“Tourism is an Opportunity for rural areas”
Is it true for Natura2000?
Natural parks and Natura2000 Network
Who live and work in Natura2000?

Types of jobs supported by Natura 2000 – direct, indirect and induced jobs

**Direct Jobs**
- E.g. Protected area managers, wardens
- Land management contractors, hydrologists

**Indirect Jobs**
- E.g. In construction, capital goods, monitoring and instrumentation
- Also jobs along the supply chain: packers, transformers (fish, furniture, food), distributors, retailers, shops

**Induced Jobs**
- I.e. jobs through induced spending through income as it flows through the economy (multiplier effect).
- The level depends on:
  - The savings rate of different income groups that receive the money and how fast money flows through the economy
  - How open the economy is (the more open, the more money flows out, the lower the multiplier)

*Methods: Use I-O models and/or multipliers*

**Tabella 3: Le imprese registrate nei Siti Natura 2000**

<table>
<thead>
<tr>
<th>Attività economica</th>
<th>% imprese Siti Natura 2000</th>
<th>% imprese Italia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricoltura, silvicoltura e pesca</td>
<td>18,1%</td>
<td>13,4%</td>
</tr>
<tr>
<td>Industria in senso stretto</td>
<td>9%</td>
<td>10,3%</td>
</tr>
<tr>
<td>Costruzioni</td>
<td>14,2%</td>
<td>14,7%</td>
</tr>
<tr>
<td>Commercio</td>
<td>24,6%</td>
<td>25,4%</td>
</tr>
<tr>
<td>Alloggio e di ristorazione</td>
<td>9,4%</td>
<td>6,8%</td>
</tr>
<tr>
<td>Altro</td>
<td>24,7%</td>
<td>29,5%</td>
</tr>
</tbody>
</table>

Il totale delle imprese registrate al 31/12/2012 nei Siti Natura 2000 è pari a 300,716 unità.

Fonte: elaborazione su dati Unione Camere
Who know Natura2000 network?

Fonte: Elaborazione su dati Eurobarometer (2013)
Yes, We can!
Not all tourists are the same

Why you spend holiday in natural parks?

- Bird watching is the only purpose of the trip: 1%
- Bird watching is a minor objective of the trip: 19%
- Bird watching is a complement to the main purpose of the trip: 32%

Even though bird watching is the main purpose of the trip, I also like to do/see other things: 48%

acmodation surroundings

- In a rural area: 93%
- A town or city: 7%

Birdwatcher and Nature Tourist Survey 2017

- Spring: 47%
- Summer: 31%
- Winter: 9%
- Autumn: 13%

n = 991
Opportunity VS Damages

Not only DO but DO it WELL!

Figure 2 Historical trend of the Corsican osprey population in 1977–2014: (a) number of breeding pairs and chicks fledged outside of the marine-protected area (MPA) (white triangles and dots, respectively) and inside the MPA (black triangles and dots, respectively); (b) hatching success (dashed line), fledging success (dotted line) and breeding success (solid line) in the whole Corsica, over time. These trends are obtained directly from the data (i.e. not modelling involved).
Training and information

Rural Development Plan?
Spend to earn

Annual EU employment (FTE) impact of investing €1 bn per annum in agri-environment schemes

<table>
<thead>
<tr>
<th>Effect</th>
<th>Addition / loss of jobs (FTE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net direct effect</td>
<td>Direct employment effects in the case of HNV systems are likely to be even greater than those found in the case of HLS scheme, as HNV farms tend to be more labour intensive than other types of farms. The greatest positive impact on direct employment is likely to be that of job retention, rather than job creation.</td>
</tr>
<tr>
<td>Net indirect (supply) effect</td>
<td>Additional employment among suppliers of goods and services to the farms benefiting from the scheme</td>
</tr>
<tr>
<td>Net induced effect</td>
<td>The spending of wages by employees, contractors and advisors results in a small positive impact</td>
</tr>
<tr>
<td>Total jobs</td>
<td></td>
</tr>
</tbody>
</table>

How much has been spent?