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MPA TAVOLARA - CAPO CODA CAVALLO
Marketing & Communication Plan
3.8.1

The Consortium:

Project Information	
Project Acronym	NaTour4CChange
Project Full Title	Governing sustainable tourism in territories with high environmental value: reconnecting tourism and nature for addressing the climate crisis with an ecosystem-based approach
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Project Mission	#4 Enhancing Sustainable Tourism
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Nature of deliverable	Strategy / Action Plan

Work Package	WP3 – Testing climate action plans and Nature-based Solutions in pilot destinations
Activities	A3.8 – Development of destination marketing and communication strategies to engage visitors, tourism operators and local stakeholders in climate action and support Nature-based Solutions
Partner responsible	Area Marina Protetta Tavolara – Punta Coda Cavallo (AMPT)

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1. Purpose and strategic logic

This Marketing and Communication Plan supports the implementation of climate adaptation measures and Nature-based Solutions at the Cala Brandinchi–Lu Impostu pilot site within the Tavolara–Punta Coda Cavallo Marine Protected Area. It does not aim to increase tourism demand. Its purpose is to use communication as a visitor-management tool: to manage expectations, make the environmental rationale of access measures visible and support behaviours that reduce pressure on dunes and other sensitive coastal habitats.

The plan complements the Destination Climate Action Plan (D3.4.1) and the NbS Feasibility Report (D3.6.1). It translates technical measures into practical messages, touchpoints, calls to action and implementation responsibilities. The strategy can be refined as the technical measures are finalised without changing its central behaviour-change logic.

Climate action or NbS	Behaviour required for success	Role of communication
Dune restoration, boardwalks and closure of informal routes	Visitors remain on designated paths and outside restoration areas.	Provide directional nudges and explain how dunes retain sand and reduce erosion.

Climate action or NbS	Behaviour required for success	Role of communication
Regulated access and carrying capacity	Visitors plan ahead, comply with booking and accept site limits.	Provide realistic pre-arrival information and explain what the measures protect.
Posidonia protection and management	Visitors recognise natural deposits as part of the ecosystem rather than waste.	Correct misconceptions through simple, repeated and science-based messages.

2. Evidence base and communication challenge

2.1 Tourism and climate context

Cala Brandinchi is a Natura 2000 coastal ecosystem and one of Sardinia's most visited beaches. Tourism pressure is highly seasonal: **81.2% o**f annual arrivals and **86.2%** of overnight stays in San Teodoro occur **between June and September,** generating approximately 6,315 tourist presences per day across the coastal system.

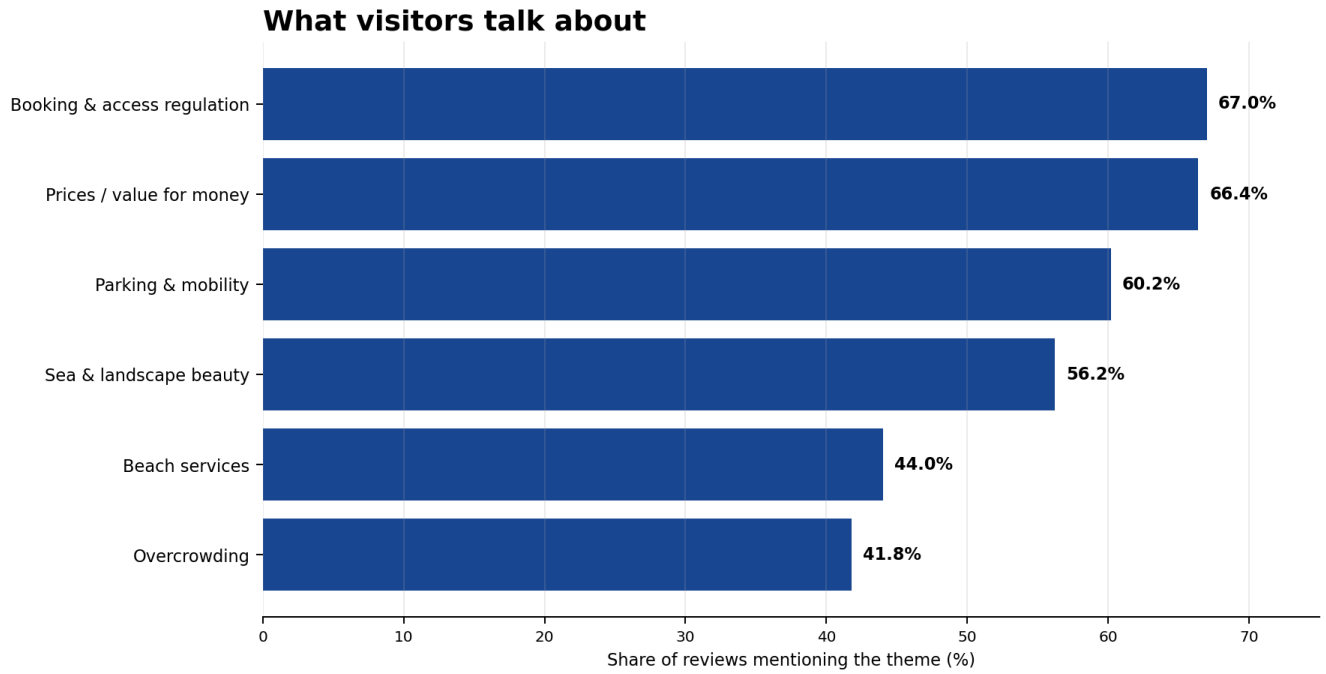
At Cala Brandinchi, regulated capacity reaches 1,447 visitors per day, equivalent to approximately one visitor per 20.7 m^2 of dry beach during peak periods.

