



2Bparks – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks

## PROJECT REF. 2G-ED09-03

# **CREATIVE SUSTAINABLE MANAGEMENT, TERRITORIAL COMPATIBLE MARKETING AND ENVIRONMENTAL EDUCATION To Be PARKS**



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## IDENTIFICATION SHEET

<b>Agreement Ref. No</b>	<b>2G-ED09-03</b>
<b>Project Acronym</b>	<b>2BPARKS</b>
<b>Project Full Title</b>	<b>Creative sustainable management, territorial compatible marketing and environmental education To Be Parks</b>

<b>Keywords</b>	Management, Marketing, Strategy, Nature Tourism, Ecotourism, Promotion, Land Use, Information, Communication, Diffusion, Environmental Education
<b>Abstract (for dissemination)</b>	This report summarizes information on the management of the Santo Andre and Sancha Lagoons Nature Reserve, with a focus on promotional strategies and actions to improve the protected area capacity to attract visitors and to become a local tourism asset.



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## PART 1: PA MANAGEMENT PLANS

### **GUIDELINES**

Partners are asked to collect information on PA management plans of the protected areas they have proposed for the 2BPARKS project or on other regional, national or European protected areas with which they have cooperated in other European or national projects. The PA management plans to be used to absorb relevant information can be either operational (running) or frozen or conducted but never operated.

### **1.1. MANAGEMENT PLAN OF THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

#### **1.1.1. Area of Intervention**

The Santo Andre and Sancha Lagoons Nature Reserve (RNLSAS) occupies an area of 5,246 hectares, including 3,110 ha of land area and 2,137 ha of marine area. It is located in a coastal strip, 16 km long, in the municipalities of Sines (19.4% of the Reserve area) and Santiago do Cacém (39.8% of the Reserve area), in the Alentejo region. It represents 5% of the Sines municipality area and 2% of the Santiago do Cacém area.

The Nature Reserve includes two coastal Lagoons and a system of several freshwater small lagoons, with a valuable natural heritage, including a high diversity of habitats and endemic and threatened species: 54 species of fishes, 12 species of amphibians, 15 species of reptiles, 29 species of mammals and 241 species of birds. It is also an important corridor for spring and autumn migrations of birds and insects.

RNISAS was created in 2000 and it is included in the international list of wetlands (Ramsar Convention), as well as in the Natura 2000 Network. Most of the Reserve area is owned by the State (only 1% is small size private property) and it is managed by the Wetlands Department of the National Institute for Nature Conservation and Biodiversity, which is the national authority for nature conservation and biodiversity, responsible for the management of all protected areas in Portugal.

Economic activities in the Nature Reserve and surrounding area include small scale agriculture, livestock production, fisheries, tourism and commerce.

#### **1.1.2. Operation Status**

The management plan is part of the Nature Reserve Land Use Plan (PORNLSAS) approved by the Government in 2007 and currently fully operational.





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### **1.1.3. Budget**

The Land Use Plan includes an Action Programme amounting to a total of 4.478 Million Euro.

### **1.1.4. Planned Duration**

There is no predefined duration for the Land Use Plan. It will be operational until a revision is thought to be necessary. The Action Programme time frame is 10 years.

### **1.1.5. Objectives**

- Conservation of species and habitats of RNLAS
- Landscape recovery and qualification, particularly in forest areas occupied with non-indigenous species
- Proactive management of forest areas, promoting multiple land uses and the reduction of forest fire risk
- Promotion of farming best practices compatible with the preservation of natural resources, especially the dissemination of integrated and biological agricultural production methods
- Promotion of regional and local traditional products and tourism activities compatible with the area natural resources
- Management, signaling and publicizing trails associated to environmental interpretation and other educational, cultural and recreational activities
- Environmental education and diffusion of the natural and cultural heritage, as well as other local resources such as gastronomy and landscape
- Promotion and support academic research and environmental monitoring, creating hosting and working conditions for specialist and researchers
- Land use planning for nature sports
- Conservation and restoration of architectural heritage
- Increasing inspection and surveillance effectiveness

### **1.1.6. Unique Actions**

The Land Use Plan identifies “specific intervention areas” for which special actions are defined. These areas have special needs in terms of nature preservation and restoration, rehabilitation and promotion. Priorities for these areas are (i) the restoration of the original habitats, (ii) the conservation of land uses and practices to guarantee the preservation of natural resources, (iii) the promotion of cultural heritage and (iv) the promotion of scientific research and environmental awareness.

