

Appendix 4. Selected socioeconomic and cultural indicators. Indicators that are not highlighted with any colour in the second column were collated and calculated from documents, i.e., official statistics from the Italian National Institute of Statistics (ISTAT), publications deriving from previous research on the economy and society in the area of interest (for example, CRENOs, *Economia del turismo in Sardegna*, CUEC, Cagliari, 2004; BANCO DI SARDEGNA, *L'economia del Nord Est Sardegna*, Eurografica, Olbia, 2004). Data on criminality and drugs (IC and ID) were obtained from the Statistics Office at the Sassari Police Department. Data on the seasonality of the arrival flux (IIC2) came from the Olbia Port Authorities and the Olbia Costa Smeralda Airport Management Society.

The indicators highlighted in the second column in yellow, pertaining to the analysis of the enterprises, were calculated in the following way: first, identification of the “documented enterprises population” was made from Chamber of Commerce registrations. Second, the “real enterprises population” was obtained from the documented population (documental data differ from “real” data due to various activity codes registered by entrepreneurs that are “broader” than the activity usually undertaken) via a census test, in which the tabulations of the Chamber of Commerce were shown to people familiar with the activity performed, such as the local policemen.

The indicators highlighted in light blue were obtained through interviews conducted with the stakeholders.

Category	Indicator	Measures	LPS (Core Munic. 1)	ST Core Munic. 2)	LS Avg (Core area Avg.)	OL.	TotalA vg. ¹
			Recorded value				
			Previous condition (eventual)				
1) Society							
1A) Demographic structure	1) Resident population	No. of residents (comparison 2001-2005)	2508	3565	6073	48200	54.273
			2214	3103	5317	45366	50.683
	1') Population dynamics	Demographic balance (2001-2005) Average annual rate of increase ('01-'05)	294	462	378	2834	3590
			3.17%	3.53%	3.38%	1.53%	1.73%
	2) Population density	No. of inhabitants per km ² (comparison 2001-2005)	21.3	34.0	27.6	128.2	90.6
			18.8	29.6	24.2	120.6	84.7
	3) Family structure	No. of families (2001)	819	1035	1854	14647	16501
	3') Average size of households	Total population / No. of families (2001)	2.7	3.0	2.9	3.1	3.1
	3") Family stability	No. of divorced* 100 / No. of married (2005)	1.9%	2.1%	2.0%	3.1%	2.9 %
4) Old age rate	> 65 years / 0-14 years (2001-2005)	1.386	0.966	1.118	0.790	0.824	
		1.146	0.912		0.698		
5) Migratory balance	Residents registrations – cancellations (2001)	+48	+73	+121	+284	+405	

		Residents registrations – cancellations / Total population* 100 (2001)	+2.17%	+2.35%	+2.28%	+0.63%	+0.80%
1A') <i>Educational potential</i>	1) Educational potential	% of population between 2 and 17 years					15.8%
	2) Childhood educ. potential	% of population between 2 and 5 years					3.9%
	3) Elementary school educational potential	% of population between 6 and 10 years					4.6%
	4) Middle school educ. pot.	% of population between 11 and 14 years					4.1%
	5) High school educ. pot	% of population between 15 and 17 years					3.1%
1B) <i>Occupation</i>	1) Unemployment rate	No. of unemployed * 100 / Total pop. (2001)	18.6%	17.5%		21.3%	
	2) Population dependency ratio	Not in working-age population (age between 0 and 14 and over 65) / Potentially working population (age between 15 and 64 years) (comparison 2001-2005)	0.405	0.419	0.413	0.356	0.362
1C) <i>Drug diffusion</i>	1) Drug diffusion	No. of reports for drug reasons (Avg. 2004-2005)	2			91	
		No. of people stopped or jailed by police because of drugs (Average 2004-2005)	1.5			33.5	
	2) Drug dealing and selling	No. of people reported by police because of drug dealing/selling (Average 2004-2005)	1.5			23	
		No. of people stopped or jailed by police because of drug dealing/selling (Avg. 2004-2005)	1.5			17	
	3) Drug production	No. of people reported by police because of drug production (Average 2004-2005)	0			11	
		No. of people stopped or jailed by police because of drug production (Avg. 2004-2005)	0			10	
1D) <i>Criminality</i>	1) Minor (lower) criminality	No. of reports of theft (Avg. 2004-05 and Avg. 2002-2003)	93			452	
						373	
	2) Major (serious) criminality	No. of attempts and robberies (Avg. 2004-05 and Avg. 2002-2003)	0; 1			12; 15	
						0; 5	
3) Overall criminality	No. of arrests; No. of people reported but not jailed (Avg. 2004-05 and Avg. 2002-2003)	4.5; 22			54, 304		
					29; 235		
4) Young age criminality	Number of people reported under the age of 18 years (Avg. 2004-05 and Avg. 2002-2003)				16		
					0		
1E) <i>Environmental orientation</i>	1) Waste recycling	% of recycled waste	N.A.	N.A.	-	2.8%	-
2) General economy and related cultural aspects							
2A) <i>Income</i>	1) Local Net Income	Per-person income (in Euro) (1991)	463.10	607.08	535.09	583.50	551.23
	2) Added Value	Per person added value (2004)	18.400			24.500	
2B) <i>Economical</i>	1) Distribution of economic	% Activities in the 1 st , 2 nd and 3 rd sector	27.8%	2.8%	15.0%	2.7%	0.6%

