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The Possibilities for the Development of Tourism in the Appennino Lucano Val d'Agri Lagonegrese National Park:
A Participative Qualitative-Quantitative Approach

By Angelo Bencivenga, Margaretha Breil, Mariaester Cassinelli, Livio Chiarullo and Annalisa Percolo, Fondazione Eni Enrico Mattei

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Summary

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The possibilities for the development of tourism in the Appennino Lucano Val d'Agri Lagonegrese National Park: a participative qualitative-quantitative approach

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Abstract

Protected areas can represent a strategic laboratory for the realisation of initiatives capable of promoting sustainable economic development models at a local level. One of the duties of national parks is to provide value and promote, even for tourism purposes, natural, historical and cultural resources subject to restrictions in the territory.

This contribution describes the research process activated for the definition of a tourism development strategy in the youngest Italian national parks, the Appennino Lucano Val d'Agri Lagonegrese located in Basilicata. This is a protected area which has not yet been developed from a tourism point of view and it has an "eclectic" naturalist value characterised by flora on one hand and significant fauna on the other, as well as a subsoil rich in hydrocarbons (the largest deposit on continental Europe).

In light of this typicality for the area, research favoured a participative type qualitative-quantitative approach, involving both local stakeholders, for exploration of the area's potential and definition of possible tourism development scenarios, and actual or potential users interested in the area, for assessment of the proposed alternatives.

The information and data collected allowed, on one hand, the identification of major critical areas which currently make tourism in the area an activity that is still economically marginal with respect to the local structured economic system, and on the other hand, identification of some themes around which to build a competitive tourism product in line with market demands in observance of sustainability. Through a contingent assessment exercise it was possible to understand what the preferences are with respect to different hypotheses of the tourism offer in the area for current and potential tourists involved in the survey and, at the same time, to identify some elements to examine in order to improve attractiveness.

Contents

1. Introduction

For around two decades one part of the debate on the management of protected areas has revolved around the tourism sector defined as a privileged form of economic promotion of protection projects (McNeely et al., 1992). In fact, the development of tourist initiatives is now considered as one of the chances that the areas in question, often marginally effected by industrial-economic development, can take advantage of for their growth, not only in monetary terms. These are, in fact, territories which have natural and landscape resources that are affected little or not at all by anthropic action and which, for this reason, maintain a high potential for tourism development.

The same Italian legislation binds the natural parks institution to a dual objective: protect the natural assets and promote them[2]. The promotion of initiatives "intended to favour the economic and social development of any collectivity which may reside in the park and the adjacent territories" is inserted by law among the main tasks that a park agency should carry out (law 394/1991, Art. 14). Obviously, tourism activities associated with protected areas must guarantee a use of the natural and social-economic resources that does not preclude others and does not lead to their consumption or deterioration[3].

Therefore the launch of tourism development requires targeted *policies* which limit the negative impact, instead enhancing the positive aspects. These aspects can be tackled by introducing principles of sustainability in the design of tourism activities in order to make tourism «[…] ecologically sustainable in the long term and capable of generating economic benefits ethically and socially equal for the local communities» (WTO and UNEP, 1995). But the possibilities of the local community to participate in the benefits created by tourism development are the result of a careful design which takes into consideration the impacts generated by the initiatives themselves, the political and economic conditions of the area (Tosun, 2001) and the need/request for participation by the local population. Relative to the latter aspect, in the statement by Lanzarote (Charter of Sustainable Tourism, 1995) it is specified that: «The active contribution of tourism to sustainable development necessarily presupposes the solidarity, mutual respect and participation of all the actors, both public and private, implicated in the process, and must be based on efficient cooperation mechanisms at all levels: local, national, regional and international» (WTO and UNEP, 1995). The transformation of the tourism industry into a sustainable activity therefore requires not only an expansion of goals to guarantee long lasting economic and social development, but also an overturning of traditional territorial government logic from the top down, launching an inclusive process for the definition of strategies and actions, even for the purpose of equally distributing the benefits.

This contribution describes the structured participative path activated to explore the possible scenarios of tourism development for the Appennino Lucano Val Agri Lagonegrese National Park, a recently established national park in Basilicata, one of the less rich[4] and less well known in Italy, but also one of the most dynamic in the south[5]. The protected area is on a surface of about 700 km[2] and has an eclectic naturalist wealth characterised on one hand by precious flora and fauna, and on the

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[2] Art. 1 Law No. 394 of 6 December 1991 - Framework Law on protected areas Published in the Official Gazette Ordinary Supplement No. 292 of 13 December 1991.

[3] Even if the spatial and/or temporal concentration of park visitors can generate negative impacts and in any case require flow management strategies to minimise these negative impacts (Romano and Luongo, 2003).

[4] From the 2010 Svimez data on the regional economy it is found that 17.5% of the Lucano families have an annual income less than €12,000, a statistic higher than average in the south (14%) and central north (5.5%).

[5] Since 01/01/2007 Basilicata has come out of the "depressed" Italian regions inserted in Objective 1 for distribution of Community Structural Funds from the European Union. Currently (Structural Funds 2007 – 2013) Basilicata falls into the regions of objective 1 – *phasing out*.

other by a subsoil rich in hydrocarbons (one of the most significant deposits in continental Europe). Tourism, an economic sector that could reconnect the drivers of development to those of endogenous resources in the territory, is only marginally developed and still lacks specific surveys which could provide input for correct tourism planning in the area.

The study presented here analyses in particular the potential tourism demand for the purpose of assessing the possibility of tourism development for the Park.

A peculiarity of the analysis conducted is the combination of different survey methods. To involve local stakeholders qualitative survey instruments were used (focus groups and semi-structured interviews). Interaction with real and potential users in the area, on the other hand, was carried out through a direct qualitative-quantitative survey, administering and analysing a questionnaire aimed at tourists found both in the protected area and in the surrounding areas. A contingent assessment exercise completed the analysis providing an estimate of the preferences relative to different proposed tourism development scenarios. The objective of using this methodological mix is to obtain an overall picture which is as realistic as possible, both of the status quo and the potential for tourism development in the survey area, allowing the drawing of conclusions and policy indications. In light of the above, particular attention was given to the collection and analysis of the perceptions and expectations of the local players through different participation research-action techniques.

The document is structured in three sections.

The first initially describes the socio-economic context of the Appennino Lucano Val Agri Lagonegrese National Park and the territorial environment where it is located. Then there is a picture of the current state of the tourism sector in Basilicata and in the survey area and a brief description of the public initiatives already undertaken for the purpose of promoting integrated tourism development of the area.

The second section, on the other hand, shows a field analysis conducted through interviews with local stakeholders and the administration of a questionnaire to potential tourists of the Appennino Lucano Val Agri Lagonegrese National Park.

Finally, the third section is dedicated to the results of the survey: the results of the analysis and processing of the data collected in the first two parts of the research and the definition of policy indications for tourism development of the Appennino Lucano Val Agri Lagonegrese National Park.

2. Survey area: Appennino Lucano Val d'Agri Lagonegrese National Park

2.1. The social-economic context

The Appennino Lucano Val d'Agri Lagonegrese National park, the youngest National Park in Italy (established in 2007) is in an inland area south-east of Basilicata, covering a surface of about 700 km^2, and involves 29 municipalities in the province of Potenza. The area, with some peaks higher than 2,000 m, has the river Agri running through it which forms one of the largest artificial bodies of water in Italy: the "Pertusillo Lake".