Evidence	Management implication
Coastal erosion is the priority climate risk, amplified by sea-level rise, storms and sediment imbalance.	Dunes and vegetation must be communicated as natural infrastructure, not unused space.
Trampling, informal paths and soil compaction reduce vegetation continuity and sediment retention.	The desired behaviour is concrete: remain on boardwalks and respect restoration boundaries.

Evidence	Management implication
The review corpus is dominated by visitor-management issues: 84.8% of reviews have a prevailing theme related to access, prices, parking, crowding or services.	Environmental communication must be integrated into practical touchpoints rather than delivered as a separate awareness campaign.

2.2 Visitor perception analysis

A dedicated analysis of 500 publicly available TripAdvisor reviews of Cala Brandinchi, published between 7 June 2022 and 1 July 2026 (source), shows that visitors primarily interpret Cala Brandinchi through the management and quality of the recreational experience. Reviews were coded through a rule-based keyword framework identifying a prevailing theme, additional themes and overall sentiment. As a review may address more than one issue, thematic categories overlap and percentages do not sum to 100%. Booking and access regulation (67.0%), prices and perceived value for money (66.4%), parking and mobility (60.2%), landscape quality (56.2%), services (44.0%) and overcrowding (41.8%) dominate the discussion. When reviews are grouped by prevailing theme, 84.8% concern visitor management, compared with 8.8% focused mainly on environmental perception.



Source: analysis of 500 Tripadvisor reviews, 2022–2026. Categories overlap.

Figure 1. Note: The analysis covers 500 publicly available TripAdvisor reviews published between 7 June 2022 and 12 July 2026. Reviews were classified through a rule-based keyword framework across 14 non-exclusive thematic categories and by overall sentiment. A review could refer to more than one topic, so percentages do not add up to 100%. The findings identify recurring visitor perceptions and communication-relevant issues; some comments may also relate to real, temporary shortcomings in services, cleanliness or site conditions. A manual quality check of a random sub-sample of reviews was conducted to verify the consistency of the automated classification. The dataset provides a structured exploratory analysis of recurring visitor perceptions expressed on TripAdvisor. It does not constitute a representative survey of all visitors, nor an independent assessment of environmental or service conditions at the site.

References to Posidonia or to the colour and perceived quality of the water appeared in 19.4% of reviews, often in association with dirt, pollution or inadequate maintenance. Broader dune and environmental references appeared in 15.0%, while explicit references to dune condition or coastal erosion were only 2.4%. The evidence therefore points to a clear gap between the protected area's environmental objectives and the way visitors interpret access measures, restoration work and natural coastal processes.