2B) <i>Economical Activities Composition</i>	1) Distribution of economic activity	% Activities in the 1 st , 2 nd , and 3 rd sector	27.8%	8.8%	15.0%	8.7%	9.6%
		% of entrepreneurial units in the 3 sectors	24.3%	30.2%	28.2%	32.6%	32.0%
	2) Added value composition	% of added value in the 3 sectors	47.9%	61.0%	56.8%	58.7	58.4%
			21.8%	7.1%	11.9%	8.7%	9.2%
2C) <i>Entrepreneurship</i>	1) Real entrepreneurship rate	Nr. of entrepreneurial units/inhabitants *100 (2005)	22.0%	25.5%	24.4%	32.6%	31.2%
	1') Local entrepreneurship	No. of enterprises/inhabitants *100 (2005)	46.2%	67.4%	63.7%	58.7	59.6%
	2) Entrepreneurial dynamic	Entrepreneurship rate growth (2004)	2.7%			1.4%	
			19.9%			15.3%	
			82.4%			83.3%	
			14.5%	21%	18.31%	11.27%	11.6%
			(363/2508)	(749/3565)	(1112/6073)	(5433/48200)	(6370/54873)
			11.4%	16.2%	14.23%	11.27%	11.47%
			(285/2508)	(579/3565)	(864/6073)	(5433/48200)	(6370/54873)
			4.1%			5.4%	
3 - Economy and related cultural aspects – Global perspectives of key and relevant entrepreneurs (MPA Cultural orientation among key and relevant entrepreneurs)							
3A) <i>Knowledge of the MPA among key and relevant entrepreneurs</i>	1) MPA awareness	% of entrepreneurs that know about theTPCC MPA	95%	93%	94%	97%	95%
	2) Conservation and sustainability core values diffusion	% of operators that believe the MPA is an asset for future generations (Values rooted; Present; Absent; Aversion; Indifference)	22.5%; 18.0%; 11.2%; 5.6%; 42.7%				
		% of local operators convinced of the need for regulations	53.9%				
	3) MPA concept: awareness of overall functions of the MPA (Awareness rooted; present; absent; Aversion; Indifference)	Ecological function of the MPA; % of operators aware	38.2%; 16.8%; 6.7%; 4.5%; 33.7%				
		Function of tourism deseasonalization.	28.1%; 20.82%; 13.5%; 4.5%; 33.7%				
		Function of qualifying the tourism demand	24.7%; 16.9%; 7.9%; 9.0%; 41.6%				
3B) <i>Entrepreneurial education in sustainable development</i>	1) Diffusion of environmental certifications	Nr. of certified organizations * 100/ Total entrepreneurs interviewed	0%	8%	5%	3%	5%
	2) Level of perception of the use of environmental certifications	Nr. of entrepreneurs that believe certification is useful * 100/ Total entrepreneurs interviewed	32%	40%	37%	23%	31%
	3) Level of awareness of environmental certifications	No. of entrepreneurs that know about environmental certifications * 100/ Total	47%	56%	63%	65%	57%