The natural wealth of this area is represented on one hand by significant flora and fauna and on the other by the largest deposit of petroleum in continental Europe, the extraction of which, begun in the 1930's and upgraded in the 1980's, is cause for continuous and contrasting debate associated with the effects/impacts that the extraction activity could have on the area and on the development, including tourism, of the area.

The park lies on a territory which is one of the least populated in Italy: on average the 29 municipalities in the Park have a residential population of just over 3,000. The demographic density is very low, equal to 45 inhabitants per km^2, a value which is significantly lower than national level, which is about 190 inhabitants per km^2. The old age index[6], equal to 154 (our processing of Istat information), is higher, not only than the national average (144), but also the regional average (148.2) (Istat, 2011). The demographic dynamics of the residents are characterised by a constant emigration that involves the Park territory as well as many other areas in Basilicata, since the beginning of the last century. Initially it was poverty and the precarious production system conditions which almost forced abandonment of these impervious and often unhealthy areas (D'Alessandro, 1974). Today, on the other hand, the reason for this exodus is chiefly the search for a job market that is more dynamic and suited for the education and expectations of young people, often high school and university graduates (Strazza, 2008). Currently this phenomenon is taking on alarming dimensions and, in the next few decades, risks negative repercussions even on the type and quantity of services for the citizenry in the Municipalities of the area.

As regards the local economy, this is still dominated by the agricultural sector and has only a few industrial activities, mainly connected to extraction and tertiary activities, concentrated in the Municipalities on the valley floor and near the main communications arteries in the area: the Agri Valley floor and, in the north-eastern area, in Lagonegrese, motorway A3 Salerno-Reggio Calabria (Viganoni, 1997).

2.2. The tourism context

It can be affirmed that the tourism development in the Basilicata region is still experiencing an explorational phase[7]. In fact, until the 1990's this Region was little known to most Italian and foreign tourists (Telleschi, 1997) and the local population considered this economic sector marginal or completely without any chance of development (75% of the Municipalities in Basilicata lacked

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[6] The old age index is a demographic indicator caused by the percentage ratio between the elderly population (65 years and older) and the young population (younger than 15 years). This indicator is used to measure the ageing level of the population (Istat).

[7] According to Buttler (1980) the life cycle of a tourism destination can be subdivided into different phases. The destination exploration phase was followed by the involvement, development and consolidation phases. Stagnation can follow this last phase with subsequent decline or, alternatively, stagnation followed by a renewal phase.

any support structure for tourist activity). If a few towns are excluded (such as, for example, Matera, inserted by Unesco in 1993 as part of the heritage of humanity, and Maratea, a well-known seaside town since the eighties), Basilicata, just under twenty years ago, represented the tail end of Italian regions for tourism.

It has only been from the late Nineties that there has been a reassessment of the tourism sector which, thanks in part to a series of interventions put into place by the Regional Administration, evolves out of a marginal policy to a strategic sector for economic and social development of the entire region. The huge investments, both public and private, make upgrades possible in the number of beds and the creation of new hotel structures, with positive fallout on the entire hospitality pipeline[8].

Tourism development has nonetheless involved the individual areas of the region in different ways: on one hand there was a considerable increase in tourism flows in the coastal towns, more easily reachable thanks to a more efficient roadway system and a micro entrepreneurship already somehow dedicated to tourism. On the other hand a state of marginality persisted in the inland areas rich with cultural and naturalistic resources, but logically much more penalised and with poor visibility in the domestic and foreign tourism market.

The territory where the Appennino Lucano National Park is located is also one of these areas of the region that is still touristically not very significant. In spite of the countless resources present here (archaeological areas of national interest, ancient towns, artistic evidence, precious natural scenery, culinary excellence, local traditions) and the consolidation of the hotel structure availability recorded in the last decade[9], the National Park territory maintains a very low rate of tourism development. The Basilicata Territory Promotion Agency points out how in the 2007-2010 period Val d'Agri, although recording an increase in tourist flows[10] (primarily Italians), is one of the areas with the least number of arrivals (8% of the total recorded in the region) and presences (5% of the total recorded in the region) with respect to the entire regional territory. The lack of clear medium-long term tourism planning, the absence of a structured product, adequately promoted and supported by accessory services (such as transportation) and the fragmented state of the offer, scattered over the territory but without any coordination, are some of the elements that prevent the tourism sector from evolving from a marginal sector into a consolidated economic activity in support of the overall development of the area.

The willingness shared by operators and administrators to intervene in relaunching tourism activity and taking steps to remedy some of the sector's limits is illustrated by the proliferation of projects and initiatives aimed specifically at better organising and structuring a quality offer. One of the primary instruments activated by the Region in this direction is represented by PIOT (Integrated Tourism Offer Packages). The PIOT (the announcement of which was published in 2009) are intended to promote tables of participation and coordination between economic-social operators and public institutions to define a common tourism development strategy for the area and, at the same time, to finance "actions and interventions aimed at [...] placing the different cultural, natural and landscape attractions in the regional territory on the network" (Basilicata Region, 2009).

For the area of the Appennino Lucano National Park a solid public/private partnership was also activated (which involved, besides Municipal administrations, Confindustria Basilicata, Cia, Coldiretti, Legambiente, Legacoop, etc.) that identified the assets around which to structure a quality offer in naturalistic, winter, sport, gourmet and cultural tourism. Some of the proposed

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8   From 1999 to 2009 the arrivals (Italian and foreign) in Basilicata rose by about 100,000 and presence rose by about 500,000 (source: www.aptbasilicata.it).

9   From 1999 to 2009 in Val d'Agri there was a growth of about 30% of the number of hotel structures, with a consequent increase in the number of beds available (source www.aptbasilicata.it).

10 Specifically, arrivals went from 20,500 in 2007 to 27,200 in 2010. In terms of presences the trend is also positive, oscillating between 63,000 in 2007 and 77,400 in 2010 (source www.aptbasilicata.it).

actions: realisation of new paths and restoration of the existing ones, realisation of an ice skating rink, a bob track on rails and a grass ski slope, outfitting of equipped picnic areas, opening of information desks, making available of incentives structures for environmental and quality certifications (ECOLABEL, Eco-hotels from Legambiente, Parchicard mark)[11], etc.

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[11] The activation phase of the "Appennino Lucano, Val d'Agri Lagonegrese PIOT" has just been launched and does not allow assessment of the effectiveness of the strategy and the scheduled actions. Nonetheless, an important aspect has already arisen in the definition phase of the partnership: with the PIOT there has been an evolution with respect to policies activated previously on these issues. The challenge, which has been overcome thus far, launched by this new procedure has been that of stimulating private entrepreneurs to make themselves promoters and managers of a development project shared with the local public players and in harmony with the strategic lines of the region. An acknowledgement by the public of the fact that, without appropriate involvement of the private parties (both in the planning and implementation phases of a strategy), the development of a territory cannot truly take off.

3. Field survey

As already mentioned, for the purpose of defining the tourism potential of the Appennino Lucano Val d'Agri Lagonegrese National park, in the field survey it was decided to use a participative approach, immediately involving players in the tourism sector, and to combine different methods, qualitative and quantitative. This operating method allowed a complete outline to be drawn of both the current tourism situation and the potential for tourism development, allowing conclusions to be drawn and shared policies to be indicated and drafted thanks to the integration of contextual know how and coded know how.