For each specific intervention area, an action plan is defined and included in the Action Programme, to be implemented in 5 years.



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### **1.1.7. Recorded Achievements**

The Action Programme is partially implemented. The Reserve management board has given priority to actions that can be implemented without external help, mostly those concerning conservation of vulnerable and threatened habitats and species. An ecological study of the Sancha Lagoon developed by the coastal areas national authority contributed to the definition of a group of actions related to the management of the coastal lagoon systems.

The annual breaching of the Santo André barrier (a dune barrier that separates the lagoon and the sea), a requirement to preserve the ecological system, is regularly done in March-April every year and it is one of the major events in the municipality of Santiago do Cacém.

Other achievements are the organization of beach accesses through the dunes, forest conversion, regulation for fishing in the lagoon and in the sea and creation of a professional fishing area in the Santo Andre Lagoon.

Another action line has been the negotiation with farmers in the Reserve area to guarantee sustainable practices.

Environmental education is also a strong activity field for the management team. Progress in this area include diverse actions such as regular schools visits, organizing workshops and other events with the local population and hosting every year a section of the Living Science national initiative.

### **1.1.8. Recorded Operation Problems**

The most critical problems in the implementation of the RNLAS Land use Plan are related to financing and to human resources. Strategic management, financial and human resources management and administration are centralised at the national authority level, reducing local autonomy and initiative to pursue the management plan specific objectives.

Financial resources available in the national authority budget have to be shared with 26 other protected areas in Portugal. Furthermore the country economic context since the Plan was approved in 2007 did not favour investment. This has been affecting the implementation of the plan, particularly those actions that require substantial funding or external resources.

Local management is the responsibility of a small team appointed by the national authority for nature conservation and biodiversity. It is composed of only 3 senior civil servants, complemented by 3 rangers and 2 rural workers. This team has technical support from the national authority, mostly for regular administration procedures such as licensing. Monitoring activities, surveillance and promotional actions are much less effective than the plan predicted.

An additional problem relates to conflicts with municipal administrations over the cleaning and maintenance of public spaces.



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### **1.1.9. Recorded Activation Problems**

Only if the Management Plan was never operational or at sometime frozen  
Max. 5 Problems, Max. 10 Lines per Problem

Not applicable.

### **1.1.10. Social Acceptance – Recorded Conflicts**

The most common conflicts regarding social acceptance relate to land use conflicts, either with municipal administrations or with potential investors.

Conflicts with municipal authorities usually occur during the preparation of municipal master plans or other urban development plans. With investors, conflicts arising during the planning and licensing process tend to be solved through negotiation.

It is important to note that other authorities are also involved in the protected area management, as their responsibilities include territorial planning, land use management and environmental monitoring, at regional or national levels. For this reason, conflict resolution always involves a larger group of organizations from both sides.

Other potential conflicts may rise from a lack of understanding the Nature Reserve highly sensitive status. The creation of the Nature Reserve aims to defend a very rich and vulnerable natural heritage. It is not a recreational park. Its status implies total protection of some areas, inhibiting many human activities. Local population and some political and economic agents tend to ignore the Reserve Land Use Regulation and are very critical of what they assume to be a total protection status for the whole area.



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## PART 2: PA MARKETING STRATEGIES

### **GUIDELINES**

Partners are asked to collect information on PA marketing strategies of the protected areas they have proposed for the 2BPARKS project or of other regional, national or European protected areas with which they have cooperated in other European or national projects. The PA marketing strategies to be used to absorb relevant information can be either operational (running) or frozen or conducted but never operated.

### **2.1. MARKETING STRATEGY FOR THE PORTUGUESE PROTECTED AREAS**

#### **2.1.1. Area of Intervention**

The national authority that supervises all protected areas in Portugal, ICNB, has prepared a marketing study applicable to all parks and natural reserves. The study includes a specific characterization of the tourism potential of each area, but the marketing strategy is defined for the type of activities to be promoted (mostly, nature tourism and ecotourism) and not for each for protected area individually.

