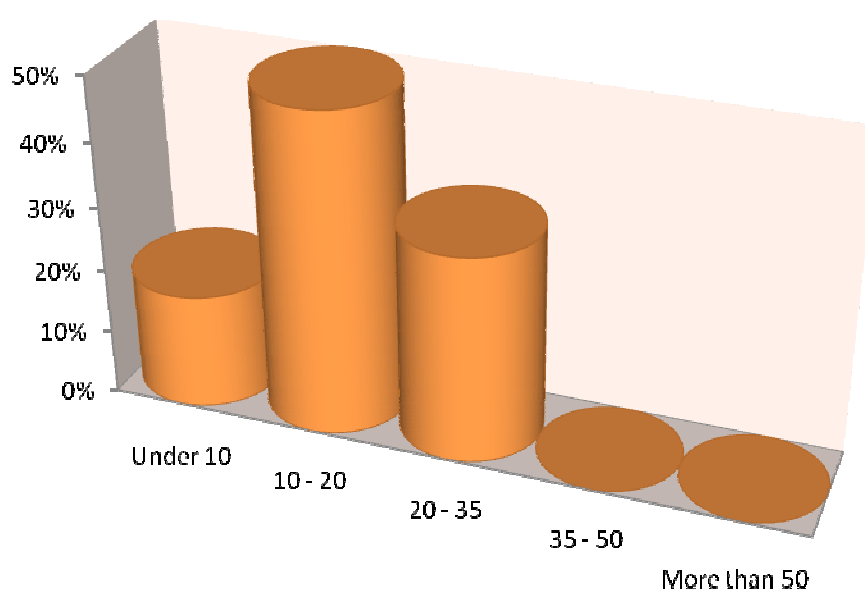
Satisfied with the itinerary



The most frequent motivations given for the answer:

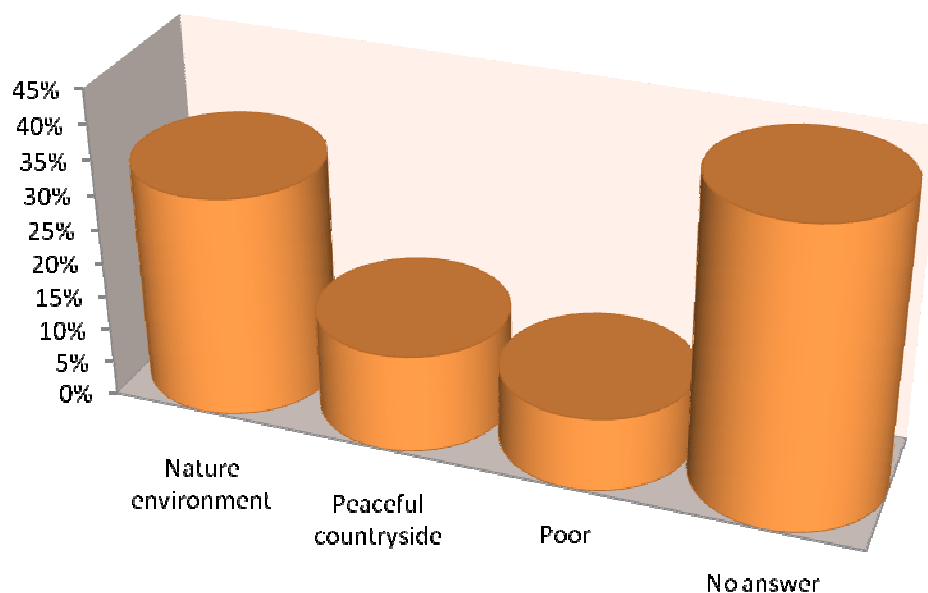
- Peculiarity of the area and variety of offered activities
- Professional and courteous organization
- Relaxing and fun

Available spending money

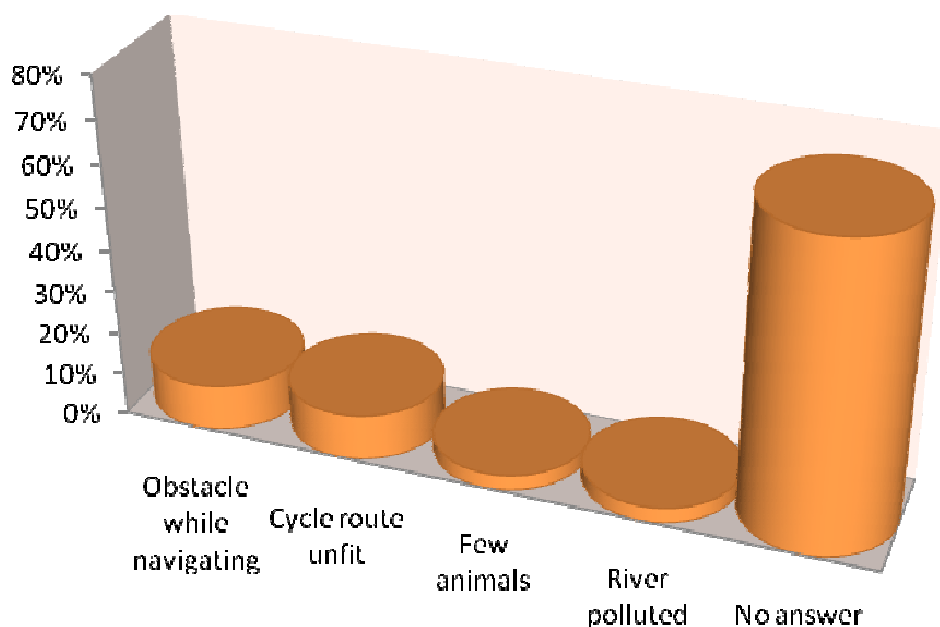


Average = € 17, 80

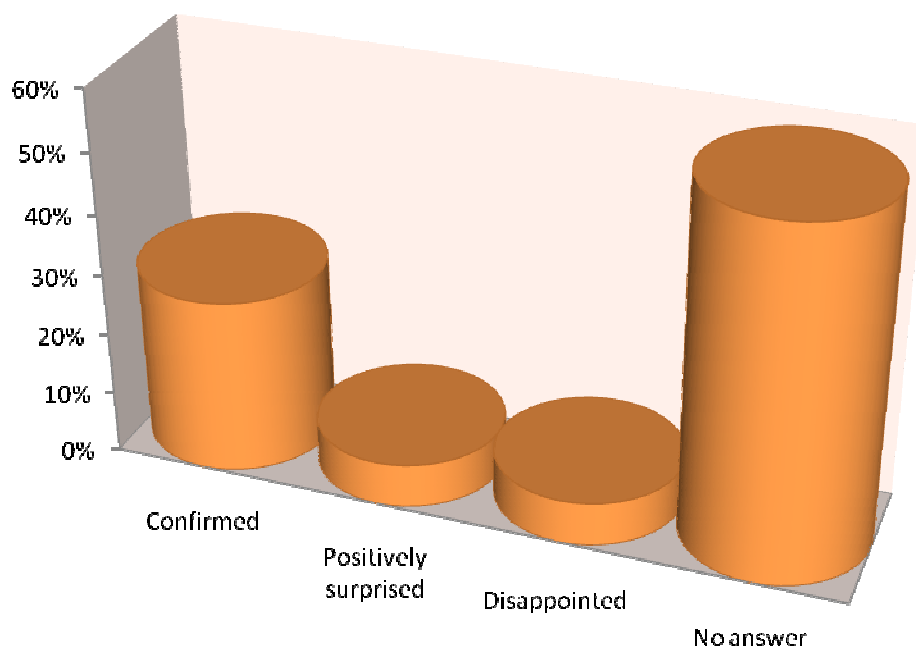
Satisfied with the itinerary – positive aspects



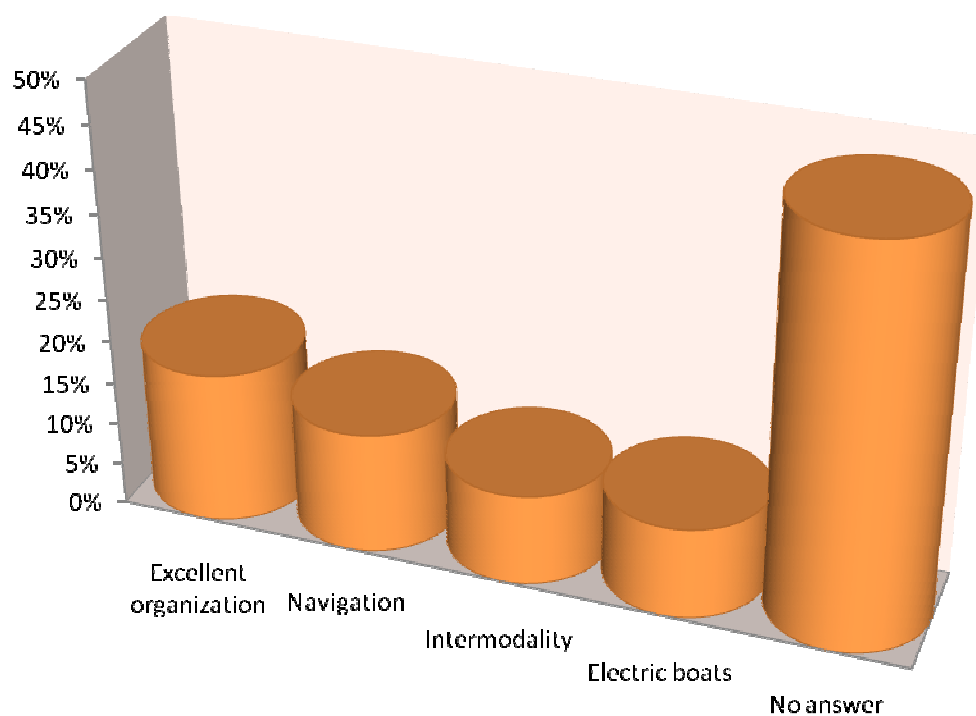
Satisfied with the itinerary – negative aspects



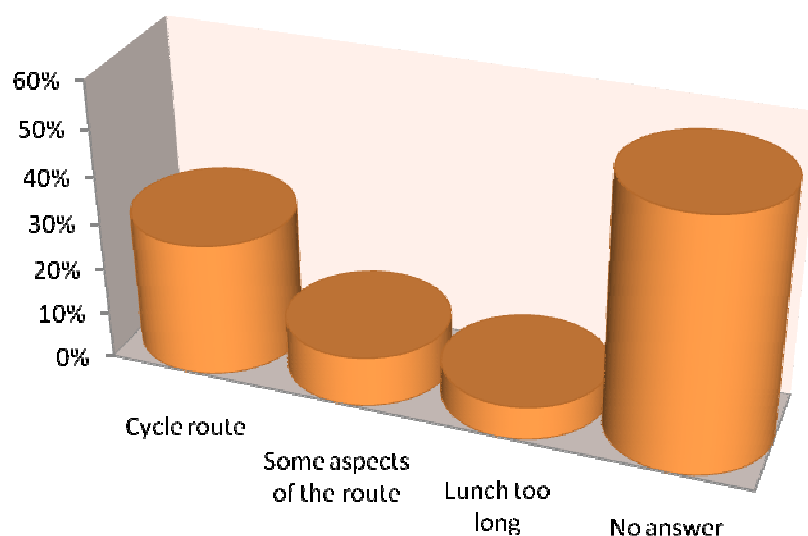
Itinerary expectations



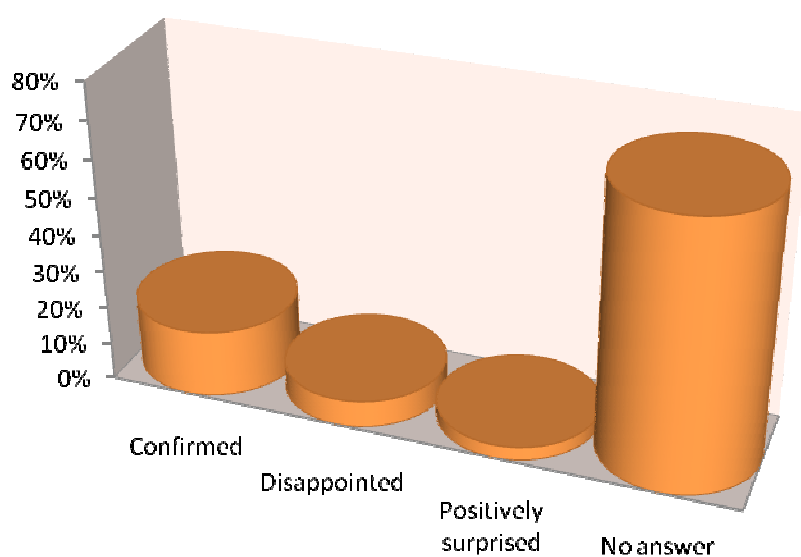
Itinerary organization – positive aspects



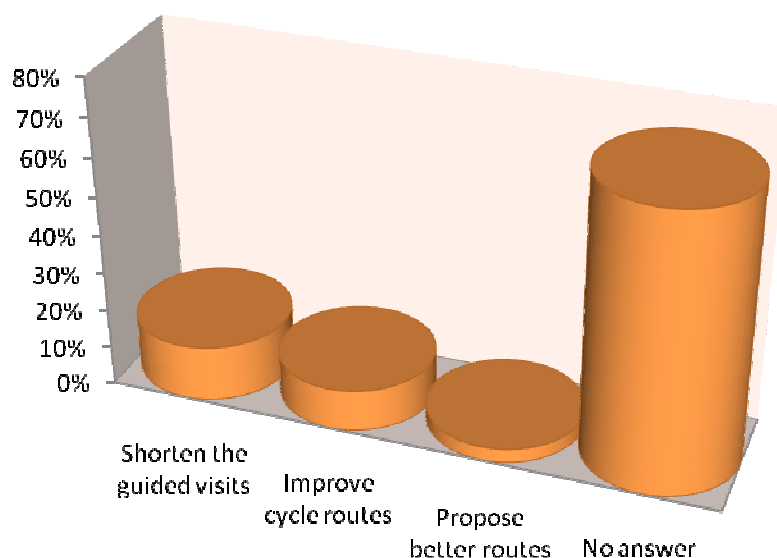
Itinerary organization – negative aspects



Expectations towards the organization of the itinerary



Best proposals



Market analysis – route sustainability and infrastructural interventions and managing

For an organized group of 50 people

The following table, lists the market cost for a group of 50 tourists, with their own transport, on this experimental itinerary "History and nature in the middle earth: from Tresigallo, Town of the 1900's, until Massa Fiscaglia, for the River Festival". In the count, lunch has not been calculated.