Therefore, in the first phase of the survey a work table was organised and, subsequently, interviews were organised with some local stakeholders in the tourism sector, appropriately identified. The use of these qualitative survey tools is particularly useful both to explore and examine in depth the knowledge of analysis context, as well as to gather useful indications for the description of scenarios and identification of the type of formulation language to use in the subsequent questionnaire (Nunes, 1992). In fact, these meetings, besides directly involving the local stakeholders from the first phases of the study, allow possible tourism development scenarios of the area to be delineated. The different hypotheses of tourism development thus identified were subsequently inserted into a questionnaire and administered to potential park tourists in the second phase of the survey.

The information collected allowed the "type" of tourist profile to be delineated who is interested in the Appennino Lucano National Park "product" and to identify, through a contingent assessment exercise, the tourism development scenario of greatest interest for the interviewees.

Contingent valuation was selected as a survey method in that it allows the non-use value component of environmental resources to be gathered, like Natural Parks, and at the same time it allows environmental changes to be valued even if they have not yet occurred (*ex ante* valuation), therefore being a useful advisory tool for policy decision making (Nunes, 2002). Furthermore, contingent valuation is delineated as a flexible tool that allows different states of nature to be surveyed (different policy scenarios) (Hoehn and Randall 1989).

3.1. Mapping of the players, the work table and the interviews

The first action was to map the main players, regional and local, operating in the tourism sector and, more generally, the development planning.

The method followed was the one commonly called the "snowball method" (Goodman, 1961; Erickson, 1978). This began by interviewing five focal players, identified from among *the big players* in the territory. Each of these was then asked to indicate three players with which they had signification relationships with regarding the issue in question by the analysis. Then, according to the "chain method", the mentioned players, which were not part of the initial group, in turn identified other players. This method allowed the selection of a panel of about 20 players[12] that subsequently was sent to participate in a work table aimed at a discussion on "The present and future of tourism in the Appennino Lucano National Park". This meeting was structured in two sessions. In the first the current characteristics of the Appennino Lucano National Park tourism offer demand and supply were discussed. The discussion launched with the participants raised the strong points of the area's tourism system as well as the weak points that need to be worked on to improve performance. In the second session of the meeting, on the other hand, the area's tourism

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[12] Representatives of park agencies, regional and national, of the Basilicata Region Territory Promotion Agency (APT), of the Mountain Communities, of associations operating in the tourism sector.

potential was discussed, connected both to present resources and to different development projects in the launching stages, including the realisation of the macro tourism attraction: the "Energy Theme Park" (inserted by the Agency for Promotion of the Basilicata Territory in the "Val d'Agri territorial promotion and tourism valuation program"). The development scenarios that arose from the discussion allowed some strategic themes to be identified for strengthening the area's tourism and, at the same time, allowed some operations to be delineated which are considered indispensable to make this economic sector a development opportunity for the entire territory.

To study in detail and integrate some questions that arose from the work table, further interviews were conducted with some economic operators in the incoming sector (hotels, restaurants, etc.) who, precisely due to the type of services offered, play a central role in the current phase of redefinition of the local tourism offer. The interviews allowed further indications to be gathered relative to the critical points of the local tourism system and, at the same time, they allowed ideas and suggestions to arise which should be implemented in order to activate the tourism potential of the National Park area.

The different scenarios of tourism development delineated in this phase were then inserted into the questionnaire which was used in the subsequent phase of the survey.

3.2. Analysis of the potential tourism demand: the questionnaire

To delineate the "type" of tourism profile involved in the "Appennino Lucano National Park" tourism product, the field analysis was completed by a survey that involved the possible users of the protected area.

Specifically, an analysis of the area's potential tourism demand was conducted, selecting tourists on holiday in Basilicata as the target group. There was a dual objective: on one hand to understand what type of tourist states that they are interested in the Appennino Lucano National Park product, and on the other to bring out elements and services that should characterise the Park's offer in order to provide a tourism product which meets the expectations of the tourists.

For the survey a questionnaire was prepared comprised of 24 multiple choice questions. This standardised surveying technique, if on one hand did not allow the different social characteristics of the interviewees to be taken into consideration, hypothesising a uniformity of the responder (Corbetta, 2003), on the other, since the sample was quite numerous, it facilitated the collection and data analysis phases, allowing information to be obtained suited for a quantitative type analysis.

The questionnaire was structured in three sections. The objective of the first was to delineate the "tourism" profile of the interviewee in order to identify the type of holiday that they usually take (length and number of holidays taken during the year, motivational preferences, expenses sustained on average for tourism in a one year period, etc.). The objective of the second section was the definition of the characteristics of the holiday that the visitor was taking in Basilicata at the time of the interview (how the destination was selected, what structure they were staying in, an approximate indication of the expected expenses to be sustained for the holiday, etc.). The third section looked into the tourism potential of the National park, asking the interviewee, through the use of a utility scale, for an opinion with respect to a series of proposed services/action which would need to be improved or implemented to favour the use of this area.

The last questions of this section are dedicated to the Contingent Valuation exercise: the interviewees were presented with some possible development scenarios of the park area, delineated in the first phase of the survey through the discussion with the local stakeholders, with respect to which they were asked how willing they would be to pay for a possible entry ticket to the Park.

Contingent valuation is a technique for economic behavioural observation of the individual, developed for the purpose of reaching a monetary assessment of goods without market, which are

typically environmental goods and it is an undoubtedly effective tool in phases of identification and monetary measuring of the social consent attributed by the community directly or indirectly effected by the implementation of projects. This is based on the creation of a hypothetical market for goods for which no market exists, allowing the total economic value of it to be captured[13]. Even being able to generate a series of biases: hypothetical market bias or non-commitment[14], strategic bias[15], part-whole bias o embedding effect[16], design bias[17], this type of valuation simulates individual choices, inducing the interviewee to reveal his preferences and willingness to pay, thereby allowing, through the collection of data, a demand curve to be approximated for the goods themselves. Through a guided process the interviewee is, in fact, induced to expressing his potential willingness to pay (WTP) for the goods in question. In practical terms, in the contingent valuation the interviewee is asked through a questionnaire how willing he would be to pay to use goods or a service or to avoid going without these goods/service. Therefore the "compensative variation" is measured, precisely in the event that the individual would pay to obtain an environmental improvement, reducing his income to be taken to the initial utility level.

The "goods" that have been proposed to tourists involved in our survey and subjected to the opinion of the interviewees are represented by a visit to the Appennino Lucano National park, with which an entry ticket was associated, the costs of which is connected to the interviewee's willingness to pay. Three different scenarios are proposed. The first is relative to the status quo, and therefore presents a National Park with very few services for tourists, but with largely uncontaminated naturalistic assets. The second consists of a qualitative improvement of the first, made possible by a significant improvement of the tourism offer (from the point of view both of services for tourists and activities offered). Finally, the last scenario presents a possible tourism development of the area, made possible however, thanks in part to the launch of the energy theme park, which should rise up nearby the protected area.

In the contingent valuation questionnaire, in order to obtain indications from the individuals on their willingness to pay, different techniques can be used. The more commonly used ones are open-ended and dichotomous choice. With the open-ended format the individual is asked directly to indicate his willingness to pay, without any assistance and without lower or upper limits[18]. With dichotomous choice, on the other hand, the interviewees are free to determine their willingness to pay, but they must choose whether or not to accept (answering yes or now) a price option defined by the questionnaire.