The strategy is thus adaptable to the Santo Andre and Sancha Lagoons Nature Reserve (RNLSAS), depending on the local potential to offer tourism services and activities. The area of intervention is broadly the whole Nature Reserve, the same as described in section 1.1.1.

#### **2.1.2. Operation Status**

The marketing strategy is an orientation document, not legally in forced. It is meant to provide guidelines for the management and promotion of the Portuguese Nature Parks and Reserves. It was issued in 2006 and includes an indicative action programme where many actions are under the responsibility of the national authority and other national agencies, while each protected area management team has a somewhat secondary role.

#### **2.1.3. Strategic Coordinates**

The marketing strategy is an important tool in a broader programme aiming at increasing visibility and visitation levels in protected areas without putting in danger the local territorial structure, ecological balance and biodiversity.



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The general objective of the marketing strategy is to attract international demand and create a domestic market for nature tourism and ecotourism, increasing visitation of protected areas.

The strategy is organized in two phases. The first phase (2007-2009) is dedicated to improving the visitation conditions, through information and communication on the protected area visiting potential, targeted to persons and institutions directly involved in organizing visits and creating support services, to tourism operators and to potential domestic visitors. The second phase (2010-2013), communication is focused on the demand in priority markets, aiming to capture an increase the number of domestic and international visitors, emphasizing and diffusing visitors' experiences, in order to promote the relevance of protected areas as ecotourism destinations.

#### **2.1.4. Strategic Vision**

Building on efforts to improve visitation conditions and to communicate and attract visitors, in 2013 the protected area direct and indirect revenue should cover operation and maintenance costs, as well as the costs to ensure environmental sustainability in the protected area. This balance is critical to achieve the overall strategic objective of improving local quality of life and creating jobs and wealth.

#### **2.1.5. Target Markets**

In the first phase, communication actions to attract visitors should target the domestic market and foreign visitors already in Portugal, as well as institutions and operators directly involved in organizing tourism, recreational and education activities in protected areas.

In the second phase, target markets are the international countries where demand for nature tourism is higher: Spain, United Kingdom, Germany, France, Italy, Scandinavian countries, Holland, Canada and United States of America.

The target population is 18 to 50 years old, including a first group of individuals and young couples between 18 and 25 years old, and another group of families with children and individuals over 35 years old.

#### **2.1.6. The Marketing Mix**

Given the national approach of the marketing strategy, the following actions are proposed for all protected areas in Portugal:

- Green Route National Network: preparation and diffusion in dedicated stands and outdoors in the main national transport structures
- Dedicated stand in the Lisbon Tourism International Fair (BTL)
- Road show
- Call centre for information and support to visitors



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- Website dedicated to the visitation of protected areas
- Annual Conference on tourism in protected areas in Portugal and annual meeting with Local Authorities; International Conference every two years
- Annual contest for the election of the best protected area, considering the use of local resources, best practices and best services offer
- “Co-branded card” issued by a financial organization
- Television show to be broadcasted through thematic channels

Other actions are specifically oriented to the persons directly working in the protected areas: workshops, diffusion material, and training.

### **2.1.7. Recorded Achievements**

Full implementation of the marketing strategy defined at national level requires its development into specific strategies for the several protected areas. This was not done systematically, although the management board of the RNLSAS is doing an effort to promote nature tourism, bird watching and environmental interpretation.

Promotional efforts are conditioned by the poor conditions of the support infrastructure and equipment in the Reserve. Lack of financial resources to maintain and renew the equipment (signs, information boards, reception facilities, etc.) and to hire hosting personnel are major shortcomings to increase visitors.

### **2.1.8. Recorded Operation Problems**

Apart from the financing and human resources problems already mentioned above and described in section 1.1.8, no other operation problems were recorded.

### **2.1.9. Recorded Activation Problems**

Only if the Management Plan was never operational or at sometime frozen  
Max. 5 Problems, Max. 10 Lines per Problem

Not applicable.