Expenses	Cost per group 50 people
Tourist guide for the whole day	€ 250,00
Bike hire for the whole day	€ 600,00
Navigation from Final di Rero to Migliarino	€ 1.200,00
Total costs	€ 2.050,00
Cost per person	€ 41,00

This experimental itinerary took place on the 29th May had a cost of € 41, 00 per person (net of eventual commissions by the Tour Operator, the cost for lunch pause and coach transport there and back).

This cost must be considered higher than the market rate.

These affirmations come from the following evaluations:

- the questionnaires filled in by participants revealed the amount of spending money per person which was about € 17,80;
- analysing tourist catalogues on the territory of Ferrara, one can see that the average cost for a day visit is about € 25, 00 (data: Consorzio Navi del Delta, Coop Le Pagine, Agenzia di Viaggi Link Tours).

For the route from Tresigallo to Massa Fiscaglia, to be economically sustainable and have adequate appeal, it needs some infrastructural interventions and improvements in organization and logistics.

infrastructural interventions

- *Building a wharf at Vallicella Oasis, in Migliarino*
- *Completing the cycle route from Migliaro to Massa Fiscaglia*

logistic – organizational interventions

- *Creating a network of bike hire along the Cycle Route Po di Volano (see*

wp4 chap. 3)

- *A centralized system to manage bookings*

The infrastructural interventions do not constitute a determining element of economic sustainability. They are to be considered indispensable with the view to improve the products appeal.

Expenses	Cost per group 50 people
Tourist guide for the whole day	€ 250,00
Bike hire for the whole day	€ 600,00
Navigation from Final di Rero to Migliarino	€ 1.200,00
Total costs	€ 2.050,00
Cost per person	€ 41,00

Despite proposed structural intervention and logistic-organizational interventions, the route cost from Tresigallo to Massa Fiscaglia remains unvaried and unsustainable from an economic point of view, therefore not repeatable for organized groups or individuals.

The old Salt Road: from Codigoro Harbour to Pomposa Abbey

PROGRAMME

09:15 Meeting point at the public harbour in Codigoro, near Palazzo del Vescovo

09:30 Departure and navigation by pleasure boat until Marozzo wharf, in collaboration with Volano Sailing Club

11:00 Train journey to the Marozzo Draining Pump Station and local herbarium

13:00 Lunch break at the Strawberry Festival in Lagosanto

14:30 8 Km by bike along the Salt Road

15:45 Departure by ferry to Passo Pomposa's wharf

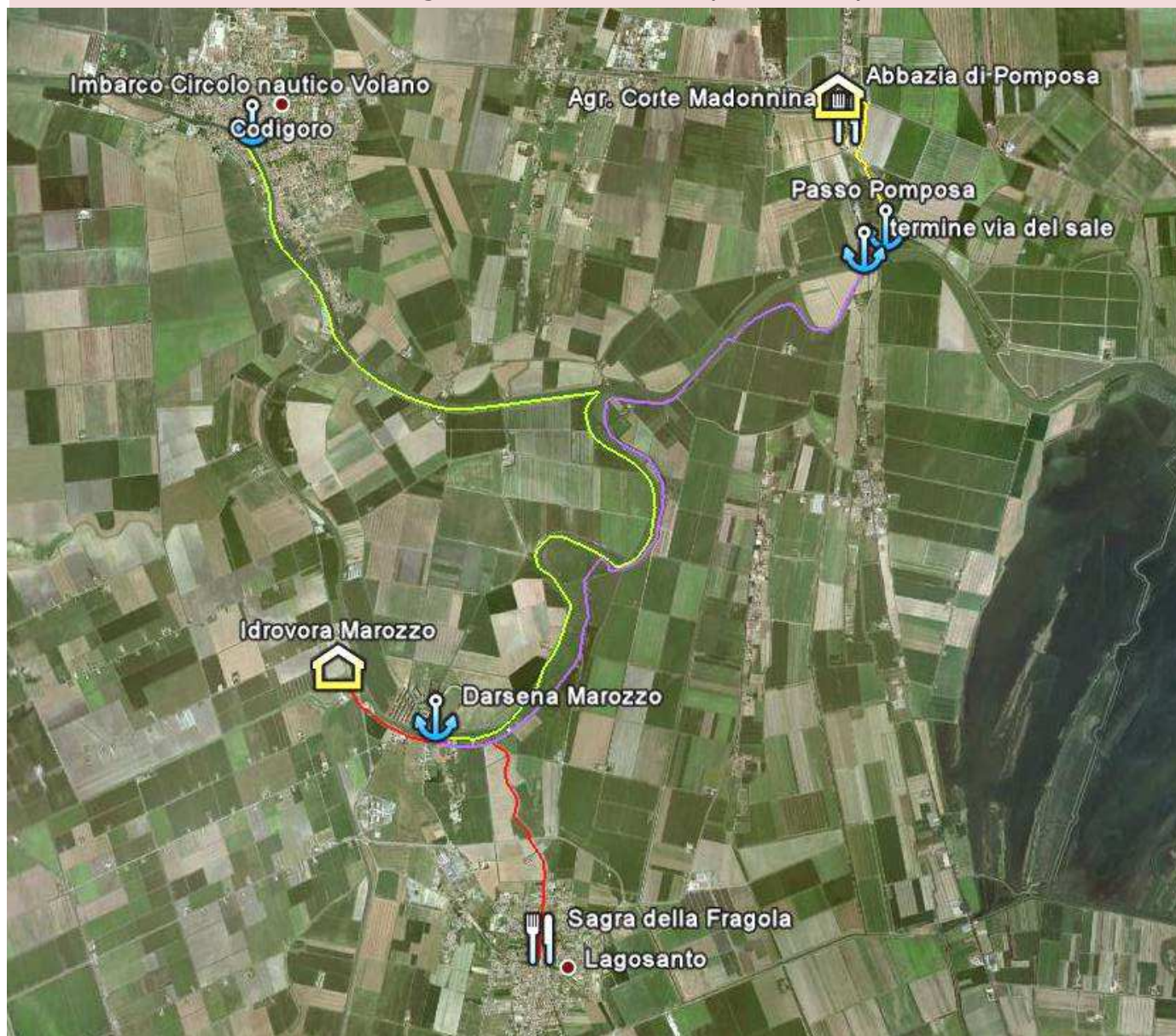
16:00 On foot towards Pomposa Abbey (2 Km) and guided visit

17:30 Refreshments and wine and food tasting of typical local products at Azienda Agricola Corte Madonnina

18:30 Return to Codigoro by coach

Saturday 21 May 2011 – THE ROUTE

The old Salt Road: from Codigoro Harbour to Pomposa Abbey



To define this itinerary the following stakeholders were consulted:

Public Authorities:

- Province of Ferrara
- Town Hall of Codigoro
- Town Hall of Lagosanto
- Consorzio di Bonifica Pianura di Ferrara, Ms. Barbara Guzzon visiting Marozzo Draining Pump station

Private operators and associations:

- *Volano Sailing Club*, for navigation from Codigoro to Marozzo
- *Consorzio Navi del Delta*, for navigation from Codigoro to Marozzo and for the ferry service from the Salt Road wharf to Passo Pomposa wharf
- Auser Group in Marozzo, for the reception Marozzo docks
- *F.Ili Bisi*, train hire and passenger transportation
- Mr.Vincenzo Turri and Ms.Elisa Muncinelli, for the visit to the herbarium and escorting the group
- Restaurant *Le Contane*, at the Strawberry Festival Stand, stop off for lunch with a special rate menu of strawberries
- *Aqua Ltd*, bike hire and trolley assistance
- Hotel Restaurant *Locanda del Passo Pomposa*, for easements
- *Antea Ltd*, Ms.Patrizia Guidi, guided visit of Pomposa Abbey
- Azienda Agricola Agriturismo *Corte Madonnina*, refreshments and food and wine tasting
- *Verde Film*, for documentary film making
- *AbbondantiBus*, for assistance and return by coach to Ferrara

Inspections made:

the first inspection in the month of February, running the route by car

A second in-depth inspection, following the route by boat

A third inspection to test the route by bike along the Salt Road

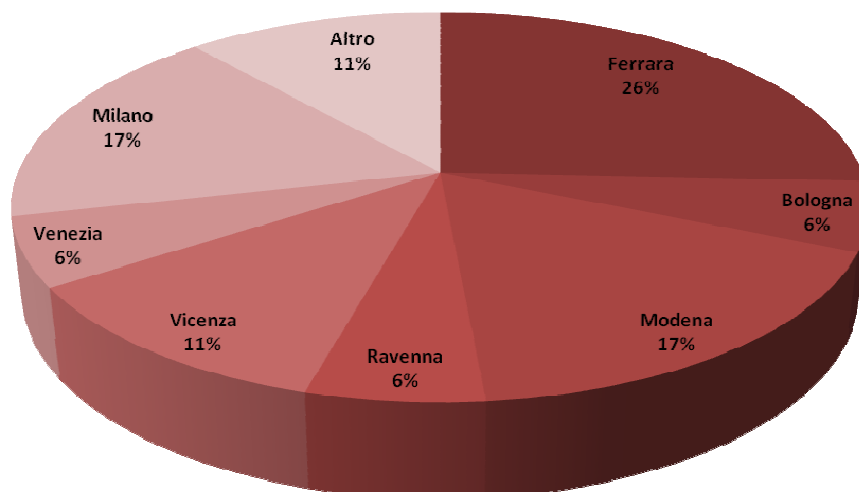
A final inspection of the area to arrange video projection with the staff from *Verde Film*

Participants on the day:

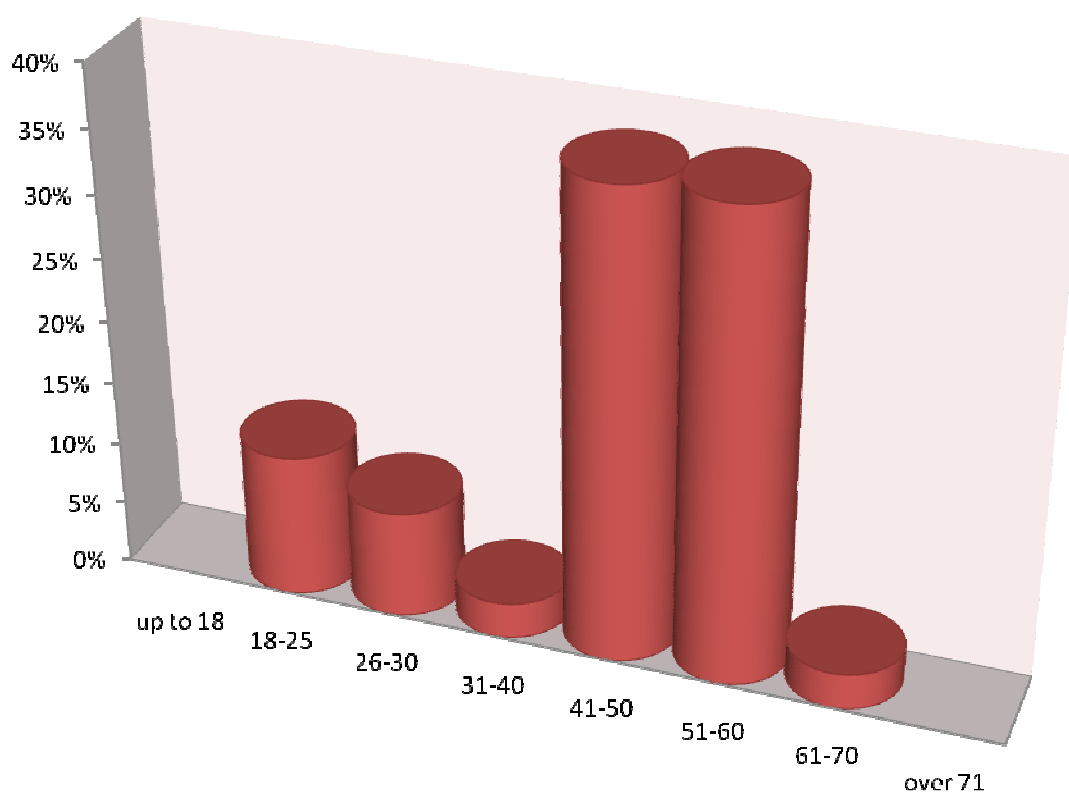
44 adults
6 children

Questionnaires given to participants – analysis of results

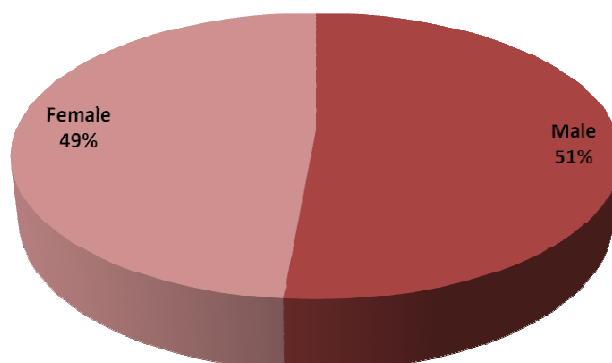
Province of origin



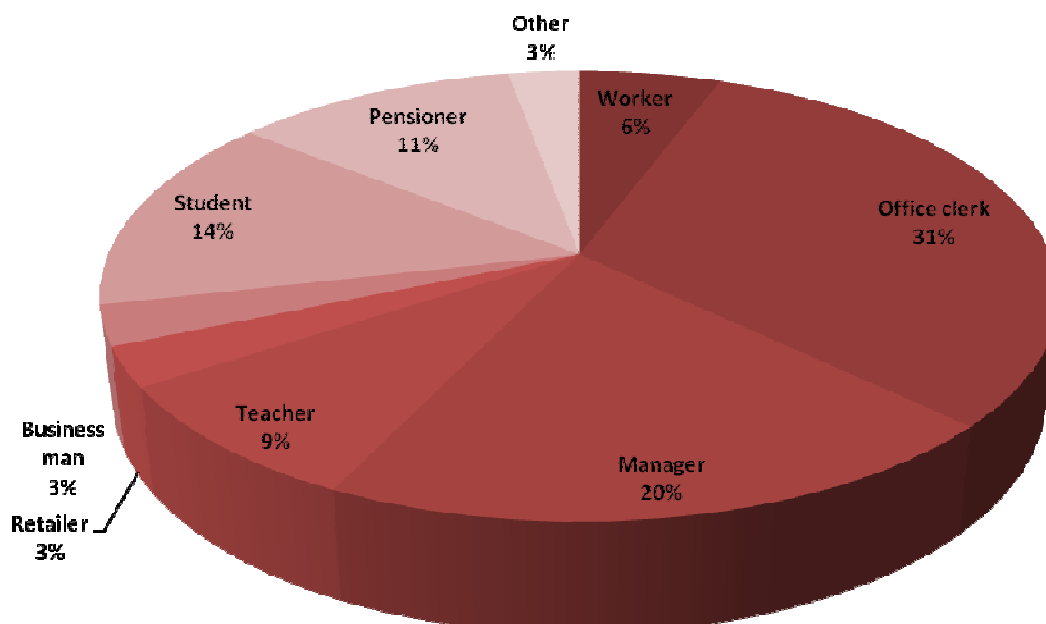
Age range



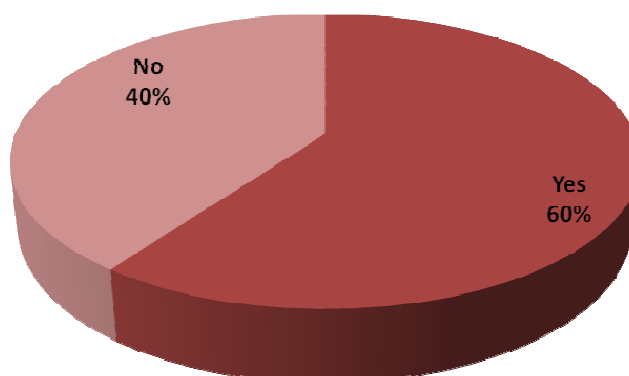
Sex



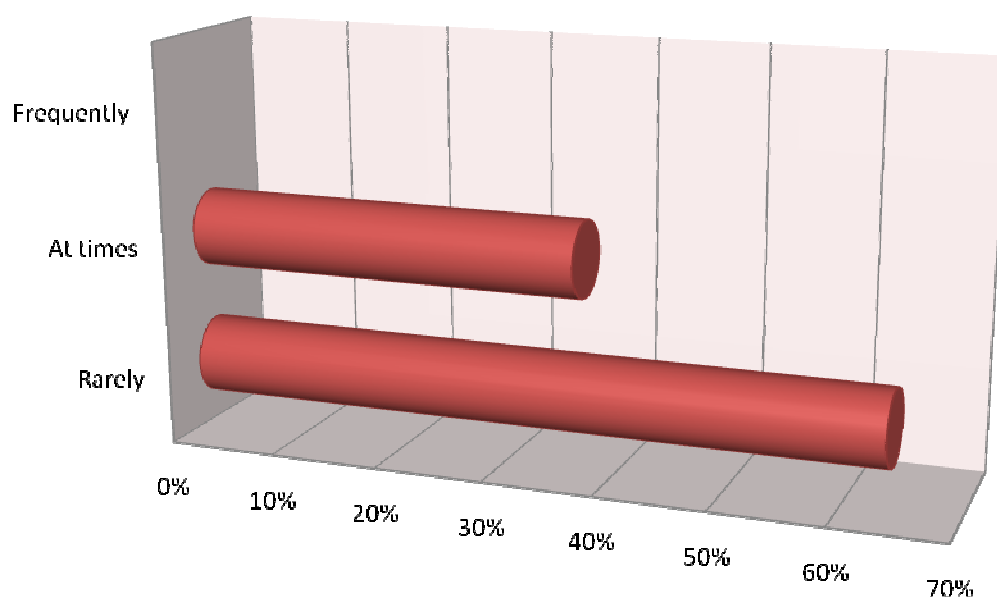
Profession



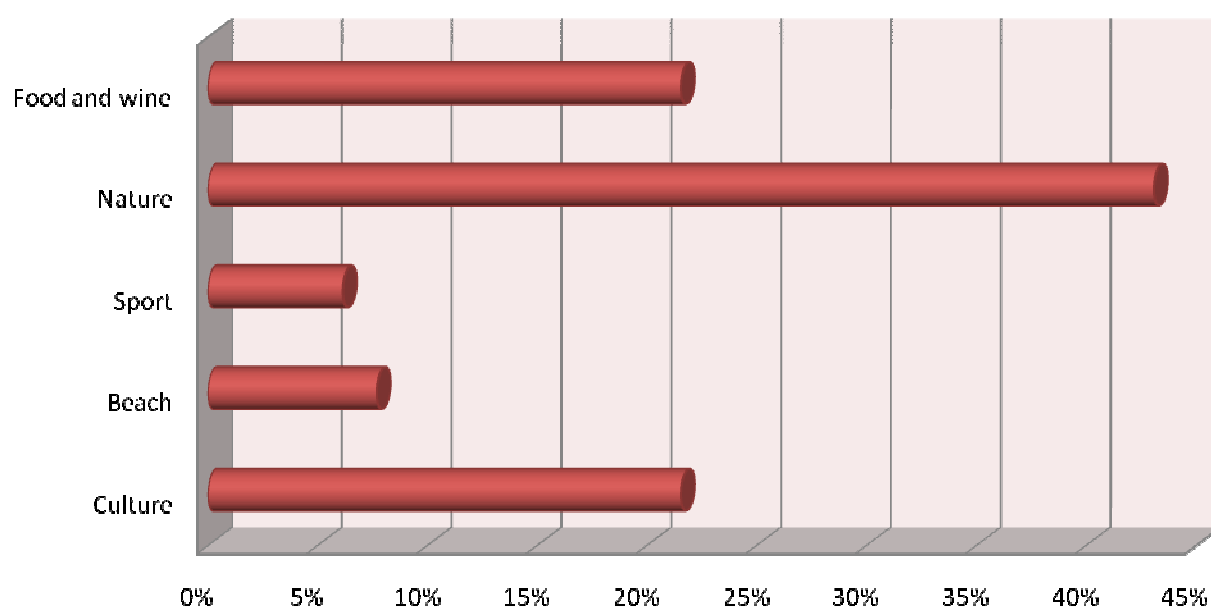
Do you usually go on these types of excursions?



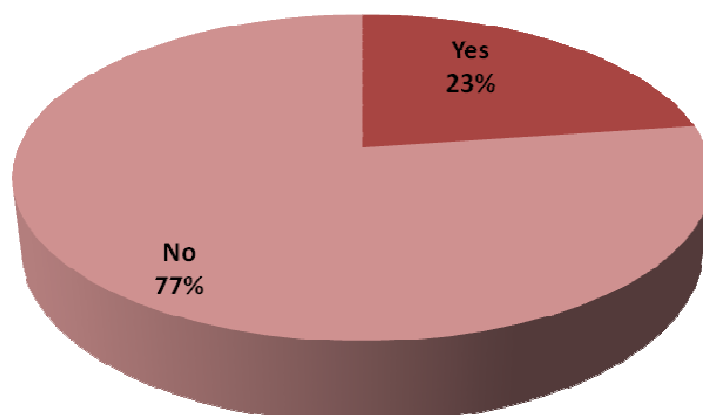
How often?



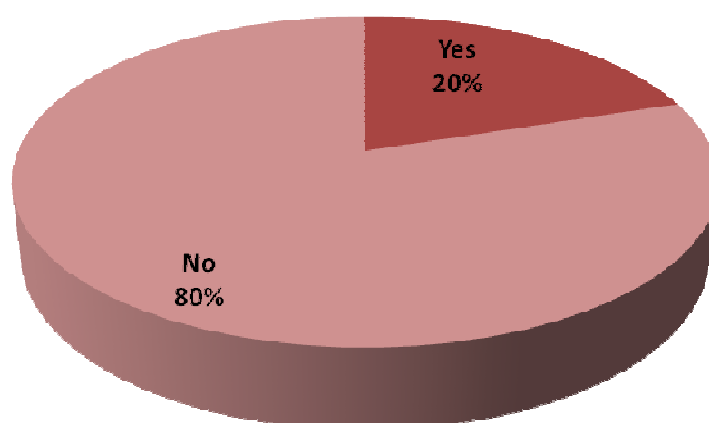
Favourite tourist experience



Is this your first visit to the area?



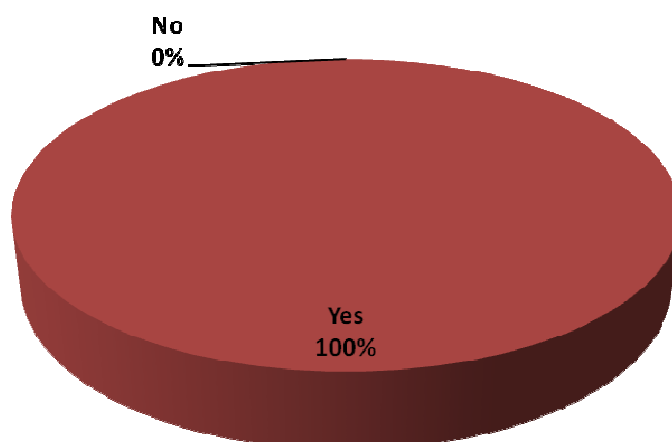
Did you sleep in the area?