The questionnaire structured like this was subjected to a pre-test which allowed identification of the incorrectly formulated questions and additional information to ask the interviewee[19]. A regards the

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[13] The total economic value of environmental goods is generally defined as the sum of the values of use and non-use. The use values can be: direct, indirect and optional. The direct values are connected with the direct use of the goods themselves (activity which anticipates taking from the resource or which implies consumption). The indirect values, on the other hand, refer to the advantages/benefits provided to the human being by the natural goods (climate adjustment, procurement of water, etc.). Finally, the optional values are connected to a potential use of the goods of which, with a certain probability, the individual may use in the future. The non-use values, also called existence values, on the other hand, are not associated with the use of the environmental goods, but express, in monetary terms, the concern, the attention and the respect for wellness and for the rights of non-human species.

[14] Since it is a hypothetical and not a real market, obliging responses or estimates from the interviewees cannot be avoided.

[15] The interviewees may think that their response may truly effect the determination of real fees, and therefore they may actually over or underestimate their true willingness to pay.

[16] In the case of intangible goods, sometimes the individuals may not be able to adequately distinguish the quantities and recognise the goods included in other goods.

[17] The way in which the information is presented can influence the interviewees' responses.

[18] This is a consistent method which generates consistent data.

[19] The pre-test was conducted in Pietrapertosa (Pz) on the occasion of the seasonal opening of one of Basilicata's macro tourism attractions: the "Volo dell'Angelo" (Flight of the Angel). In all 27 questionnaires were administered.

section relative to Contingent Valuation, the open-ended method was used, asking the interviewee to indicate the maximum amount that he would be willing to pay to access the Park, as described in each of the three scenarios. The WTP values collected were considered reliable and, unlike what was feared could occur with an open format, excessively discordant responses from one another were not recorded. Therefore it was decided to keep the questions on the contingent valuation with an open-ended format.

Administration of these questionnaires was conducted in the summer months of 2009 (from July to September), months in which the largest flows of visitors to Basilicata are typically recorded. The reference population from which the sample was taken is represented by tourists on holiday (even only for one day) in Basilicata, found both inside the Park and in the surrounding areas (both mountain and coast) and relatively nearby.

Specifically non-probabilistic sampling was adopted with equal amounts referring to the geographical area inside of which the tourists were found. Five retrieval areas were identified: the Ionian coastline, the Tyrrhenian coastline, the Pollino National Park, the area of the Lucan Dolomites and the National Park under analysis. The first four areas were selected because they are considered, also based on studies conducted by the Basilicata Territory Promotion Agency, potential tourism basins from which the Park could draw[20]: these are relatively nearby areas, as in the case of the Pollino and Lucan Dolomites, with a tourism offer connected with naturalistic and landscape resources, therefore in line with what could be the main tourism product of the Appennino Lucano National Park.

The questionnaire, including two presentation cards (with text and images) of the national Park and the energy theme park, was administered exclusively face to face, as suggested by the guidelines from the National Oceanic and Atmospheric Administration, (NOAA). This allowed the quality of the data obtained to be improved and, at the same time it allowed us to keep track of a series of useful information and additional comments made by the interviewees outside of the questionnaire.

The number of questionnaires collected was 664, of which 620 were filled in correctly and considered usable for the purposes of the survey.

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[20] It is appropriate to point out that the tourism offer of the areas around the parks is the competitive type, in that these areas offer a product very similar to that of the survey area, while the tourism offer in the coastal areas is the complementary type.

4. Survey results

4.1. The main problematic nodes that came out of interaction with the players in the tourism sector

The main critical issues that came out in the first phase of the field survey, following interaction with the players involved (work table and interviews) can be traced to three thematic nodes: the lack of mid-long term planning, the absence of a structured and competitive tourism product, the fragmented nature of the offer associated with the lack of a network between the sector operators.
The absence of a shared strategic vision capable of transforming tourism into a real opportunity for growth of the territory is indicated as one of the most relevant issues. Having a clear trajectory to follow in order to promote tourism development of the Park means sustaining territorial policies in conformity with this development model (putting into place action aimed at safeguarding, adding value and making the material and immaterial resources present here usable), better defining the characteristics of the demand (real or potential) in order to structure a suitable offer and, at the same time, promote training paths in order to better qualify human resources and professionals in the area. Another repeatedly reported critical issue is closely connected to this planning: the lack of a strong tourism identity around which to build the National Park tourism product. In fact, it is highlighted how this area is still lacking a clear, characterising tourism image that allows it to be placed competitively with respect to the surrounding areas. Another critical element that comes out is the poor propensity for cooperation between the various players in the tourism sector who operate in the territory. This causes an excessive fragmentation of the offer and consequent dispersion of resources for the realisation of "spot initiatives", lacking connections with the rest of the territory.
Particular emphasis is given to the role of the National Park, the main objective of which is to protect and safeguard the rich flora and fauna assets present in the area. This action is viewed as a pre-condition for any development project, not only a tourism project. However, inasmuch as the National Park represents an added value for the Val d'Agri territory for all of the interviewees, it raises questions connected to the political design which drew the delineation of the perimeter in the area subject to restriction. In fact, it is an area that effects three territorial centres (Val d'Agri, Lagonegrese and Val Camastra), distinct from an anthropological and social-economic point of view as well as physical and which, precisely due to this internal heterogeneity, could encounter difficulties implementing unitary management policies and strategies.

4.2. The tourism potential profile

The analysis of the data obtained through administration of the questionnaire allowed, first of all, the profile of the tourist potentially interested in a visit to the Appennino Lucano National Park to be outlined. This is a tourist who is an average age of 44 , has a gross annual income between 20,000 and 40,000, a medium-high educational level and who travels with a family comprised on average of 3-4 people. 75% of the interviewees are habitual tourists who have already spent holiday periods in Basilicata. Concerning their origins, the Park's tourist-type comes in most cases from the Basilicata region itself or from surrounding regions. On the on the hand it is supposed that the 20% coming from western Italy are, at least partly, connected to the "return tourism" effect of emigrants from Basilicata and their families[21]. The length of stay (which for some interviewees is as high as 90 days with an average value of 7 nights) and accommodations (owned homes and hospitality of friends and relatives together reaches about 25% of the total answers) could also be an expression of the same effect. Therefore, this information confirms how the relationship between "official" and "undetected" tourism in Basilicata arrives at a ratio of almost 1:3, since for every official presence

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[21] "Return tourism" is a "particular" form of tourism that characterises many regions in Southern Italy, the economic, social and cultural impact of which is not always comparable to that of other types of tourism.

in hotel structures, 2.8 presences are not detected[22].

As regards travel habits, holidays with an average duration of 1-2 weeks prevail for 43% of the interviewees and 3 or 4 weeks for 30%, the majority (60%) distributed in a single solution during the year.