Overall sentiment is predominantly mixed or neutral (62.2%), with 20.6% positive and 17.2% negative reviews. The evolution over time reinforces the urgency of action: the share of negative reviews rises from 13.9% for visits in 2022 to about 21% in 2025–2026, while mentions of Posidonia or water quality grow from 11.9% to over 30% of reviews in the same period, indicating that **misinterpreted natural phenomena are an increasingly important driver of visitor dissatisfaction.**

In the visitors' own words

Three excerpts from the review corpus illustrate the misconceptions the strategy addresses (translated from Italian; reviews anonymised):

> *"...they should rake up the seagrass that washed onto the beach overnight."* — July 2026. Posidonia deposits are read as neglected maintenance rather than as a natural feature of a healthy ecosystem.

> *"...paying €2 per person to preserve the environment, when the only goal is running a business."* — September 2025. The environmental contribution is perceived as a revenue-generating mechanism rather than a conservation measure.

> *"Yellow water, a smell of fuel..."* — July 2026. Natural variations in water colour and the presence of organic material are interpreted as pollution.

These examples illustrate recurring **perceptions, information gaps and misconceptions** that communication can address. However, they should not be read as proof that all concerns are communication failures: individual comments may also refer to real, temporary issues in services or site conditions. The associated calls to action help explain Posidonia, access limits and natural water variations more clearly.

2.3 Priority communication gaps

Observed gap	Communication consequence
Visitor limits are often understood as a fee or restriction rather than a conservation measure.	Explain the physical limits of the beach, the purpose of carrying capacity and the use of environmental revenues.
Posidonia and natural water-colour variations are frequently misunderstood.	Use myth-busting content before arrival, on site and in official review responses.
Dunes are rarely recognised as climate-adaptation infrastructure.	Link boardwalk use directly to sand retention, erosion reduction and beach resilience.
Current channels provide logistics but little behavioural guidance.	Integrate the same calls to action into booking, confirmation emails, parking, entrance, QR content and operator communications.

3. Behaviour change framework and core calls to action

Behaviour change is the operational purpose of this strategy. Awareness, reach and engagement are intermediate results; communication is successful only when it contributes to observable actions that support the Climate Action Plan and the NbS package. Each core call to action therefore names a specific behaviour, appears at the relevant decision point and is linked to a measurable indicator. The framework operationalises the four-verb communication funnel already validated for the pilot — **Inform, Engage, Support, Position**: pre-arrival information informs and engages visitors, on-site prompts and the Ambassador network support the required behaviours, and post-visit storytelling positions Cala Brandinchi as a protected, climate-resilient destination.

Climate challenge / measure	Desired behaviour	Core call to action	Behavioural indicator
Peak pressure, booking and carrying capacity	Plan in advance, comply with access procedures and accept physical limits.	Plan ahead. Respect the limit.	Fewer reviews or enquiries based on misunderstanding of access measures.
Dune restoration and boardwalks	Remain on official routes and avoid trampling vegetation.	Stay on the boardwalk.	Reduction in off-trail movements at fixed observation points.
Posidonia protection	Recognise natural deposits as ecologically valuable and avoid demanding systematic removal.	Respect Posidonia.	Reduction in reviews equating Posidonia with waste or pollution.
Restoration areas and temporary barriers	Respect signs, fencing and closed areas even	Give nature space to recover.	Fewer intrusions into restoration zones.

Climate challenge / measure	Desired behaviour	Core call to action	Behavioural indicator
	when staff are not present.		
Visitor stewardship and post-visit influence	Share accurate information and responsible experiences.	Share responsibly.	More review and social content referring positively to protection and responsible behaviour.

Core CTA hierarchy:

1. **PLAN AHEAD. RESPECT THE LIMIT.** Behaviour: book, check conditions and arrive with realistic expectations. Placement: booking, confirmation email and accommodation channels.
2. **STAY ON THE BOARDWALK.** Behaviour: use designated routes and avoid shortcuts. Placement: parking exit, entrance and dune access.
3. **RESPECT POSIDONIA.** Behaviour: recognise natural deposits and avoid treating them as waste. Placement: pre-arrival FAQ, beach, QR content and review responses.
4. **GIVE NATURE SPACE TO RECOVER.** Behaviour: respect barriers, signs and restoration areas. Placement: boardwalks and intervention zones.
5. **SHARE RESPONSIBLY.** Behaviour: publish accurate information and responsible experiences. Placement: social media and review platforms.