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## **PART 3: CAMPAIGNS AND INDEPENDENT PROMOTIONAL ACTIONS**

### **GUIDELINES**

Partners are asked to collect information on past promotional actions that have been organized for the protected areas they have proposed for the 2BPARKS project or of other regional, national or European protected areas with which they have cooperated in other European or national projects, focused on the areas' promotion as tourism destinations, environmental education facilities, business development zones or parameters for social cohesion.

### **3.1. CAMPAIGN FOR ENVIRONMENTAL EDUCATION FOR CHILDREN IN THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

#### **3.1.1. Area of Coverage**

RNLSAS has developed a programme for environmental education for children in collaboration with local authorities (municipality of Santiago do Cacém and parish of Santo André) and a local development organisation. It covers all primary schools in the surrounding area of the Santo Andre Lagoon.

#### **3.1.2. Promotional Message**

The programme is named “Farm for Education and Environment”. It aims to promote knowledge and empathy with natural and environmental values and to develop citizenship principles, trying to motivate youngsters to be active and involved in environmental preservation and social issues.

#### **3.1.3. Target Groups**

Children 5 to 7 years old, in Primary Schools (1st grade) and Kindergarten Schools.



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### **3.1.4. Promotion Tools**

The programme is developed in the Interpretation Centre of the Natural Reserve.

### **3.1.5. Recorded Achievements**

The programme was initiated in 2001 and is being very successful. The Interpretation Centre receives schools twice a week, according to a calendar for the school year. During the visit the children have several activities, such as games, drawing, etc. Afterwards, the product of these activities is exchanged among schools.

### **3.1.6. Recorded Problems**

No problems were recorded.

## **3.2. CAMPAIGN FOR ENVIRONMENTAL EDUCATION AND SOCIAL COHESION IN THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

### **3.2.1 Area of Coverage**

One of the most successful initiatives of the RNLSAS management board involving the local community was the “Saturdays at the Monte” programme. It involved population living in the Natural Reserve and in the surrounding area (Sines and Santo Andre parishes). It is a very diversified area, including the region polycentric urban centre, the Sines industrial district, and a vast rural area. Tourism is a seasonal activity based on the sandy beaches.

### **3.2.2 Promotional Message**

The programme was named “Saturdays in the Monte”. Its aim was intended to attract local residents to spend the 2<sup>nd</sup> Saturday of every month in the Nature Reserve Interpretation Centre (Monte do Paio). Each Saturday programme included a short conferences on a specific theme, an informal market of local products and some recreational/cultural activities (dancing, folks singing, etc.).





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The objectives of the initiative were twofold: to promote environmental awareness and to bring the Nature Reserve closer to local population through recreational, cultural and economic animation.

### **3.2.3 Target Groups**

Residents in the Reserve area and surroundings, local farmers and craftsmen, population from the region urban centres.

### **3.2.4 Promotion Tools**

The programme was announced all over the region, in public administration offices, schools, churches and other social meeting points. The venue was the Monte do Paio Interpretation Centre.

Speakers were experts on every section specific theme recruited in Lisbon or in other cities.

### **3.2.5 Recorded Achievements**

The management board was able to keep the programme running for over 5 years. The number of participants was around 200 every Saturday and the initiative had a good acceptance in the region.

### **3.2.6 Recorded Problems**

No problems were recorded.



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## PART 4: REGIONAL ACADEMIC WORK ON PAs

### **GUIDELINES**

Partners are asked to collect information on papers, studies, reports, surveys that have been implemented by regional Universities or other research institutes in their areas.

#### **4.1. ARCHITECTURE STUDY FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

##### **4.1.1. Scientific Subject**

Final thesis on the traditional architecture of the Alentejo Region, for the University degree in Architecture and Urban Planning, submitted to the Department of Architecture, Lisbon Technical University, 2000

##### **4.1.2. Scope**

Research on traditional architecture and building techniques in the surroundings of the Santo André Lagoon and proposal to restore architectural heritage.

##### **4.1.3. Scientific Conclusions**

The characteristics that make the traditional architecture in the region and its heritage value are not maintained by the local residents for economic and technical reasons, but also because of a cultural attitude that associates the traditional building to an image of backward social and economic status.