Half of the samples (51%) move primarily with their families, spending an average of no more than €2,000 per year, and they state that they are primarily interested in the sea-product even if, included in the other reasons which lead the tourist to go on holiday, the naturalistic interest comes out, followed by historical and cultural interest (cfr. graphic 5.1).
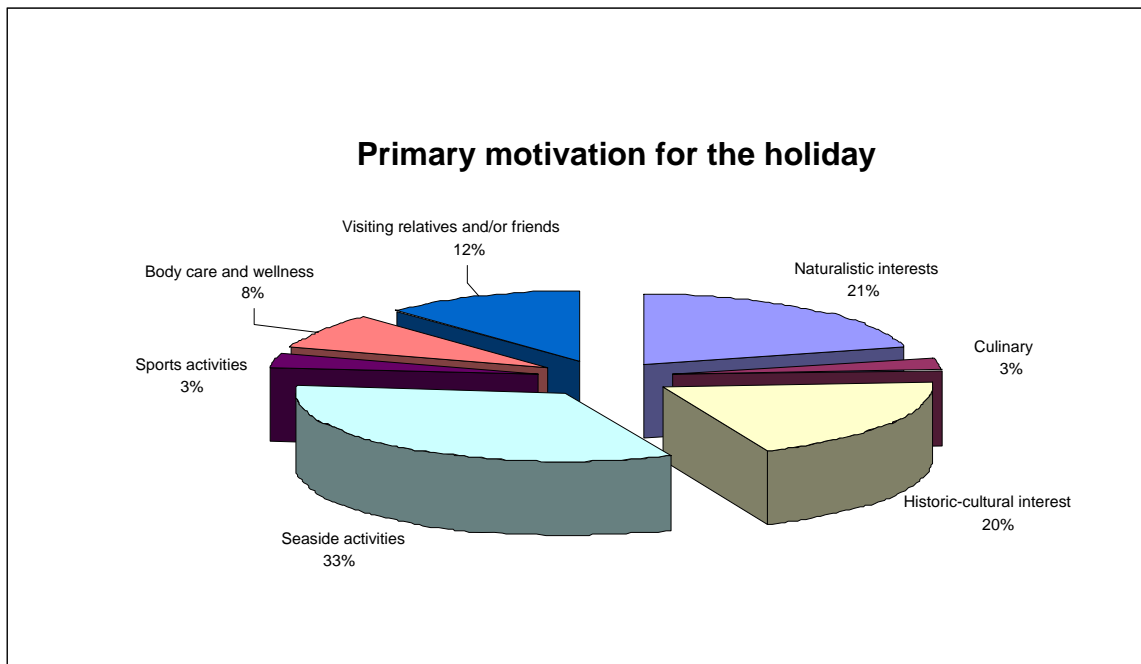

Graphic 5.1. Primary motivation for the holiday

The potential Park tourist is therefore primarily a seaside tourist, so associated with a type of tourism which is characterised by a high seasonality. In spite of this, the "territorial", cultural and identity assets represent a potential to be highlighted for Basilicata and thanks to them to try and expand and differentiate the tourism offer, also with respect to the seasonality.

The interest in the heterogeneous tourism offer in the region is confirmed by the number of tourists (about 50% of the interviewees) who state that they have already taken (or plan to take) excursions to other areas of Basilicata. This data provides, on one hand, confirmation that the tourist today increasingly seeks a varied and differentiated offer, and on the other hand it provides evidence of how the tourism assets in the region can meet this need well, a need that is more and more common. As regards the promotion and marketing tools for the tourism offer, Basilicata is transmitted primarily through word of mouth. In fact, 70% of the interviewees state that they have chosen the destination of their current holiday based on recommendations from relatives and friends or through their own personal knowledge. The scarce detection (11%) of other means of tourism promotion and marketing seems clear (travel agencies, press, exhibitions, TV and radio) even if greater effectiveness is recognised on the Web (13%) (cfr. graphic 5.2). These values mirror national data, according to which Italian tourists select their holiday destinations primarily through recommendations from acquaintances, personal experience and finally the Internet (ISNART, 2009). The need to integrate promotional actions and policies for the area and the Region itself is therefore clear, strengthening the tourism image, also through communications tools.

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[22] This is a value very similar to the Italian average, equal to one official presence for every three undetected presences (Becheri 2009).
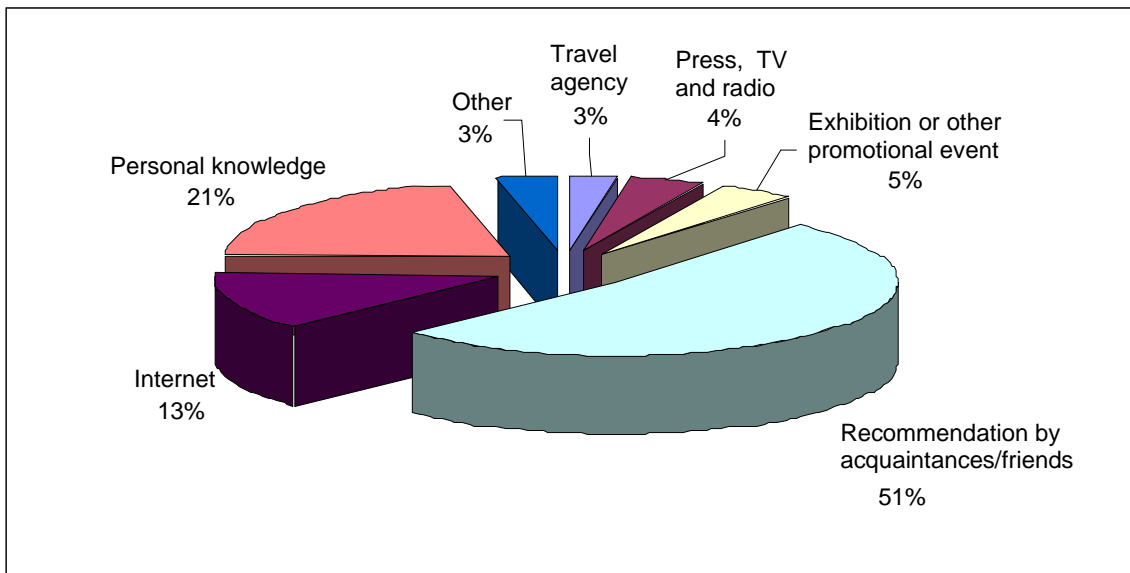
Graphic 5.2. Communications methods

As regards the interest in the Appennino Lucano National Park tourism development, the data collected through the questionnaire delineate, first and foremost, poor awareness of the area, even by those who are particularly interested in the nature "product". In fact 66% of the interviewees stated that they are not aware of the National Park institution and just under 60% cannot even indicate where the protected area is within the regional territory.

The majority of the tourism services proposed[23] to the interviewees are considered very useful. A high level of interest is found regarding information services which should strengthen the attractiveness of the area. The reception offices (the "visitor centres"), on-line information services and calendars with all of the Park tourism events are indicated as the first services that the Park should implement in order to begin to increase awareness of the area and therefore increase visibility.

4.3. The economic valuation of tourism development scenarios

As regards the data collected for the purposes of contingent valuation, the analysis conducted for the purposes of assessing the willingness to pay for some possible tourism development scenarios proposed for the Appennino Lucano National Park, all of the scenarios drew moderate interest from the interviewees.

In particular, with respect to the first scenario relative to the "status quo" of the area, 83% of the interviewees stated that they would be willing to pay an entry ticket at an average cost of about €7[24], while in the second scenario, which has an improved tourism offer, the average willingness to

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[23] The services proposed to the interviewees for which a scored opinion on a scale of 1 to 10 was requested, are the following: calendar of events/displays; on-line information and booking for hotel and/or restaurant structures; multimedia stations distributed in some Municipalities to introduce the naturalistic and historic-cultural heritage; information desks and/or visitor centres; organised tours, even over several days, in order to discover the territory's main resources; closeness of large tourism attractors to have fun, get to know and become excited (like the Volo dell'Angelo and the Grancia); possibility of booking in characteristic villages with local families who make unused apartments or rooms available; public transportation service for movements within the area; possibility of taking themed excursions (culinary-naturalistic-historic/cultural); possibility of getting to know the territory even on horseback, trekking and in alternative ways.