To the question "What type of experience did you imagine having by participating in these itineraries?" the most frequent answers were:

- discover the beauty of these places from an cultural environment point of view and seeing historical-artistic heritage
- living an experience in contact with nature
- practise sport in the open air
- food and wine

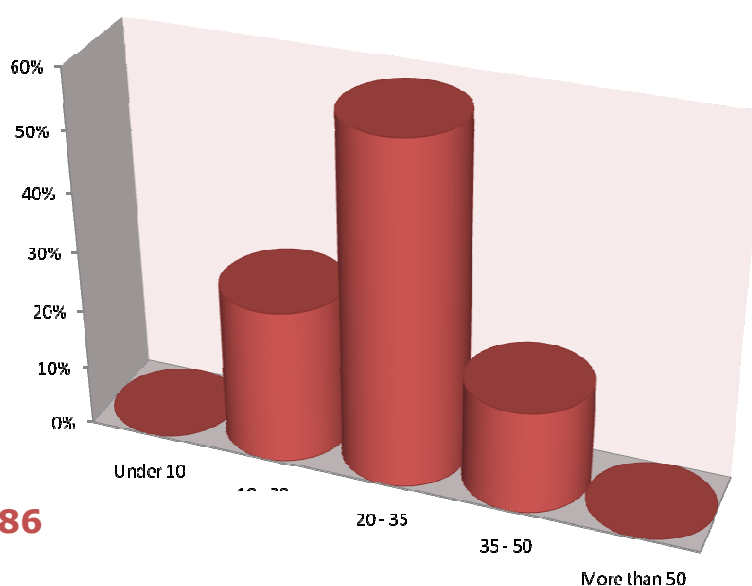
Satisfied with the itinerary



The most frequent motivations given for the answer:

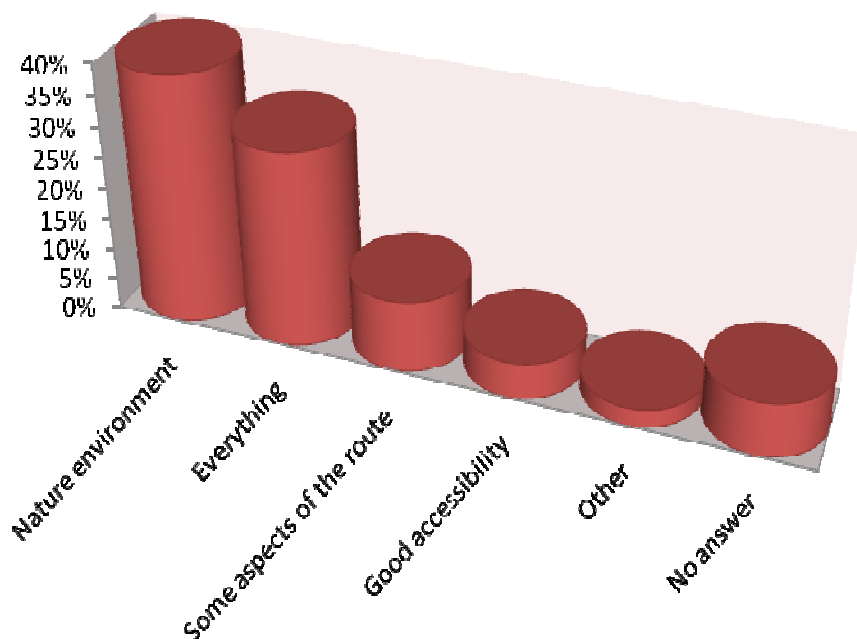
- Variety of places and variety of activities, unusual route
- Professional and courteous organization, excellent guided visits
- discover the beauty of these places from an cultural environment point of view and seeing historical-artistic heritage

Available spending money

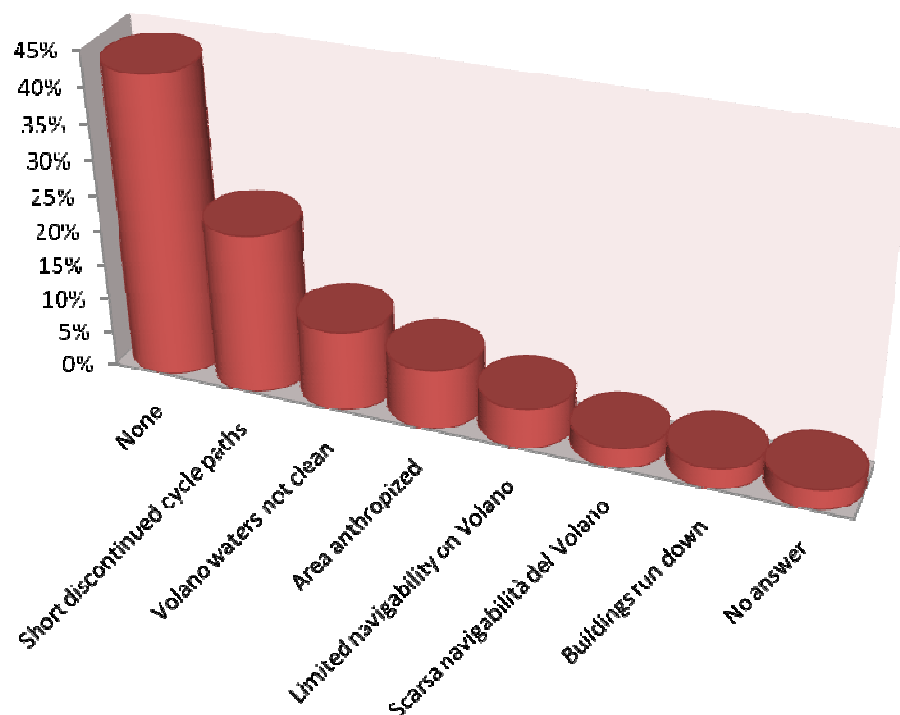


Average € 26, 86

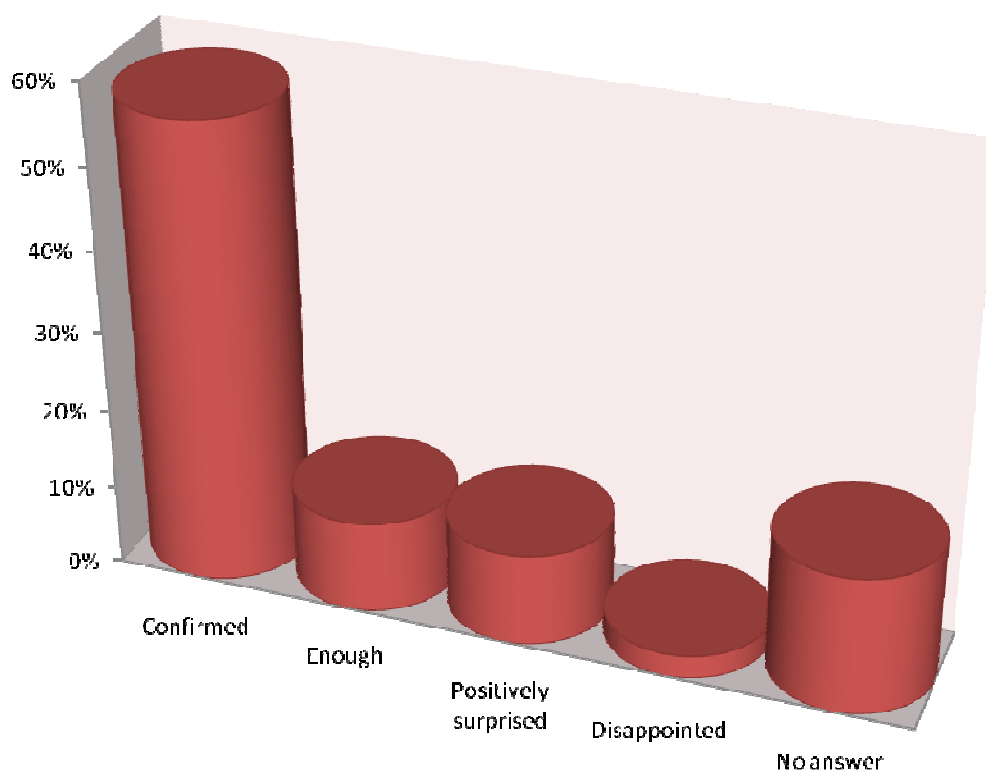
Satisfied with the itinerary – positive aspects



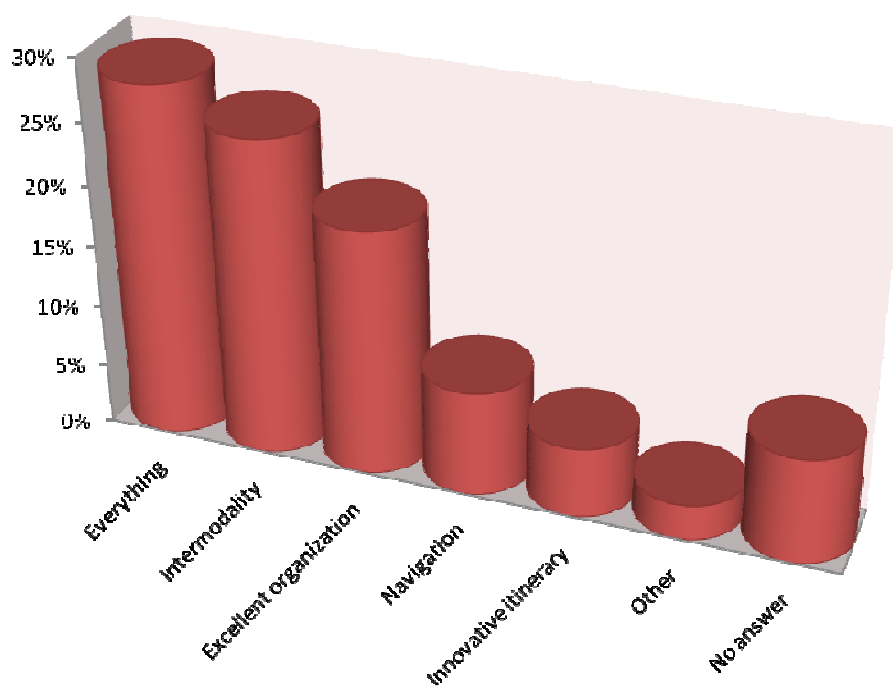
Satisfied with the itinerary – negative aspects



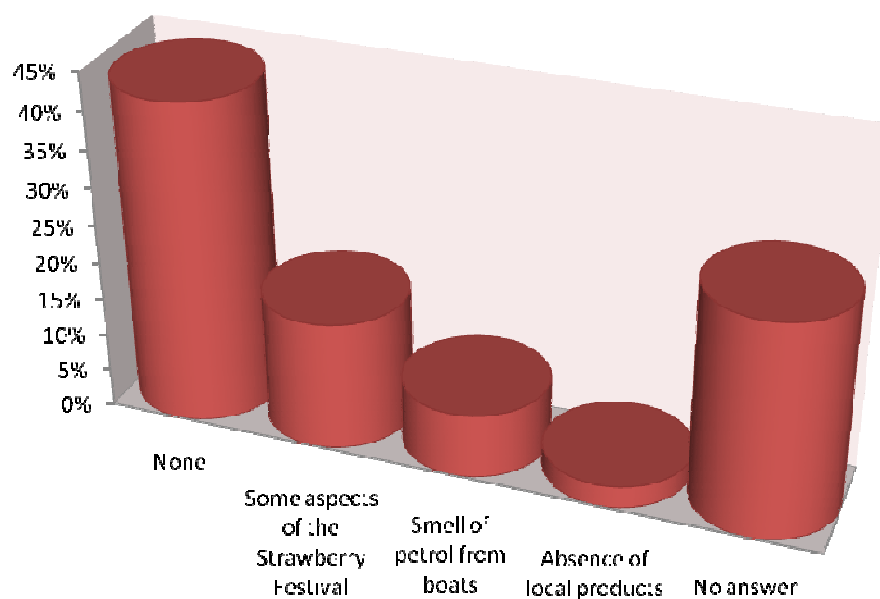
Itinerary expectations



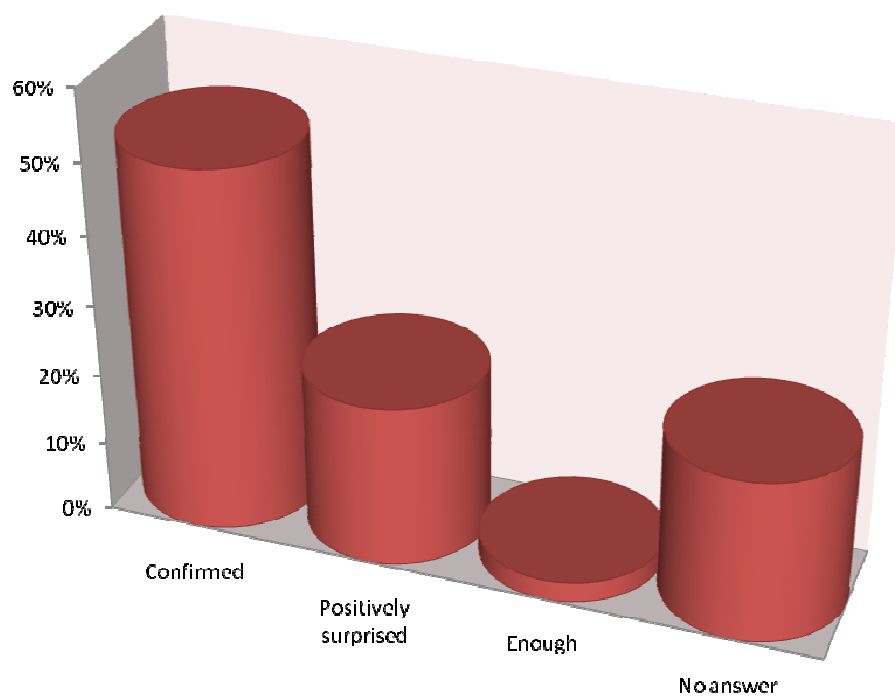
Itinerary organization – positive aspects



