

# Case study 27 - destination pass and app

## *Using: app, online booking, QR codes*

### Cinque Terre Card

Cinque Terre is a cluster of 5 picturesque villages, perched along a stretch of rugged coastline on the north western coast of Italy. It is accessible by train and hiking trails, and cars are discouraged, due to the limited car parking spaces available.

Over the last few years, this UNESCO World Heritage Site has suffered from overtourism, and they have had to think of ways to manage the visitor numbers.

At its peak, an area with 4,000 residents welcomed 2.4 million tourists per year, and with only 3,000 beds available, the majority of those visitors were day-trippers.

In 2016, it was announced that Cinque Terre would impose caps on the number of tourists allowed to access the picturesque towns. The director of Cinque Terre National Park later admitted that it was "just a provocation," but "it had reached a point that we had to do something."

And the "something" the Cinque Terre National Park did was to collaborate with area towns to develop a game plan.

The first action was to develop the Cinque Terre Card (originally introduced in 2001) even further.

The Cinque Terre Card is a combined service ticket offered by the park (but its purchase is not obligatory), with funds going toward trail maintenance and other park projects.

In 2017, the card was made available for online purchase with limits to the number of cards available for a given day. While technically one could enter the park when these limits are reached, it would be better not to.



There are two types of cards - either a trekking card or a train card - and both cards give the holder free access to the park, access to toilet facilities, Wi-Fi, a programme of guided visits, discounted admissions and other perks.

Read more here: [http://www.parconazionale5terre.it/pdf/regolamento\\_card\\_en.pdf](http://www.parconazionale5terre.it/pdf/regolamento_card_en.pdf)

There are also plans to control and redirect tour groups, through a reservation system that would stagger bus group access by time and location. A specific plan for this is not yet available, as opening up dialogue with cruise liners and tour operators has proved difficult.

However, starting in 2017, a real-time information and traffic light system showing tourist flows in each town was made available through an app for card holders, allowing people to make informed decisions about where and when to visit.

They have also introduced a series of initiatives to preserve and promote local heritage, ranging from physical projects to communication campaigns.

The idea is that by limiting the number of cards they sell, the area will reduce the visitor numbers to 1.5 million per year (from 2.4 million) which will not just preserve the site for future generations, but also make visiting the area more pleasant.

### Technology:

A local company called Charta won the tender to manage the area access, and they have created a geodatabase system that feeds the regional hiking network, which supports the maintenance of the area and directly connects management to communication.

They also developed an application intended for the web, mobile phones and tablets, and a facilitated access system with a series of Wi-Fi presence points and a signalling system with QR codes and short urls.

### App:

<https://apps.apple.com/us/app/parco-nazionale-delle-5-terre-plus>

<https://play.google.com/store/apps/pn5t.plus>