[24] For analysis needs, in calculating the WTP value, we took into consideration the total number of interviewees, arbitrarily associating a value of zero in cases where the WTP was negative. The interviewees may, however, associate a negative value to the WTP even for strategic reasons, and not because they have a valuation equal to zero in the proposed environmental scenario. These cases refer to "zero protest bids" (Mitchell and Carson, 1989; Römer and Pommerehne, 1992)

pay rises to about €10 and is expressed by 92% of the interviewees. The introduction of some services to improve the use of the protected area therefore draws greater interest compared to the first scenario both in terms of the number of people willing to sustain the cost of the ticket and in terms of the maximum amount that they would be willing to pay.

The third scenario on the other hand, which also considers the launch of the energy theme park, received the interest of 88% of the interviewees, stated a willingness to pay for an entry ticket at an average value of just over €9, slightly less compared to the value indicated for the second scenario. Therefore, the interviewees seem to prefer a type of tourism development that provides an improvement in terms of services, but which respects the most possible protection and safeguarding of the area, rather than a type of tourism development that probably appears more "artificial" such as that represented by the energy park.

In order to obtain further information, also in terms of policy, from the data collected by the questionnaires, the data was then processed through the use of the Multiple Linear Regression Model (MLR). The multiple linear regression theory responds to the objective of studying the dependence of a quantitative variable Y on a group of explanatory k variables quantitative $X_1, ..., X_k$, called regressors, through a linear model. The MLR is used in the event that it is deemed that these variables all have a possible effect on a determined phenomenon.

The processing of the data was conducted in such a way as to select the variables that contribute most to the description of the phenomenon. The regression equation which is thus obtained can therefore also be used as a predictive model[25]. The purpose of the regression equation is therefore to explain as many variations as possible found in the dependent variable Y, reducing to the maximum at the same time variations of the noise ε (or error). There are therefore k variables which explain the i observations on the dependent variables.

Selection of the variables was conducted using SPSS software through a *Stepwise* procedure which selects the variable based on their significance, adding (*stepwise forward*) or removing (*stepwise backward*) from the group of variables one variable at a time.

The validity of the regression model is summarised in the "correlation coefficient" or explained variation R^2, which indicates the "nearness" of the points around the identified line; R^2 is also defined as the proportion of the variation in the dependent variable explained by the regression model. R^2 varies taking on values between 0 and 1.

The "significance" of the model tells whether the model is significant: this tests whether R^2 is significantly different than 0. In the case in question the selection of the variables was conducted considering the variables with a significance index *Sig.*<0.05, corresponding to a significance of the model equal to 95%.

The data collected through the questionnaire was then processed with multiple linear regression, considering the willingness to pay for the second scenario as dependent variable. It was chosen to consider only the willingness to pay relative to the second scenario in that from the analysis it was the one which obtained greater preference by the interviewees.

The line identified is expressed by the function:[26]

$$y_i = 0{,}374x_{1i} + 1{,}820x_{2i} + 0{,}567x_{3i} - 0{,}111x_{4i} + 0{,}065x_{5i} + 3{,}105$$

in which: y_i is the willingness to pay of the individual *i* for the second scenario,

x_{li} is the interest in seeing the protected area on horseback, mountain-bike excursion, Nordic walking

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[25] It is specified, nonetheless, that in the case in question the model has a value which is first and foremost descriptive, in that the data is static, that is collected on a cross sectional level, relating only to one reference year (2009).

[26] There are no control variables in the model because the coefficient is not relevant.

x_{2i} is the annual income of the family

x_{3i} is the interest in using organised tours to visit the protected area

x_{4i} is the age of the interviewee

x_{5i} is the number of bookings in Basilicata

The chief statistics of the model are shown in Table 5.1.

	Non standardised coefficients		Standardised coefficients		
	B	Error standard deviation	Beta	t-stat	p-value
ε	3.105	2.756		1.127	0.260
x_{1i}	0.374	0.198	0.097	1.895	0.059
x_{2i}	1.820	0.481	0.176	3.784	0.000
x_{3i}	0.567	0.187	0.142	3.034	0.003
x_{4i}	-0.111	0.034	-0.169	-3.279	0.001
x_{5i}	0.065	0.023	0.131	2.775	0.006

Table 5.1. Main statistics of the MRL model

As regards the correlation coefficient of the model, R^2 is equal to 0.105, therefore quite low, but it considers variables that are deemed very significant as independent variables.

The first valuations in terms of policy that we can made interpreting the line considered have to do with the tourism target: enthusiasts of less traditional outdoor sports, ecotourists interested in seeing the protected area, also using tours organised by local agencies, and the youngest age groups are the categories which positively influence willingness to pay. In fact, the willingness to pay for scenario 2 is correlated positively with variables x_{1i} e x_{3i} and negatively with variable x_{4i}. It is therefore this type of tourist to whom greater reference should be made in the area of tourism planning and a targeted marketing action could therefore be one of the priority actions to implement for tourism development in the area in question.

The annual income x_{2i} also positively influences the dependent variable. This correlation is easily explained considering that, making the budget less restrictive, and therefore the individual's economic possibilities, his willingness to pay also generally increases.

One last variable which positively influences the willingness to pay is the number of nights in Basilicata x_{5i}: a longer stay in the area allows the visitor to get to know the characteristics and the specificity better and can therefore increase the value attributed by a potential tourist.

Replacing the model's independent variables with the average values of the data collected through the survey an average cross sectional value of willingness to pay was obtained equal to €10.35. This value is in line with the average value obtained from sampling data (equal to €10.43), evidence of the goodness of the model[27].

The next step of the survey was to use the regression model obtained to calculate a value of the willingness to pay of the Appennino Lucano National Park potential user basin. As a potential Park user basin the data relative to the origins of the interviewees was considered, collected through the questionnaire.

In figure 5.3 the percentage composition of the Park potential user basin is shown, grouping the origins of the potential tourists by areas: North-west Italy, North-east Italy, Central Italy and

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[27]   The characteristics of the collected data did not allow a sensibility analysis to be conducted.