4) Key and relevant sectors							
4^I – Tourism							
4 ^I A) <i>Weight of the sector</i>	1) Real structural incidence	% local tourism business units in the whole economy	26.7%	25.8%	26.1%		
4 ^I A') <i>Weight of the sector</i>	1) Structural incidence on the local economy	% of tourism enterprises in the local economy	18.8%	21.4%	19.4%		
4 ^I B) <i>Tourism pressure</i>	1) Settlement pressure	Dwellings not occupied by residents/dwellings occupied by residents (2001)	2.80 (2277/ 814)	5.70 (5811/ 1019)	4.41 (8088/ 1833)	0.71 10291/ 14574	1.12 (18379/ 16407)
		Nr of tourists that can potentially settle in the area (unsettled tourist population/each km of coast (2001)		1503.5		981.1	
		Unsettled tour. pop./resident tour. pop. (2001)		10.5		1.1	
		Unsettled tour. pop./each km of sandy coast (2001)		8729.7		2452.8	
4 ^I C) <i>Potential of the tourism offer</i>	1) Organized reception	No. of hotels (2003)	5	16	21	40	61
		No. of hotel beds (2003)	390	1887	2277	3662	5939
		No. of complementary activities ('03)	1	6	7	10	17
		No. of beds in complementary activities ('03)	1000	2238	3238	2568	5806
		Total beds in organized reception ('03)	1390	4125	5515	6230	11745
		No. of 5-star (and luxury) hotels	0	-	-	2	-
		No. of 4-star hotels	1	-	-	14	-
	No. of 3-star hotels	3	-	-	20	-	
	2) Seasonality of arrival flux	Tot. July–August presence/Tot. annual presence (2001)		58.1%		48.8%	
		Olbia airport arrivals July–August * 100 / Annual arrivals (2000-2005)		35.4%			
		Olbia airport arrivals from June to September * 100 / Annual arrivals (00-05)		62.4%			
		Olbia airport arrivals from April to October * 100 / Annual arrivals (2000-2005)		83.0%			
	3) Seasonality perceived by entrepreneurs in sectors	Clients in the high season (July–August) * 100 / Annual clients	63%	57%	60%	49%	55%
Clients in the medium-high season (from June to September) * 100 / Annual clients		86%	86%	86%	70%	79%	
Clients from April to October * 100 / Annual		98%	99%	98%	85%	92%	

		Clients from April to October * 100 / Annual clients	98%	99%	98%	85%	92%	
4 ¹ D) <i>Diving tourist demand segment</i>	1) Diver satisfaction (scale from 2 to 10)	Water quality	9.03					
		Landscape	8.97					
		Seabed quality	8.95					
		Air quality	8.73					
		Beach and coast	8.31					
		Hospitality	8.07					
		Olbia airport operation	7.82					
		Lodging: quality	7.82					
		Public green spaces	7.80					
		Lodging: ease of reservation	7.75					
		Operation of the continent/Sardinia ferry	7.73					
		Reception	7.50					
		Free time and entertainment	7.42					
		Restaurants	7.40					
		Noise	7.30					
		Port of landing operation	7.27					
		Lodging: quality/price ratio	7.19					
		Excursion activities and tours	7.16					
		Beach cleanliness	7.03					
		Cost of the continent/Sardinia ferry	6.96					
		Security	6.79					
		Developed areas	6.75					
		Dock operation	6.63					
		Cost of parking	6.55					
		Accessibility/Transportation	6.52					
		Traffic police effectiveness	6.48					
		Traffic	6.35					
		Beach equipment	6.29					
		Cost of the flight	6.20					
		Parking	6.11					
Docking cost	5.83							
Crowding	5.75							
Taxi	5.57							
Beach surveillance	5.43							