It is important to develop economically and technically feasible building solutions, available to the residents. Restoration can be done gradually, starting by cleaning and protection actions.



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## **4.2. FOREST MANAGEMENT PLANNING FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

### **4.2.1 Scientific Subject**

Final thesis for university degree on forestry and natural resources management, submitted to the Department of Forestry, Agronomical Institute, Lisbon Technical University, 2005

### **4.2.2 Scope**

The study is focused on linear programming as a tool for the management of the “production area” of the RNLSAS. The area is basically a production forest included in the Reserve and managed by the regional agricultural department.

### **4.2.3 Scientific Conclusions**

Linear programming is a powerful tool to provide relevant information for the preparation of Forest Management Plans, particularly information on Present Value and productivity variables. However, additional information must be drawn from the producer experience and competence.

## **4.3. FISHERIES STUDY FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

### **4.3.1 Scientific Subject**

Master thesis on nature conservation and management, submitted to the University of Algarve, 2003

### **4.3.2 Scope**

To create an information base to allow for the regulation and sustainable management of fisheries in the Santo Andre Lagoon.

### **4.3.3 Scientific Conclusions**

Confirming the vulnerability of the fishing resources of the lagoon and the interaction with other natural resources (namely, birds), the study points out the importance of never



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stopping the artificial breaching of the Santo Andre barrier every year, in March/April. It also recommends some regulation for fishing in particular areas of the lagoon.

## **4.4. BIRDS STUDY FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

### **4.4.1 Scientific Subject**

Final thesis for university degree on animal resources and environment, submitted to the Science Department, University of Lisbon, 1993

### **4.4.2 Scope**

Survey of bird species in the Santo Andre lagoon, analysis of human activity impacts and recommendations for management.

### **4.4.3 Scientific Conclusions**

Based on the impact analysis, some management recommendations include: regulation of fisheries and hunting; control of herding activities; preventive measures for tourism impacts; creation of the conditions for specific bird species to reproduce.



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## PART 5: REGIONAL TRAINING ACTIONS

### **GUIDELINES**

Partners are asked to collect information on training actions that have taken place in their areas the PAs' Managing Organizations' Staff as well as for young people, students and citizens.

#### **5.1. TRAINING ACTION FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

##### **5.1.1. Training Subject**

Strategic Environmental Assessment

##### **5.1.2. Trainees**

2 staff members of the local management team

##### **5.1.3. Training Hours**

8 hours

##### **5.1.4. Training Approach and Tools**

No Information available

##### **5.1.5. Recorded Results of the Training**

No Information available

##### **5.1.6. Recorded Problems of the Training**

No Information available



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## **PART 6: PA MANAGEMENT HANDBOOKS AND GUIDES**

### **GUIDELINES**

Partners are asked to collect information on tools (handbooks or guides) that have been developed by PAs on PA management issues.

#### **6.1. MANAGEMENT HANDBOOK OR GUIDE FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

##### **6.1.1. Subject**

Land use regulation is a legal document to guide the management of the protected area. It is produced as part of the Land Use Plan.

##### **6.1.2. Scope**

The document sets rules for the territorial organization of activities in the Reserve and for their operation to prevent negative impacts on natural resources, biodiversity and ecological balance.

##### **6.1.3. Target Group**

- Management staff, both at local level and at the national authority.
- Members of other public bodies and local authorities responsible for territorial planning and for licensing and monitoring economic activities and urban development.
- All private individuals and organisations with residential or economic activities in the Reserve area and potential investors.

##### **6.1.4. Unique Guidelines**

The documents defines 3 protection levels (total, partial, complementary) and identifies “specific intervention areas”. Rules for land occupation and operation of economic activities are different for each type of protection and for each specific intervention area.



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### **6.1.5. Recorded Achievements of the Tool**

Although no formal assessment was done, land use regulation has been effective in protecting habitats and species in the Natural Reserve. On the restoration component some work is also being done but it is still early to know the results.

Another component that shows good results is environmental education.

Monitoring activities, surveillance and promotional actions are much less effective than the plan predicted.