Southern Italy. There is, however, also a small percentage of the overall interviewees, and therefore potential tourists, residents abroad, but taking into consideration the fact that it is a very small percentage of the total sample (2.9%) and for the purpose of simplifying the analysis, it was decided only to consider the Italian potential user basin[28].
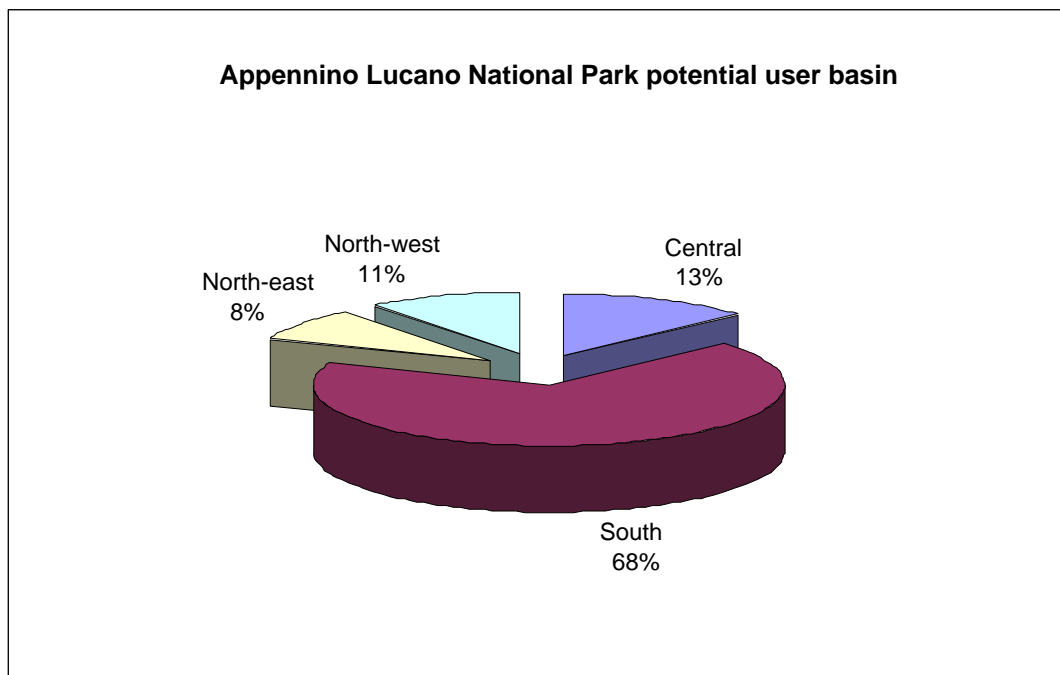
Graphic 5.3. Appennino Lucano National Park potential user basin

Therefore the data relative to the average age (Istat, 2010) and the average household income (Istat 2008) of the National Park potential user basin was entered into the regression model, obtaining a value of the Willingness to Pay of the National Park Potential user Basin equal to €10.07, in line (although slightly less) with the cross sectional value and the one obtained by the questionnaires. This emphasises once more how the interest is high for tourism development in the park area in terms of the proposal in scenario 2.

In conclusion, the context analysis, the analysis of the data collected through the questionnaire and their processing through the multiple variation linear regression allow us to establish how the tourism promotion of the Val d'Agri National Park in need of targeted interventions which are particularly connected to services for information and use, from a tourism demand point of view, have an added value with respect to the current value.
However, it comes out that the priority must in any case and always be given to protection of the naturalistic assets: damaging this means that the protected area also loses the majority of its monetary value.
Therefore, in terms of policy, on one hand priority would need to be placed on investments and interventions aimed at safeguarding the natural qualities of the area, and on the other hand, considering the high interest in tourism development, a series of intervention should be implemented aimed at increasing visibility in order to improve usability.
Finally, from the analysis it is evident that the realisation of the energy theme park would guarantee an added value for the National Park and the entire Val d'Agri area with respect to the current situation, although of a lower entity compared to the proposal in the second scenario.
Therefore sustainable tourism becomes an activity in the context of the Val d'Agri Park that produces economy, protects and safeguards the environment, thereby also guaranteeing an

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[28] Nonetheless, this does not rule out in terms of policies, that one of the possible tourism developments for the area in question could be that of working toward increasing the demand by foreign tourists.

improved quality of life in general.

5. Conclusions

The participative approach and the combination of qualitative-quantitative survey techniques allowed us to obtain a complete picture of the Appennino Lucano Val d'Agri Lagonegrese National Park's current tourism situation, to realistically delineate the possible tourism development scenarios and to identify its critical issues.

In particular, the use of our own participated research-action methods allowed us to obtain an integrated and complete assessment of the tourism pipeline for the protected area, allowing us to compare and complete the collected information desks.

Analysis of the data provided by the questionnaire described the potential tourism demand for the survey area. Furthermore, the contingent valuation exercise, surveying on the Willingness To Pay, allowed us to compare the identified scenarios.

Finally, the re-processing of the data collected through the questionnaire with the Multiple Linear Regression Model, also in virtue of its predictive capacity, provided integrative information to delineate the guidelines in support of the policy strategies.

Also, the survey conducted involving operators in the sector, local administrators and possible users of the Appennino Lucano Val d'Agri Lagonegrese National park allowed us to collect information that is also useful to bring out the various points of view with respect to the recent institution of the Park and the role that it could play in the structured system of the local economy. In particular interaction with the stakeholders highlighted the lack of a unitary vision of the area and therefore also the absence of a strategic vision capable of transforming tourism into a real opportunity for the growth of the territory. In fact, it comes out how each of the three territorial components (Val d'Agri, Lagonegrese and Val Camastra) tend to consider their own area as the one which is more significant for tourism and therefore the area where interventions should be made with promotional actions and projects. On the other hand, there is unanimity in ascertaining the total absence in the park area of a well-defined tourism product which may contribute to promoting and favouring development of the sector. Such a product could be built, as literature shows and the preferences of the tourists involved in the survey confirm, both starting from a unique theme, for example a strictly naturalistic theme, as well as grouping and giving value to the resources in the territory in an integrated way, currently scattered and lacking a single attractive pole.

Included in the policy indications it appears interesting to highlight the one that proposes a harmony of the tradition-innovation duo, promoting an offer connected to the naturalistic and landscape resources, cultural heritage and traditions, also bringing alongside elements connected to the energy them (renewable and otherwise). From this point of view, the petroleum extraction activity, the most significant on Continental Europe in terms of extracted crude oil, could be inserted into the hypothetical scenario of tourism development and therefore not considered a restriction, but rather a distinctive characteristic, presented and offered to the visitor in an integrated way with the other resources in the area. The high percentage of potential tourists with positive Willingness To Pay and interested in the third tourism development scenario (the energy one) and the average cost of the entry ticket that they would be willing to pay are an index of a widespread appreciation with respect to the energy proposal. In fact, this is an innovative thematic idea which would allow the Park to place itself in a competitive way with respect to the offer in the surrounding areas.

The survey conducted with the real and potential users therefore brings out the poor visibility of the area in the tourism market on one hand, due both to the very short history of the Park and to the lack of a sufficiently attractive and evocative product, and on the other hand the interest in a sustainable tourism offer associated with the naturalistic theme, but which integrates with the energy them for an innovative *edutainment product*[29]. The services which are considered priority for development of the tourism sector are, first and foremost, the information services, aimed precisely at facilitating awareness and access to the resources protected by the park.

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[29] The term *Edutainment* means a form of entertainment aimed at both educating and entertaining.

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7. Appendix 1: The Questionnaire

FONDAZIONE ENI ENRICO MATTEI

QUESTIONNAIRE

ASSESSMENT OF THE POTENTIAL TOURISM DEMAND FOR THE APPENNINO LUCANO – VAL D'AGRI - LAGONEGRESE NATIONAL PARK

Hello,

My name is Livio Chiarullo and I am a researcher with the Eni Enrico Mattei Foundation, a non-profit organisation which operates in the economy, energy and environment research sector.

We are conducting a survey on the preferences of the tourists who visit Basilicata and, in particular, what type of interest they have with respect to the new Appennino Lucano, Val d'Agri – Lagonegrese National Park.

We would like to ask you a few questions to collect useful information to improve the tourism offer and to guarantee greater satisfaction for visitors.

The questionnaire is anonymous and all the information we collect will be the object of an aggregate analysis and handing in accordance with the current prevailing laws on privacy (Art. 13 of Italian Legislative Decree No. 196 of 30 June 2003).