4. Target audiences and delivery roles

Day visitors are the primary audience because their decisions have the most immediate effect on access management, dune trampling and the interpretation of Posidonia. Tourism operators and frontline staff are the priority secondary audience because they shape expectations before arrival and reinforce messages during the visit. Institutional partners provide governance, scientific validation and operational coordination.

Audience	Influence and required role	Priority touchpoints
Beach visitors and tourists	Plan realistically; follow designated routes; respect Posidonia, restoration areas and access rules; share responsibly.	Search and reviews, booking platform, confirmation email, maps, parking, entrance, boardwalks, QR content and post-visit reviews.
Tourism operators and frontline Local Ambassadors	Integrate consistent messages into customer communications, answer common questions and reinforce the five CTAs.	Accommodation emails and welcome packs, concessionaires, guides, boat operators, parking and entrance staff, visitor information services.

5. Visitor journey and touchpoints

The strategy uses existing channels rather than creating a parallel communication system. Each stage of the visitor journey has one priority decision, one main behavioural risk and one communication intervention.

Stage	Decision and behavioural risk	Touchpoint, intervention and CTA
Dream	Choosing where to visit. Risk: aesthetic content creates unrealistic expectations and hides the protected-area context.	Instagram, TikTok, Google and Tripadvisor: present Cala Brandinchi as a protected ecosystem. Campaign frame: Enjoy. Respect. Protect.
Plan	Organising booking, parking and the day. Risk: logistics dominate and capacity, fees or conditions are misunderstood.	Booking, confirmation email, maps and operator channels: add Know Before You Go information. CTA: Plan ahead. Respect the limit.
Arrive	Seeking the quickest route. Risk: shortcuts across dunes and rules perceived as arbitrary.	Parking, entrance and orientation signs: use directional nudges and explain why limits protect the site. CTA: Stay on the boardwalk.
Experience	Moving through the site. Risk: trampling, barrier crossing and Posidonia misconceptions.	Boardwalks, dune edges, restoration areas, staff and QR content: use concise why-based prompts. CTAs: Respect Posidonia. Give nature space to recover.
Share	Describing the experience. Risk: reviews reproduce misconceptions and visual content can promote overcrowding.	Instagram, Tripadvisor and Google: prompt accurate storytelling and use factual official responses. CTA: Share responsibly.
Remember	Considering a return or recommendation. Risk: no lasting relationship	Follow-up email, operator channels and restoration updates: show results and

Stage	Decision and behavioural risk	Touchpoint, intervention and CTA
	or evidence of conservation outcomes.	promote less congested periods or alternatives.

6. Message architecture

The message architecture retains the three complementary pillars already developed for the pilot: Protect, Respect and Participate. Each pillar is now linked to a limited set of concrete actions rather than general awareness messages.

Pillar	Purpose	Primary calls to action	Supporting message
PROTECT	Explain dunes, Posidonia and coastal habitats as natural infrastructure for climate resilience.	Stay on the boardwalk. Respect Posidonia.	Healthy ecosystems retain sand, reduce erosion and protect the future quality of the beach.
RESPECT	Guide behaviour and improve acceptance of visitor-managem ent and restoration measures.	Plan ahead. Respect the limit. Give nature space to recover.	Rules and temporary barriers are not arbitrary: they make protection and restoration possible.
PARTICIPATE	Turn visitors and operators into visible partners in stewardship.	Share responsibly. Join the programme	Every interaction can reinforce accurate information and responsible use of the site.

6.1 Communication principles

Principle	Application
Specific and action-oriented	Every message should state what people should do differently.
Why-based	Pair the action with a short ecological reason and an immediate benefit.
Local and tangible	Use dunes, sand retention, erosion, Posidonia and visible restoration rather than abstract climate narratives.
Timely	Place information at the decision point: before booking, before leaving the parking area and before entering sensitive habitats.
Positive and consistent	Use welcoming language and the same terminology across websites, signs, staff and operators.
Evidence-based	AMPT validates scientific content; operational information is updated by the Municipality and site managers.