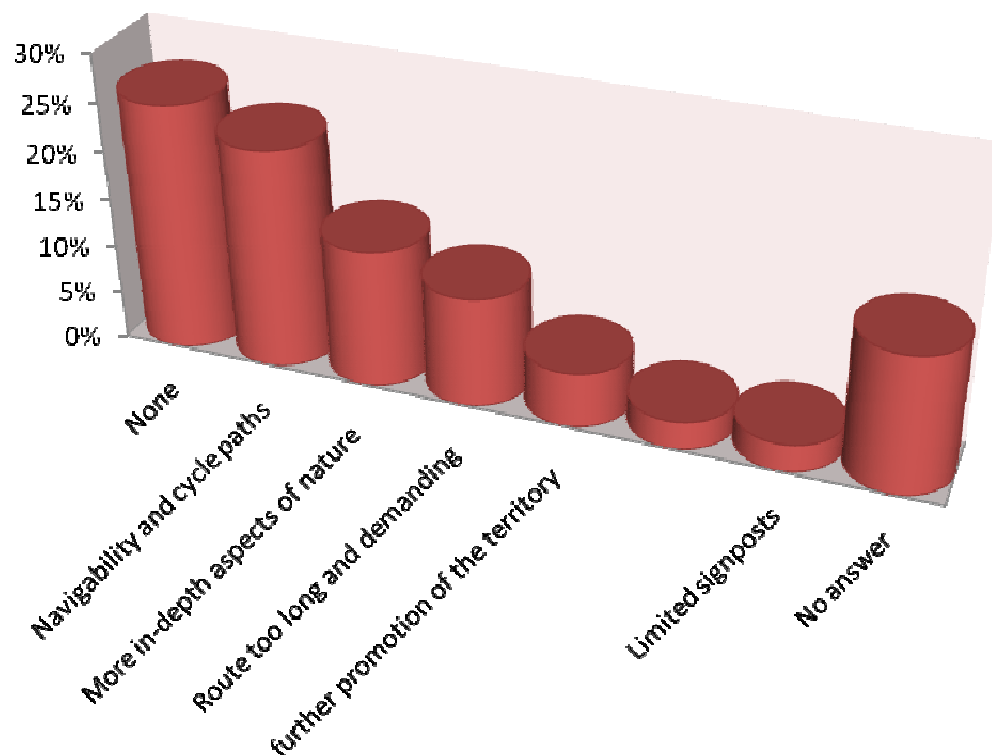
Itinerary organization – negative aspects



Expectations towards the organization of the itinerary



Best proposals



Market analysis – route sustainability and infrastructural interventions and managing

For an organized group of 50 people

The following table lists the market cost for a group of 50 tourists, with their own transport, on this experimental itinerary "From Codigoro Harbour to Pomposa Abbey". In the count, lunch has not been calculated.

Expenses	Cost per group 50 people
Excursion by boat from Codigoro to Marozzo	€ 900,00
Transfer to and from the harbour	€ 200,00
Guide for the whole day	€ 250,00
Bike hire for the Salt Road excursion	€ 400,00
Ferry boat from the right to left bank of River Volano	€ 150,00
Entrance to Pomposa Abbey	€ 250,00
Food and wine tasting	€ 200,00
Total costs	€ 2.350,00
Cost per person	€ 47,00

This experimental itinerary took place on the 21st May had a cost of € 47, 00 per person (net of eventual commissions by the Tour Operator, the cost for lunch pause and coach transport there and back).

This cost must be considered very much higher than the market rate.

These affirmations come from the following evaluations:

- the questionnaires filled in by participants revealed the amount of spending money per person which was about € 27,00;
- analysing tourist catalogues on the territory of Ferrara, one can see that the average cost for a day visit is about € 30,00 (data: Consorzio Navi del Delta, Cereda viaggi; Argonautaviaggi, Larus Viaggi, Abbondanti Viaggi, Gaurus Viaggi).

For the route from Codigoro to Pomposa Abbey, to be economically sustainable and have adequate appeal, it needs some infrastructural interventions and better organization and logistics.

Infrastructural interventions

- *Excavation of the river bed, now at Varano Island*
- *Fixing the entrance bridge at Azienda Agricola Tagliata and Corba, a necessity for boats' transiting to Varano Island*
- *Infrastructural interventions to create a safe pedestrian and cycle crossing at the end of the Salt Road as so to cross the Romea State Highway and the Po di Volano. It would be recommended to have a cycle path from the Salt Road that goes along the western side of the Romea State Highway and meets up with the underpass at the Locanda del Passo Pomposa*
- *Fixing the wharf at the Marozzo Draining Pump Station*
- *Completing and applying safety measures on the final stretch of the cycle route from Codigoro to Pomposa Abbey*
- *Creating a cycle route from Marozzo Draining Pump Station to the Salt Road;*
- *Coordinating signposts*

logistic – organizational interventions

- *Defining a service route Codigoro- Marozzo Draining Pump Station – Marozzo Wharf – Passo Pomposa, using pleasure boats*
- *Organizing a bike hire in Codigoro, at Marozzo Draining Pump Station, at Marozzo Wharf and Passo Pomposa, to be managed with the scheme "Rent and go", which means renting the bike in one place and returning it to another*
- *Opening Marozzo Draining Pump Station to the public, with guided visits coinciding with the arrival of the boats, one could hypothesize an entrance ticket*
- *A centralized system to manage bookings*

Hypothesizing these infrastructural interventions and logistic- organizational interventions, we proceeded to re-elaborate the routes and expenses to verify its economic sustainability.

Expenses	Cost per group 50 people
Boat excursion from Codigoro to Marozzo Drainage Pumping Station	€ 600,00
Entrance and visit to the station	€ 50,00
Bike Hire	€ 350,00
Entrance to Pomposa Abbey	€ 250,00
Local food and wine tasting	€ 200,00
Total Cost	€ 1.450,00
Cost per person	€ 29,00

The infrastructural interventions do not constitute a determining element of economic sustainability. They are to be considered indispensable with the view to improve the products appeal.

Therefore, the same route can be used in a continuous pattern or in sectors, by individuals or in small groups. The average price fluctuates between € 18 and € 33 according to the services used.

Expenses	Cost per person
Boat excursion from Codigoro to Marozzo Drainage Pumping Station	€ 15,00
Entrance and visit to the station	€ 2,00
Bike Hire	€ 7,00
Entrance to Pomposa Abbey	€ 5,00
Local food and wine tasting	€ 4,00
Cost per person	€ 33,00

By analysing the costs, one can see that the route is sustainable even by individual tourists.

Oasis and the tastes of the lagoon: from Goro Port to the mouth of the Po di Volano

Programme analysis

PROGRAMME

9:00 Meeting in the parking neat Goro Port

9:30 Guided visit the clam works station, in collaboration with Consorzio Pescatori di Goro

10:30 Excursion to the Sacca di Goro by small boats with Consorzio Navi del Delta: visit to the clam farms and seeing traditional methods of collecting clams and then proceeding to the cane thicket and the mouth of Po di Volano

13:00 lunch break at Canneviè Oasis

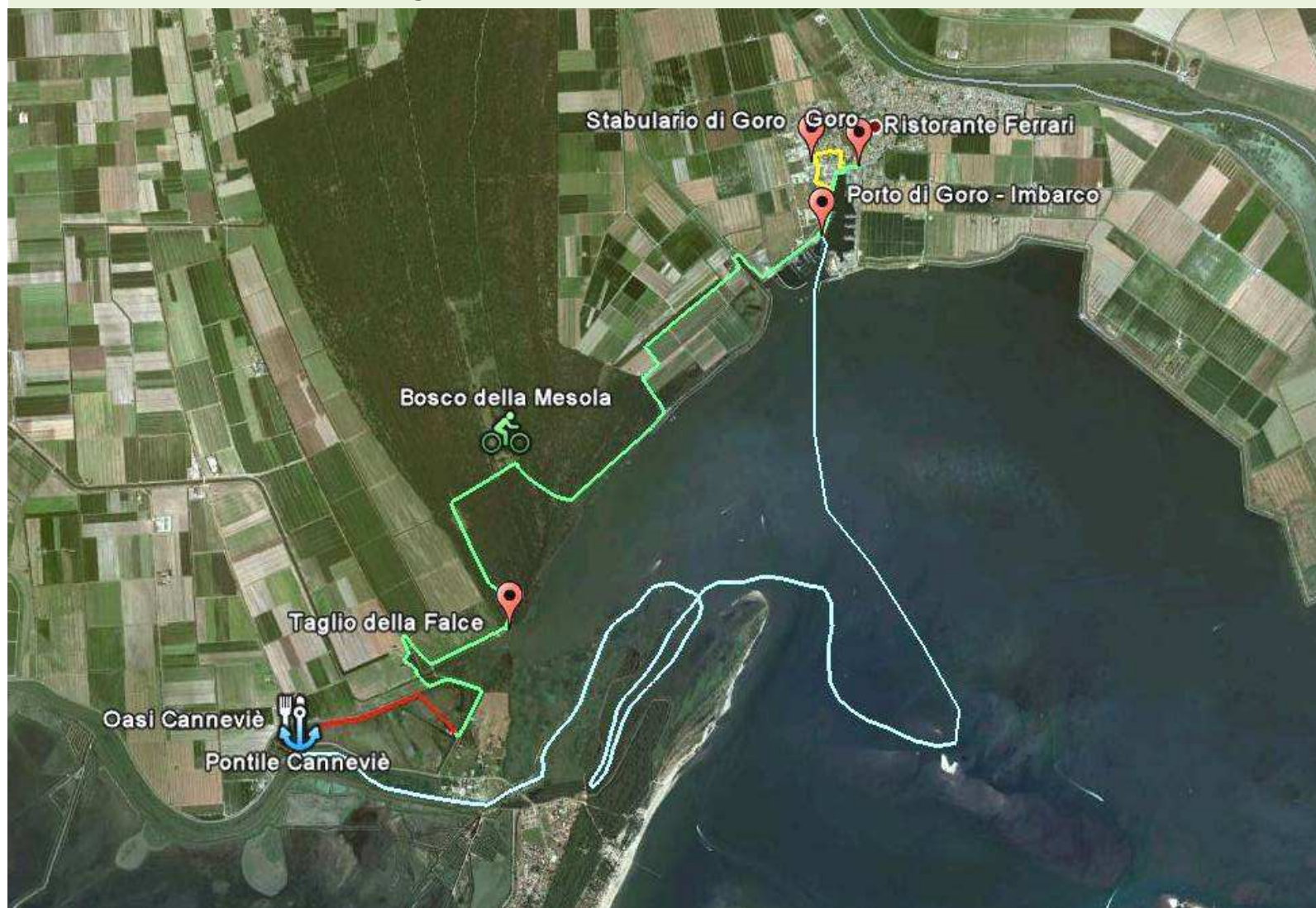
14:30 Excursion on foot (1,5 Km) bird watching activity within Canneviè Oasis accompanied by an environmental excursionist guide

16:00 Excursion by bike (9 Km) with an environmental excursionist guide within Mesola Forest Nature Reserve: entrance from Taglio della Falce and exit on the northern side called "Goara"

18:00 Arrival and refreshments in Goro

Sunday 22 May 2011

Oasis and the tastes of the lagoon: from Goro Port to the mouth of the Po di Volano



To define this itinerary the following stakeholders were consulted:

Public Authorities:

- Province of Ferrara
- Town Hall of Goro
- State Forestry Commission for permission to enter Mesola Forest Nature Reserve from Taglio della Falce and exit at "Goara"

Private operators and associations:

- *Consorzio Pescatori di Goro*, to Ms.Simonetta Zanardi for the guided visit of the clam works station and clam fishing demonstration in the Sacca di Goro
- *Consorzio Navi del Delta*, for navigation from Goro to Volano
- *Complesso Alberghiero Oasi Canneviè*, stop off for lunch with a special rate menu
- *Aqua Ltd*, guided visits by to Ms.Valentina Roma and Mr.Stefano Casellato, and for bike hire and trolley assistance
- Restaurant *Locanda Ferrari* for refreshments at the end of the day
- *Verde Film*, for documentary film making

Inspections made:

the first inspection in the month of February, meeting with Goro's local authorities

the second inspection at the clam works station

The third inspection to coordinate and organize the clam fishing demonstration

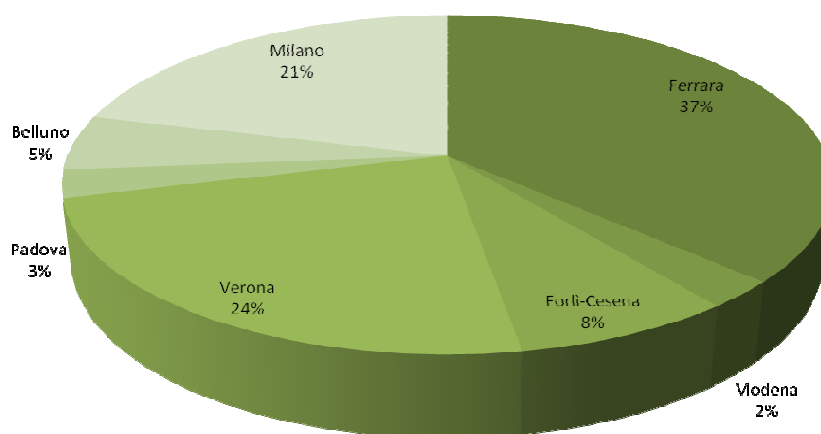
A final inspection of the area by car and by boat to arrange video projection with the staff from *Verde Film*

Participants on the day:

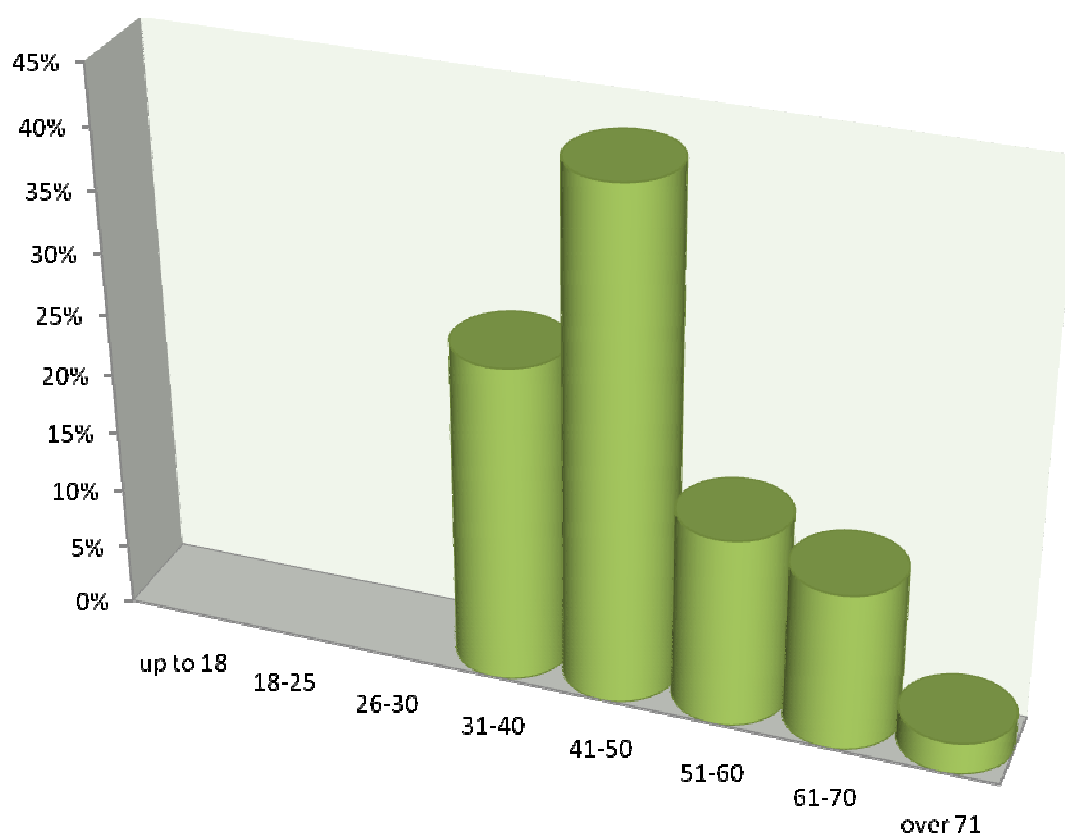
55 adults
4 children

Questionnaires - Analysis of results

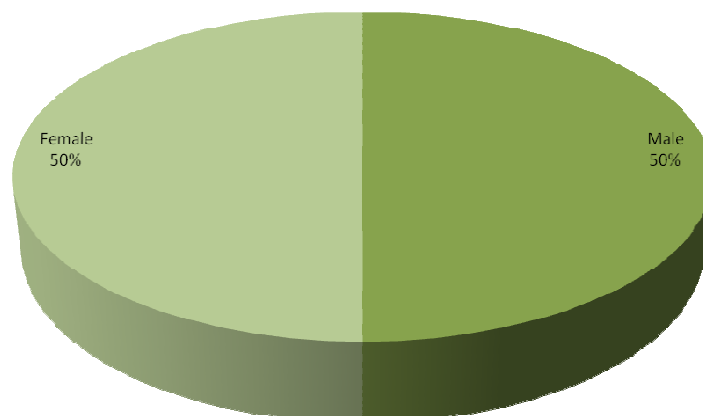
Place of Origin



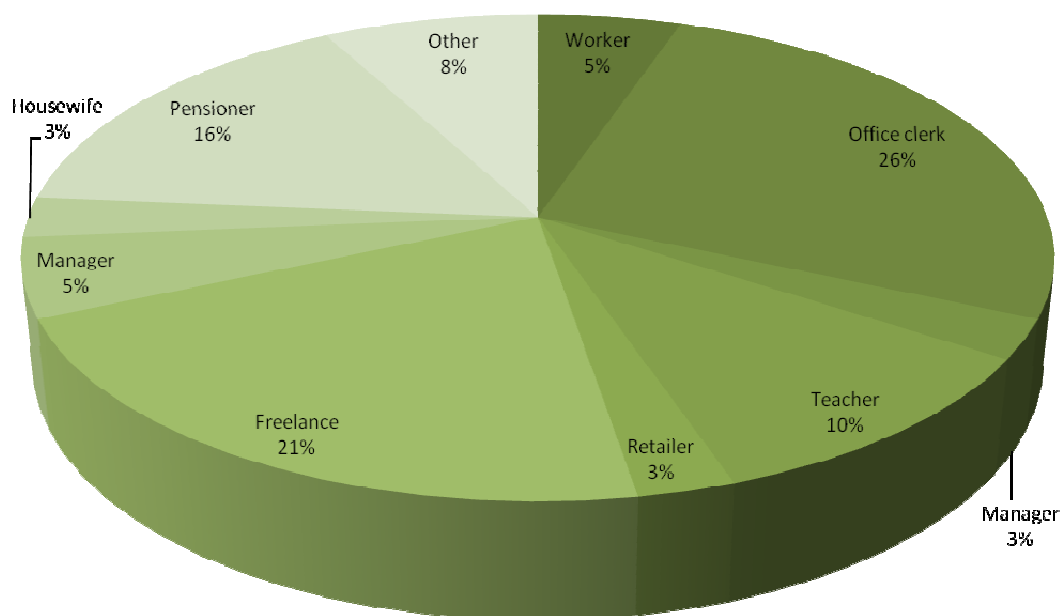
Age



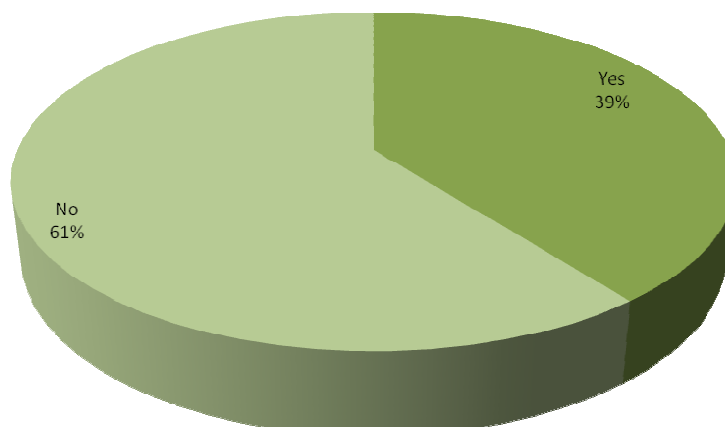
Sex



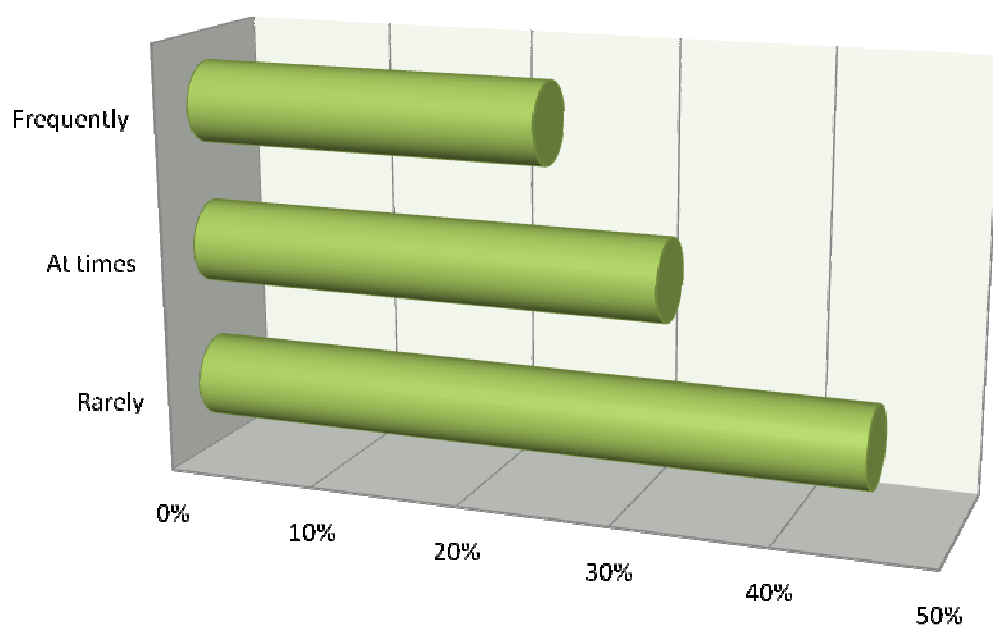
Profession



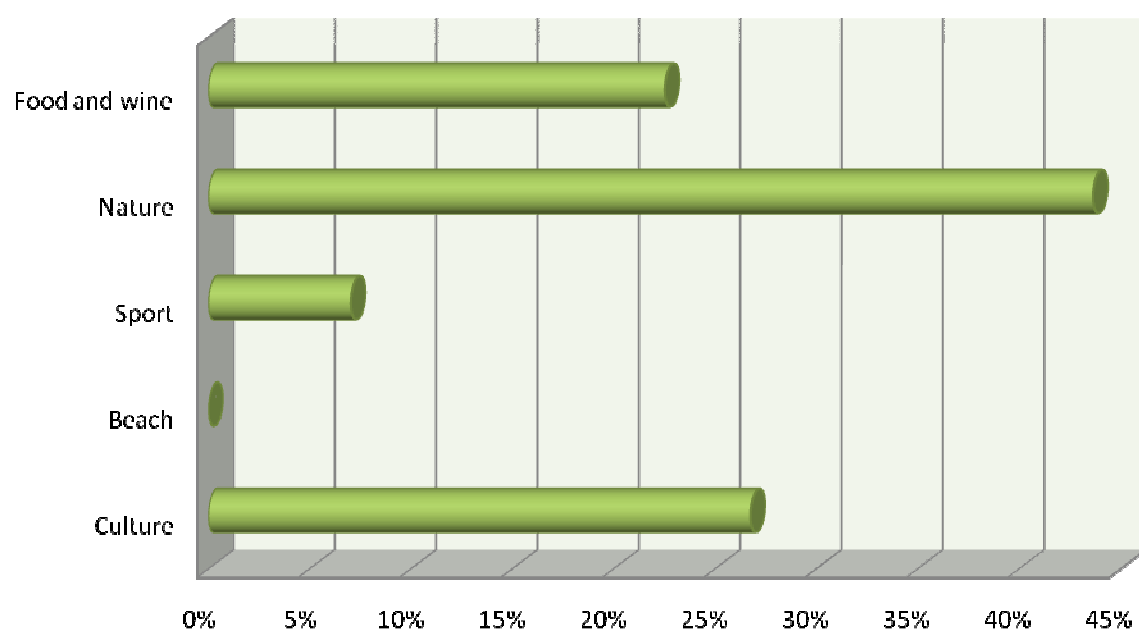
Do you usually go on these types of excursions?