The results will be used exclusively for scientific purposes in the area of the research described above.

Thank you for your cooperation!

SECTION 1. The questions in this section are intended to understand the characteristics of your holiday travel

How many weeks of holiday away from home do you take on average during the year?
- ☒ **Less than one week**
- **From one to two weeks**
- **From three to four weeks**
- **More than four weeks**

How **many holidays away from home do you take during the year?**
- ☒ **From one to two**
- ☒ **From three to four**
- ☒ **From five to six**
- **More than six**

What is the primary reason for your holidays? *(Max. two choices, indicating the priority)*
- ☒ **Naturalistic interests** *(nature watching, outdoor strolls,...)*
- ☒ C**ulinary** *(local speciality tasting, typical products...)*
- ☒ **Historic-cultural interest** *(visiting towns, museums, archaeological sites,...)*
- **Seaside activities** *(beach, sea,...)*
- **Sports activities** *(skiing, horseback riding, diving, climbing...)*
- **Body care and wellness (***going to thermal baths, wellness centres, ...)*
- **Religious interest** *(visiting sanctuaries, monasteries, ...)*
- **Visiting with relatives and/or friends**
- **Other _____**

Who do you usually holiday with?
- **No one (alone)**
- **With partner**
- **With friends**
- **With family**
- **With an organised group**
- **Other _____**

Can you tell us approximately how much you spend personally during the year for your holidays? *(single value, if head of household divide by the number of members)*
- **Less than €1000**
- **From €1000 to €2000**
- **From €2001 to €3000**
- **From €3001 to €4000**
- **More than €4000**

SECTION 2. The questions in this section are intended to understand the characteristics of your current stay in Basilicata

Are you here for tourism? *(the term tourism refers to an activity of relaxation and fun lasting a minimum of one day away from your habitual place of domicile)*
- **Yes   No**
- *If NO skip to Section 3*

Is this the **first** time you have holidayed in Basilicata?

    Yes   **No**

If YES skip to <u>question No. 9</u>

From 2007 to 2009 which towns in Basilicata have you visited? *(Max. 3 answers)*

    _____

How did you decide the destination for your current trip/excursion?

    Travel Agency

    Press

    TV and/or Radio

    Exhibition or other promotional event

    Recommendation by acquaintances/friends

    Internet

    Other_____

How many nights are included in your current stay in Basilicata?

    _____

If 0 skip to <u>question No. 12</u>

What structure will you stay/did you stay in? *(indicate the one where you stayed the longest)*

    Hotel/residence

    Holiday village/camping

    Bed & Breakfast

    Agriturismo

    Rented house/apartment

    Own house

    Friends' or relatives' home

    Other _____

During **the current** holiday period will you/have you gone on excursions/short term trips to another location in Basilicata?

    Yes   **No**

If Yes, where? **(Max. 3 towns/places)**_____

    _____

Can you tell us approximately how much you think you will spend overall for your current holiday? Consider transportation, room and board, recreational activities, services, etc. *(single value, if family, divide by the number of members)*

    Less than €150

    From €150 to €300

    From €301 to €450

    From €451 to €600

    From €601 to €750

    More than €750

SECTION 3. *This section contains a few questions about the Appennino Lucano – Val d'Agri and Lagonegrese National Park. <u>(the Val d'Agri park card is presented)</u>*

Were you **aware** of the institution of the Appennino Lucano – Val d'Agri – Lagonegrese National Park?

☐ Yes   ☐ No

Are you familiar with the territory **where** the perimeter of the Park falls?

Yes   No

Based on the **indications** you have been given and the ones that you currently have, and considering your travel preferences, would you find an excursion in this area of Basilicata interesting?

Yes   No

If NO can you tell us why not?

_____

To be persuaded to visit this territory, on a scale from 0 to 10, where 0 is the lowest level of usefulness and 10 is the highest level, how useful do you think the services and requirements listed below are?

Calendar of events/exhibitions	0	1	2	3	4	5	6	7	8	9	10
On-line information and booking service for hotel and/or restaurant structures	0	1	2	3	4	5	6	7	8	9	10
Multimedia stations distributed in some Municipalities to introduce the naturalistic and historic-cultural heritage	0	1	2	3	4	5	6	7	8	9	10
Information desks and/or visitor centres	0	1	2	3	4	5	6	7	8	9	10
Organised tours, even over several days, in order to discover the territory's main resources	0	1	2	3	4	5	6	7	8	9	10
Closeness of large tourism attractors to have fun, get to know and become excited (like the Volo dell'Angelo and the Grancia).	0	1	2	3	4	5	6	7	8	9	10
Possibility of booking in characteristic villages with local families who make unused apartments or rooms available.	0	1	2	3	4	5	6	7	8	9	10
Public transportation service for movements within the area	0	1	2	3	4	5	6	7	8	9	10
Possibility of taking themed excursions (culinary-naturalistic-historic/cultural)	0	1	2	3	4	5	6	7	8	9	10
Possibility of getting to know the territory even on horseback, trekking and in	0	1	2	3	4	5	6	7	8	9	10

alternative ways											

Imagine that you could spend time in the previously described Val d'Agri National Park, surrounded by partly uncontaminated nature.
In order to contribute to the protection and safeguarding of this protected area would you be willing to pay for a ticket for admission?
  Yes   No

What is the maximum amount you would be willing to pay to visit this National Park?
   _____

Now imagine that the Park Agency were to make some services available to tourists such as: naturalistic guides; information material (hard copy and on-line); paths and structures for horseback riding, climbing, trekking; equipped rest/picnic areas.
In order to visit the National Park and use these services would you be willing to pay for a ticket for admission?
  Yes   No

What is the maximum amount you would be willing to pay?
   _____

Finally, please imagine that just outside the perimeter of the National park and therefore surrounded by this particular naturalistic context, an energy theme park was to be built. *(the energy park card is presented).*
In order to visit the energy theme park and take advantages of its attractions would you be willing to pay for a ticket for admission?
  Yes   No

What is the maximum amount you would be willing to pay?
   _____

SECTION 4 *In order to better understand the answers you have given us, we would like to ask you a few brief personal questions about your social-economic situation. Remember that this questionnaire is anonymous and that the information will be used in an aggregated manner, exclusively for this research.*

Sex: ☐ Male Female	**Year of birth:** _____
Education completed: ☐ Primary school ☐ Middle school ☐ Secondary School Diploma ☐ University Degree ☐ Post graduate education (master, doctorate, specialisation) ☐ Other, specify _____	**Occupation:** ☐ Entrepreneur ☐ Freelance professional ☐ Self-employed ☐ Employee ☐ Student ☐ Unemployed ☐ Housewife ☐ Pensioner ☐ Other, specify _____

Number of members in your household:
(this refers to the number of people with whom you live or with whom you share expenses, including yourself)
 	
_____
	Annual household income:
	☐ Less than €20,000
	☐ Between €20,000 and €40,000
	   Between €40,000 and €60,000
	☐ Between €60,000 and €80,000
	   More than €80,000

Province where you are domiciled or, if abroad, Nation in which you reside:_____	
Do you have any comments about the questionnaire that you were given? If yes, what?	

Memo for the interviewer

Name of the interviewer	
Town and location of the interview day/month/year and time	
Notes (was the questionnaire understood? Which questions were the least clear? Any comments made as an aside to the interview, etc.)	

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