Message formula
ACTION + REASON + BENEFIT: "Stay on the boardwalk: dune vegetation holds the sand and helps protect this beach from erosion."

7. Communication action plan

The action plan prioritises measures that can be implemented through existing channels and resources, while making responsibilities, locations and behavioural outcomes explicit.

Action and outputs	Implementation: where, lead and timing	Behavioural outcome and KPI
1. Digital pre-arrival package Outputs: Know Before You Go module, confirmation block and official FAQ.	Booking platform, AMPT and Municipality websites, Google profile and operator channels. Lead: Municipality +	Outcome: realistic expectations before arrival. KPI: unique page views; email click-through rate; share of recurring enquiries

Action and outputs	Implementation: where, lead and timing	Behavioural outcome and KPI
CTA: Plan ahead. Respect the limit.	AMPT; MEDSEA/project support. Timing: 0–3 months.	and reviews referring to access confusion.
2. On-site behavioural system Outputs: parking orientation, entrance message, boardwalk prompts, restoration-boundary messages andQR codes linking to the official visitor-information or booking page, hosted and maintained by the competent public authority. CTAs: Stay on the boardwalk; Give nature space to recover.	Parking exits, shuttle points, entrance, boardwalk decisions and restoration areas. Lead: Municipality + AMPT with site managers/concessionaires. Timing: 3–6 months.	Outcome: share of observed off-trail movements and entries into restoration areas at fixed observation points, compared with the baseline.
3. Posidonia and dune myth-busting Outputs: reusable content pack, short videos, seasonal information and review-response templates. CTA: Respect Posidonia.	Websites, social channels, QR content, panels, operator channels, Tripadvisor and Google. Lead: AMPT; MEDSEA/project production support. Timing: immediate and seasonal.	Outcome: better understanding of dunes, water conditions and Posidonia. KPI: review themes, FAQ frequency, video completion and short-survey responses.
4. Local Ambassador Programme Outputs: recruitment, training, CTA ownership, toolkit, monthly check-ins and feedback log.	Accommodation, concessions, guides, boat operators, parking, entrance and information services. Lead: AMPT + Municipality; MEDSEA/project training support. Timing: pre-season	Outcome: consistent messages across touchpoints. KPI: ambassadors trained, toolkit adoption, assigned CTA used and visitor questions resolved.

Action and outputs	Implementation: where, lead and timing	Behavioural outcome and KPI
	and throughout season.	
5. Post-visit feedback and evidence Outputs: review-response protocol, short QR survey and seasonal restoration updates. CTA: Share responsibly.	Tripadvisor, Google, social media, follow-up email and AMPT website. Lead: AMPT communication team with Municipality data and ambassador feedback. Timing: during and after each season.	Outcome: response rate; share of relevant reviews receiving an official evidence-based response; sentiment and thematic trends; share of surveyed visitors recalling at least one CTA; positive references to protection.

8. Local Ambassador Programme

The Local Ambassador Programme is the main mechanism for converting the strategy into consistent human interaction. It is not a new volunteer network, but a structured capacity-building programme for people who already meet visitors before or during the beach experience. Each ambassador is assigned the call to action most relevant to their touchpoint, uses approved short explanations and feeds recurring questions and misconceptions back to AMPT and the Municipality.

8.1 Programme design

Element	Operational specification
Participants	Pilot group of approximately 15–20 representatives from beach concessions, accommodation and holiday rentals, guides, boat operators, parking and entrance staff, visitor information services and relevant municipal or AMPT staff.
Selection	Targeted invitation to obtain a balanced mix of touchpoints. Participants confirm a simple commitment: attend training, use the shared messages, provide feedback and identify recurring visitor questions.
Training format	One three-hour workshop or two 90-minute modules. Module 1: coastal ecology, dune functions, Posidonia, climate risks and NbS. Module 2: the five CTAs, behavioural communication, frequently asked questions, misinformation, conflict-sensitive responses and review communication.
Toolkit	One-page message guide; CTA cards; FAQ and myth-busting sheet; ready-to-use booking and welcome text; QR poster; social assets; review-response templates; contact and escalation protocol; short seasonal briefing note.
Ambassador role	Integrate at least one approved pre-arrival or on-site CTA; explain the reason behind rules in no more than 20 seconds; direct visitors to official information; flag misinformation or operational gaps; and contribute recurring questions and field observations.