### **6.1.6. Recorded Problems of the Tool**

Effectiveness of this regulation depends on its integration in the Municipal Master Plan. Conflicts of interest over land uses are often difficult to solve, as there are many different authorities with overlapping responsibilities in the area and the regulatory document cannot clarify all situations.



## **PART 7: ICT TOOLS FOR PAs**

### **GUIDELINES**

Partners are asked to collect data on information and communication tools that have been developed by PAs or/and for PAs to promote their actions, such as websites, videos, e-newsletters, etc.

#### **7.1. TREKKING GUIDE FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

##### **7.1.1. Type of Tool**

Map of trails and associated information to be accessed and downloaded from the website into PC's, smartphones and PDA's.

##### **7.1.2. Scope**

Information on trails, including bird watching points and other interesting points for nature observation, description of the characteristics of the area, support services and conduct recommendations.

##### **7.1.3. Target Groups**

Visitors, scientists and other special interest groups.

##### **7.1.4. Level of Use**

No information available

##### **7.1.5. Recorded Achievements of the Tool**

No information available

##### **7.1.6. Recorded Problems of the Tool**

No information available





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## **7.2. WEBSITE OF THE NATIONAL ORNITHOLOGICAL STATION AT THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

### **7.2.1 Type of Tool**

The National Ornithological Station was installed in the RNLAS in 2004. Its activities, mostly banding campaigns and study of nesting and wintering birds can be followed in the Blog available at <http://eonsantoandre.com>

### **7.2.2 Scope**

The Blog shares information of banding sessions and other activities of the National Ornithological Station.

### **7.2.3 Target Groups**

Visitors, scientists and other special interest groups.

### **7.2.4 Level of Use**

No information available

### **7.2.5 Recorded Achievements of the Tool**

No information available

### **7.2.6 Recorded Problems of the Tool**

No information available



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## **PART 8: TOURISM PACKAGES FOR PAs**

### **GUIDELINES**

Partners are asked to collect information on tourism packages that have been built either directly for the PAs or for the surrounding areas including the PAs.

### **8.1. TOURISM PACKAGE FOR THE “SANTO ANDRE AND SANCHA LAGOONS NATURE RESERVE”**

#### **8.1.1. Nature of the Package**

Although no formal package was identified, several tourism agents operating in nature tourism, wildlife observation, adventure and nature sports organize visits to the RNLSAS.

Local hotels also arrange for guests to visit the Natural Reserve and organize activities in the Reserve area.

#### **8.1.2. Content of the Package**

Organized visits and activities are mostly hiking, bike riding, horse riding, bird watching and environmental education.

#### **8.1.3. Target Groups**

Young adults and families with young children.

#### **8.1.4. Exploitation of the Package**

No information available

#### **8.1.5. Recorded Achievements**

No information available

#### **8.1.6. Recorded Problems**

No information available.



## **PART 9: STUDIES FOR EMPLOYMENT AND BUSINESS INITIATIVES**

### **GUIDELINES**

Partners are asked to collect information on studies that have been conducted for protected areas to investigate employment and business development issues.

RCDI did not find any information on this issue.

#### **9.1. STUDY “...”**

##### **9.1.1. Scope of the Study**

Max. 5 lines

##### **9.1.2. Recorded Employment or Entrepreneurship**

Max. 20 lines

##### **9.1.3. Alternative Employment or Business Scenarios**

Max. 5 Scenarios, Max. 10 Lines per Scenario

##### **9.1.4. Proposed Exploitation of Proposals**

Max 10 lines

##### **9.1.5. Recorded Achievements**

Max. 5 Achievements, Max. 10 Lines per Achievement

##### **9.1.6. Recorded Problems**

Max. 5 Problems, Max. 10 Lines per Problem

#### **9.2. STUDY “...”**

.....



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## **PART 10: STUDIES FOR TOURISM DEMAND IN PAs**

### **GUIDELINES**

Partners are asked to collect information on studies that have been conducted to investigate the tourism demand in the protected areas.