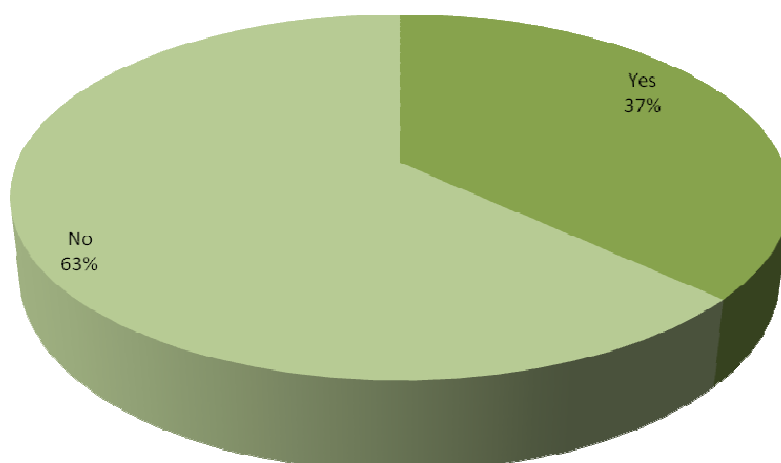
How often?



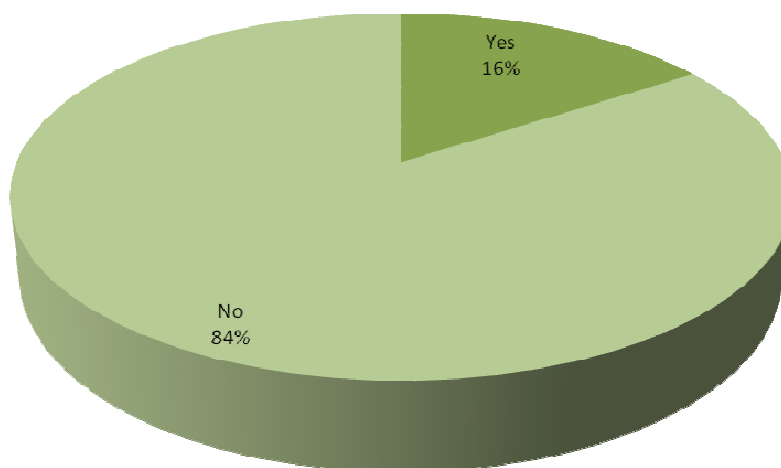
Favourite tourist experience



Is this your first visit to the area?



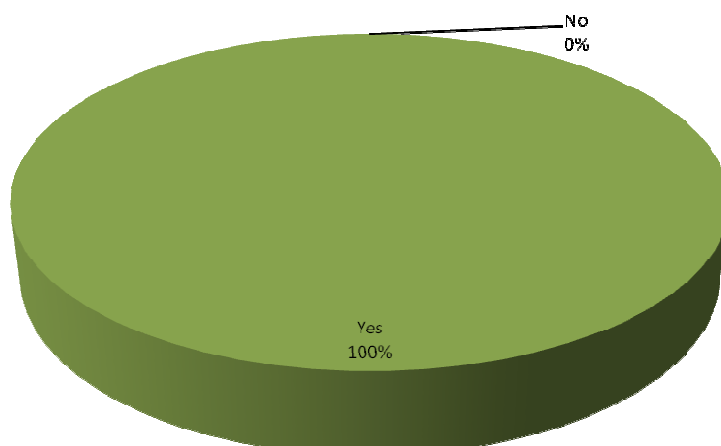
Did you sleep in this area?



To the question "What type of experience did you imagine having by participating in these itineraries?" the most frequent answers were:

- Discover the beauty of the area
- Living an experience in contact with nature, completely relaxed
- Understand the life cycle of clams

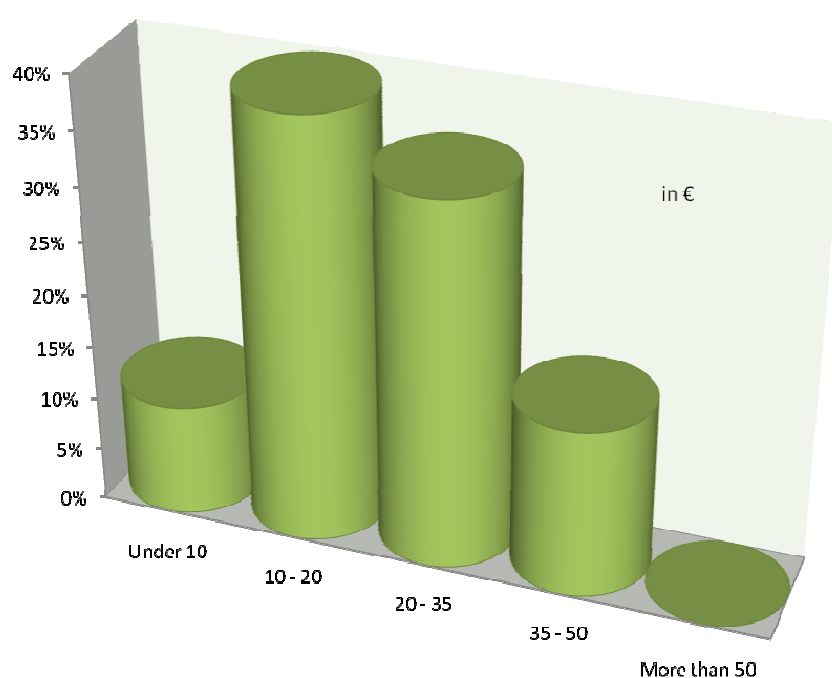
Satisfied with the itinerary



The most frequent motivations given for the answer:

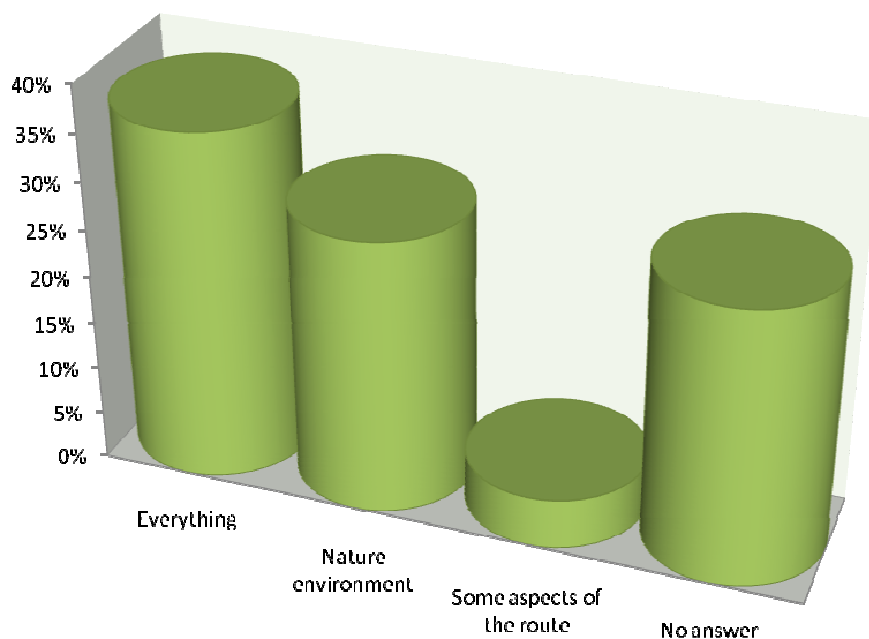
- Beauty of the place, itineraries of great cultural and environmental interest
- helpfulness, professional courtesy of the organization
- variety of proposed activities

Available Spending Money

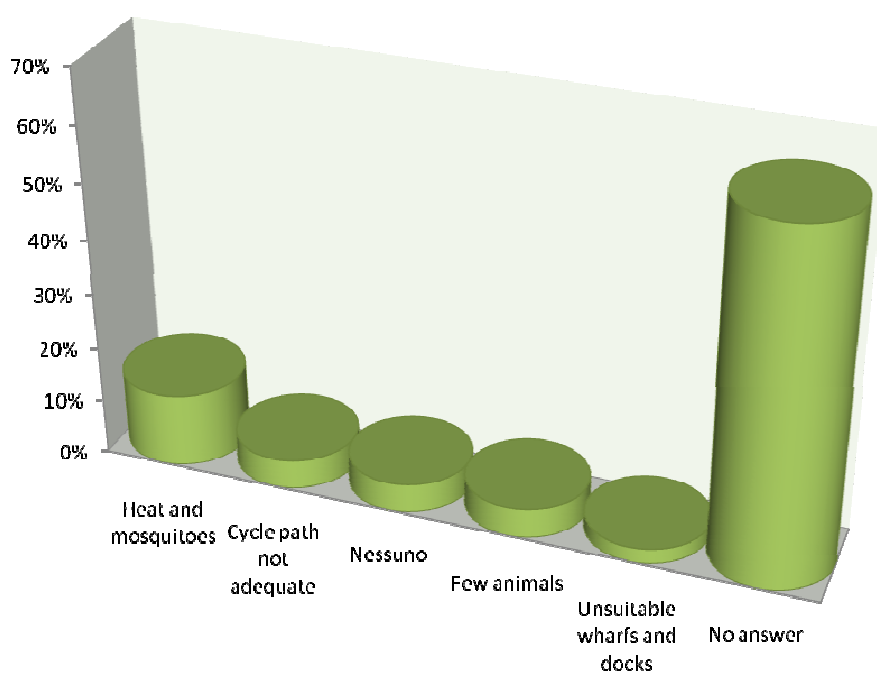


Average = € 25, 00

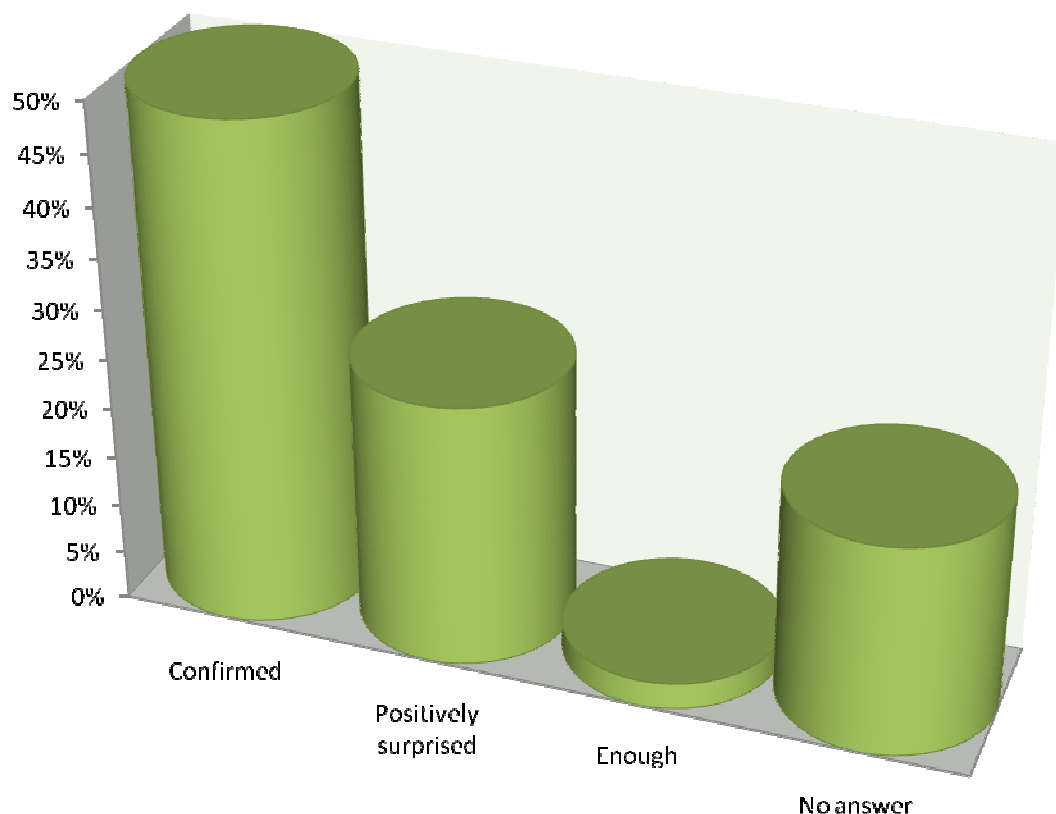
Satisfied with the itinerary – positive aspects