		Prices	5.15
		Surveillance	5.14
		Information and signs	5.00
		Bus	4.57
		Restrooms	4.08
	2) Diver loyalty	Percent of divers that have visited the location more than 5 times	43%
	3) Awareness of the MPA	% of divers that know about the TPCC MPA	88%
	4) Diver motivation	No. of eco-wilderness tourists / total divers	81.2%
4 ¹ E) Sand tourist demand segment	1) Tourist satisfaction (scale from 2 to 10)	Water quality	8.75
		Landscape	8.68
		Air quality	8.32
		Beach and coast	8.02
		Olbia airport operation	7.70
		Hospitality	7.64
		Port of landing operation	7.63
		Operation of the continent/Sardinia ferry	7.58
		Lodging: ease of reservation	7.40
		Lodging: quality	7.32
		Restaurants	7.29
		Free time and entertainment	7.26
		Public green space	7.23
		Noise	7.06
		Reception	7.03
		Excursion activities and tours	6.87
		Lodging: quality/price ratio	6.82
		Dock operation	6.76
		Developed areas	6.70
		Beach cleanliness	6.69
		Security	6.57
		Accessibility/Transportation	6.38
		Cost of the continent/Sardinia ferry	6.35
		Traffic police effectiveness	6.20
		Docking cost	6.17
Traffic	5.93		
	Surveillance	5.92	

		Beach equipment	5.92
		Aquatic sport instruction	5.84
		Parking	5.65
		Information and signs	5.62
		Cost of the flight	5.54
		Cost of parking	5.51
		Crowding	5.48
		Taxi	5.28
		Prices	4.84
		Bus	4.30
		Restrooms	3.14
	2) Tourist loyalty	Percent of tourists that have visited the location more than 5 times	35%
	3) Awareness of the MPA	% of tourists that know about the exact location of the TPCC MPA	62%
	4) Tourist motivation	No. of eco (and wilderness) tourists * 100 / total tourists	63.3%
4 ^I F) <i>Sailor tourism demand segment</i>	1) Sailor tourist satisfaction (scale from 2 to 10)	Water quality	9.02
		Air quality	8.67
		Beach and coast	8.27
		Restaurants	7.82
		Reception	7.20
		Excursion activities and tours	7.04
		Surveillance	5.86
		Information and signs	5.39
	Prices	5.29	
	2) Sailor loyalty	Percent of recreational tourists that have visited the location more than 5 times	67%
	3) Awareness of the MPA	% of recreational tourists that know about the TPCC MPA	93%
	4) Recreational tourist motivation	No. of diving ecotourists * 100 / total sailor tourists	41%
		No. of ecotourists * 100 / total sailor tourists	65%
4^{II} – Fishing			
4 ^{II} A) <i>MPA objective sharing</i>	1) Understanding the benefits (individual) of the MPA	% of operators that believe they have had: > benefits	50%

4 ^{II} B) <i>Collaborative potential</i>	1) Collaboration possibilities between the MPA and fishermen	% of acts hoped for by fishermen consistent with MPA activities	68.8%				
4 ^{II} C) <i>Awareness of the effects of anthropic activities on the ecosystem</i>	1) Perception of the sustainability of local resources	Perceived intensity of the damage to marine life caused by trawling	77.8%				
		Perceived intensity of the damage to marine life caused by explosives	100%				
	2) Perception of the anthropic impact on marine resources	Perception of the lack of surveillance as an environmental threat	100%				
		Perception of industrial activities as an environmental threat	66.7%				
4 ^{II} D) <i>Perception of the social use of the MPA</i>	1) Perception of the effect of the MPA on fish stocks	% of fishermen convinced that the MPA leads to a greater quality and quantity of fish caught	43.7%				
4 ^{II} E) <i>Effects on the local economy</i>	1) Retention of value added by fishing	% local market sales	68%				
4^{III} –Building							
4 ^{III} A) <i>Structural influence</i>	1) Real influence of the sector	No. of construction companies (units) * 100 / total local number of companies (units)	18.2% 66/ 363	22.6% 169/ 749	21.1% 235/ 1112	20.2% 1093/ 5433	20.3% 1328/ 6545
	2) Influence of the sector in the local economy	No. of construction businesses with a local office * 100 / total businesses with a local office	21.4% 61/285	26.8% 155/57 9	25.0% 216/86 4	20.2% 1093/5 433	20.8% 1303/6 297
4 ^{III} B) <i>Expansion capacity</i>	1) Additional anthropic pressure in the MPA	Estimated additional number of inhabitants based on cities' development plans (Zone B)				470	
		Estimated additional number of inhabitants based on cities' development plans (Zone C) (2500	150	2650	1290	3940
	2) Additional territorial pressure in the MPA	1) Residual volume (m ³) in the MPA (Zone B)				47,000	
		2) Residual vol. (m ³) in MPA (Zone C)	250,000	25,000	275,000	129,000	404,000