### **10.1. MARKET STUDY FOR NATURE TOURISM IN THE PORTUGUESE PROTECTED AREAS**

#### **10.1.1. Scope of the Study**

The study is part of a broader programme prepared by the national authority, aiming to increase visibility and visitation of protected areas in Portugal. The chapter on demand identifies and describes the domestic and international demand for nature tourism and ecotourism with potential to be attracted to the Portuguese protected areas.

#### **10.1.2. Tourism Profile of the Area**

The official number of visitors in the Santo Andre and Sancha Lagoons Nature Reserve is 2 500 to 3 000 per year, although a larger number is estimated, considering the number of children's visits to the environmental interpretation centre.

The area main attractions are local beaches, events in the Santo Andre Lagoon, the environmental interpretation centre, bird watching and, to a smaller extent horse riding.

In the nearby Sines urban centre a large Music Festival takes place every year attracting visitors from the whole country and abroad.

The reception/assistance at the RNLSAS is good, especially for guided tours and special groups (mostly, university students, school children, summer camps and scouts groups). However, tourism services are not quite developed, neither in the Reserve nor in the surrounding area.

The market study identifies some activities with growth potential to attract future demand:

- Recreational fishing in the sea
- Water activities in the lagoons (sailing, windsurf, kytesurf, canoeing)
- Horse and donkey riding
- All-terrain bike riding



- Bird watching
- Hiking
- Recreational farming
- Meditation

### **10.1.3. Tourism Demand of the Area**

The RNLSAS visitors are mostly Portuguese. Their motivations are local beaches, events organized in the Santo Andre Lagoon, environmental interpretation, bird watching and, to a smaller extent, horse riding.

Potential international demand for nature tourism and ecotourism in Portugal (in the whole country) is estimated between 7.0 and 8.9 million in 2010. Potential domestic demand can amount to one third of the Portuguese population, approximately 2.7 million persons.

The actual number of visitors registered for guided tours in all Portuguese protected areas, in 2010, was only 25 676, almost 10% of which was recorded in the RNLSAS (2 525). When compared to the estimated potential demand these numbers show a high growth potential, largely dependent on promotion and marketing.

### **10.1.4. Proposed Exploitation of Results**

The overall study proposes a marketing strategy to be implemented simultaneously with an action plan to improve local offer for nature tourism and ecotourism. For the marketing strategy, see Part 2 of the present report.

To contribute to promote nature tourism in the RNLSAS, a strategic framework study was prepared by the management team. The study identifies the assets and resources that have potential to support the development of nature tourism in the area, pointing out advantages and shortcomings. It recommends the development of nature interpretation tracks, historical and cultural routes, nature sports and bird watching. Simultaneously, it proposes increasing the area lodging capacity, the development of support services and infrastructures linked to the 3 components of nature tourism (animation, interpretation and sports). Additionally it recommends the preparation and publishing of a Nature Sports Map of the area.

### **10.1.5. Recorded Achievements**

No information available

### **10.1.6. Recorded Problems**

No information available



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## **PART 11: LOCAL, REGIONAL, NATIONAL, EUROPEAN PA NETWORKS**

### **GUIDELINES**

Partners are asked to collect information on networks they participate in, either local or regional or national or European.

### **11.1. TRANSNATIONAL COOPERATION PROJECT LEADER + “NATURAL MUSEUMS”**

#### **11.1.1. Title of the Network**

RNLSAS participates in the Natural Museums Network, a Leader + project involving Portugal and Spain.

#### **11.1.2. Scope of the Network**

The project aims to create a network of Natural Museums in Portugal and Spain to promote the rich natural heritage of the Iberia Peninsula. The territories involved in the partnership benefit from a common organization to promote and publicize their nature interpretation centres and eco-museums, as well as to organize cultural and tourism activities to promote the territories' environmental assets.

#### **11.1.3. Members**

The partnership has 12 members from Portugal and Spain, 10 of which are Local Development Associations and 2 are from protected areas.

#### **11.1.4. Recorded Achievements**

- Promotional material, such as, a website, flyers and guides.
- Equipment and organization of the Network nature interpretation centres.
- Signing and information boards on the territories.
- Study for the definition of a management model for tourism, culture and nature aiming at converting the nature interpretation centres in local tourism assets.

#### **11.1.5. Recorded Problems**

No problems recorded.