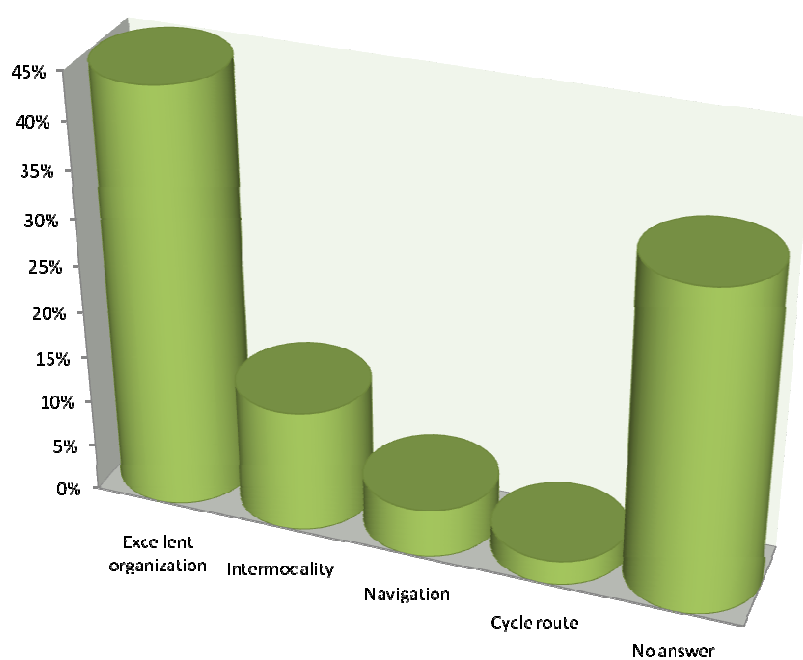
Satisfied with the itinerary – negative aspects



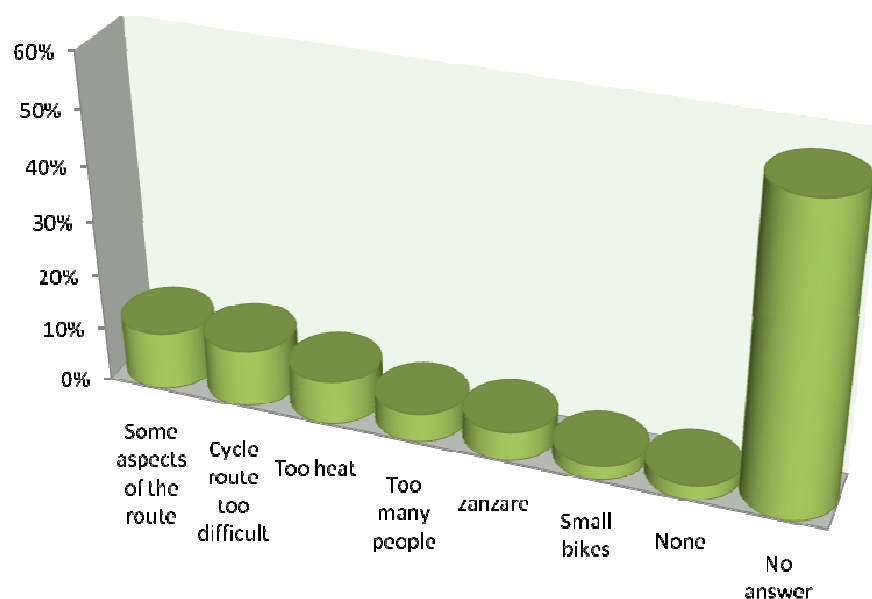
Itinerary expectations



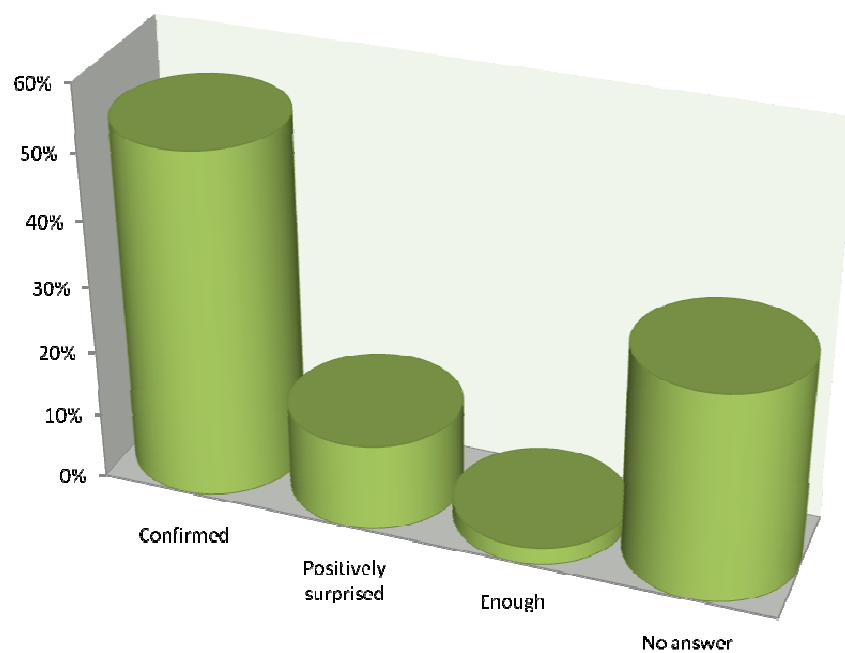
Itinerary organization – positive aspects



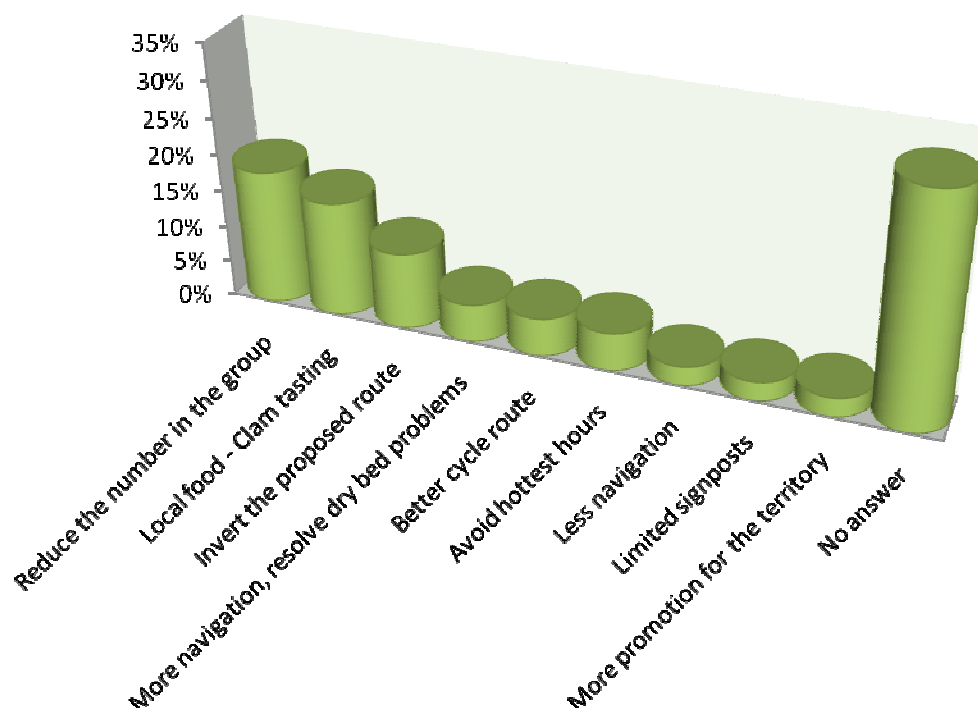
Itinerary organization – negative aspects



Expectations towards the organization of the itinerary



Best proposals



Market analysis – route sustainability and infrastructural interventions and managing

For an organized group of 50 people

The following table lists the market cost for a group of 50 tourists, with their own transport, on this experimental itinerary "From Goro Port to the mouth of Po di Volano". In the count, lunch has not been calculated.

Expenses	Cost per group 50 people
A Guide for the full day	€ 250,00
Navigation in the Sacca, clam fishing demonstration	€ 750,00
Bike hire	€ 400,00
Entrance to Mesola Forest	€ 50,00
Food and wine Tasting	€ 200,00
Total Cost	€ 1.600,00
Cost per person	€ 33,00

This experimental itinerary took place on the 22nd May had a cost of € 33, 00 per person (net of eventual commissions by the Tour Operator, the cost for lunch pause and coach transport there and back).

This cost must be considered higher than the market rate.

These affirmations come from the following evaluations:

- the questionnaires filled in by participants revealed the amount of spending money per person which was about € 25,00;
- analysing tourist catalogues on the territory of Ferrara, one can see that the average cost for a day visit is about € 30, 00 (data: Consorzio Navi del delta; cereda viaggi; Argonautaviaggi, Larus Viaggi, Abbondanti Viaggi, Gaurus viaggi).

After attentively analysing the whole route, important documented situations were revealed during the planning of this experimental journey, therefore the Goro to Volano route needs some infrastructural interventions.

Infrastructural interventions

- *Maintenance and leaning of the Po di Volano riverbed, particularly in the cane thicket where shells of shellfish are left*

- *Building a cycle route FE302, as in the 2002 Master Plan by the Province of Ferrara*
- *Coordinating tourist signposts*

Logistic – organizational interventions

- *Defining a service route Goro – Madonnina – Torre della Finanza, Canneviè, using pleasure boats*
- *Organizing bike hire at Madonnina, Oasi Canneviè and Goro, to be managed with the scheme "Rent and go", which means renting the bike in one place and returning it to another*
- *Using Torre della Finanza and its wharf*
- *Possibility of collaboration with the fishing and tourism sector to guarantee an organized access to Goro's clam works station*
- *A centralized system to manage bookings*

Hypothesizing these infrastructural interventions and logistic - organizational interventions, we proceeded to re-elaborate the routes and expenses to verify its economic sustainability.

Expenses	Cost per group 50 people
A Guide for the full day	€ 250,00
Navigation in the Sacca, clam fishing demonstration	€ 500,00
Bike hire	€ 350,00
Entrance to Mesola Forest	€ 50,00
Food and wine tasting	€ 200,00
Total Cost	€ 1.350,00
Cost per person	€ 27,00

The infrastructural interventions constitute a determining element of economic sustainability.

A better lay out of the route would favour more incoming tourists and increase economic sustainability, which derives from the cut in costs to navigation and cyclability. The private operator, with more incoming tourists and increase in business, could then cut the costs of services.

Expenses	Cost per person
Navigation in the Sacca, clam fishing demonstration	€ 15,00
Bike hire	€ 7,00
Entrance to Mesola Forest	€ 1,00
Food and wine tasting	€ 4,00
Cost per person	€ 27,00

Therefore, the same route can be used in a continuous pattern or in sectors, by individuals or in small groups. The average price fluctuates between € 23 and € 27 according to the services used.

CONCLUSIONS

In the following table, one can see the economic sustainability of the route according to the type of visitor, with the view of improving infrastructural, logistic and organizational proposals:

	From Ferrara to Villa Mensa	From Tresigallo to Massa Fiscaglia	From Codigoro to Pomposa Abbey	From Goro to Volano
Groups	Sustainable	Unsustainable	Sustainable	Sustainable
Individual visitor joining in	Sustainable	Unsustainable	Sustainable	Sustainable
Individual visitor	Unsustainable	Unsustainable	Sustainable	Sustainable

Despite being very attractive, due to the peculiarity of the area and the variety of intermodal experiences, the analysis of the following routes; "From Ferrara to Villa Mensa" and "From Tresigallo to Massa Fiscaglia" in conjunction with "Sailing and Cycling is special", these routes are not economically sustainable for both groups and the individual tourist.

The routes "From Codigoro Harbour to Pomposa Abbey" and "From Goro Port to the mouth of Po di Volano", even if it is economically sustainable for organized groups and individual tourists, they must be structured to allow the individual tourist the use, not only of the entire route, but also a segment of it. One can hypothesize a sort of intermodal circuit of boat – bike from Codigoro to Goro.

This offer can only be launched when infrastructural, logistic and organizational interventions have taken place, yet these interventions indicated here in WP5 cannot be limited only to these experimental routes.

To guarantee a united and complete "Po di Volano" product with an identity/character and the ability to become economically sustainable and to develop tourism on waterways, interventions indicated within Wp4 are necessary, including a strategic development plan for the Po area and Po di Volano.

Infrastructure interventions, improving logistics and organization are necessary to equip the territory and to make it completely competent when offering tourist waterway packages as so to guarantee development in tourism and the area's economic growth.