Element	Operational specification
Recognition	Certificate and visible digital or physical badge; listing on the AMPT or destination website; annual acknowledgement and refresher briefing. Recognition should reward active use of the toolkit, not attendance alone.
CTA ownership by touchpoint	Accommodation and booking: Plan ahead. Respect the limit. Parking and entrance staff: Stay on the boardwalk. Beach concessions and on-site staff: Respect Posidonia and Give nature space to recover. Guides, boat operators and post-visit channels: Share responsibly.
Governance	AMPT validates scientific content and leads environmental training; the Municipality validates access, parking and service information; MEDSEA / project partners support content, facilitation and evaluation; operators implement and report feedback.

8.2 Ambassador operating cycle

Phase	Timing	Main tasks and output
Recruit	2–3 months before peak season	Map priority touchpoints; invite organisations; confirm participants and commitments. Output: balanced cohort and contact list.
Train	3–4 weeks before activation	Deliver modules; assign CTA ownership; test 20-second explanations through role-play; distribute toolkit; collect baseline confidence. Output: trained ambassadors and shared message protocol.
Activate	Peak season	Use assigned CTAs in pre-arrival and face-to-face interactions; display QR materials; record questions, misconceptions and incidents. Output: consistent communication across touchpoints.

Phase	Timing	Main tasks and output
Check in	Monthly during season	Run a 30-minute briefing; update operational information; address difficult questions and share observations. Output: updated FAQ and rapid correction of inconsistent messages.
Evaluate and renew	End of season	Review participation, toolkit use, visitor feedback and behavioural indicators; recognise active ambassadors and refine the next cycle. Output: short evaluation and revised training/toolkit.

8.3 Pilot targets

- Recruit 15–20 ambassadors covering at least five different visitor touchpoints.
- At least 80% of recruited ambassadors complete the training and receive the toolkit.
- At least 70% integrate one or more approved messages into customer communications during the season.
- Conduct at least two seasonal check-ins and maintain one shared log of recurring visitor questions.
- Measure ambassador confidence before and after training and include their observations in the seasonal communication review.

9. Monitoring and implementation roadmap

Monitoring distinguishes communication exposure, engagement, message recall, behavioural change and visitor perception. Page views, clicks and QR scans indicate exposure or engagement; they do not measure recall, which should be assessed through a short visitor survey. Priority is given to evidence of behaviour change: route compliance, intrusions into restoration areas, understanding of Posidonia and access measures, and active use of the five calls to action by the Ambassador network. Existing AMPT and Municipality systems should be used wherever possible, and data collection should remain proportionate to operational capacity.

9.1 Monitoring framework

Outcome	Indicator	Method / source	Frequency
Designated routes used	Off-trail movements and entries into restoration zones.	Fixed-point observations by AMPT, municipal or trained site staff.	Baseline and peak-season samples.
Access measures understood	Questions and comments framing booking, fees or limits as arbitrary or purely revenue-generating.	Ambassador FAQ log, enquiry records and review-theme analysis.	Monthly; annual comparison.
Posidonia and dunes understood	Survey or review references recognising their ecological role; decline in Posidonia=dirt/pollution associations.	Short QR survey and repeat analysis against the 2022–2026 review baseline.	End of season / annual.
CTA exposure, engagement and recal	Exposure: unique page views. Engagement: QR scans and click-through rate (CTR). Recall: share of surveyed visitors recalling at least one CTA and its meaning.	Website, email and QR analytics; short on-site or online visitor survey. Analytics are not used as proxies for recall.	Monthly analytics. End of the season survey
Ambassador network active	Number trained; attendance; toolkit use; assigned CTA; confidence and feedback.	Training records, spot checks and ambassador survey.	Pre-, mid- and post-season.
Messages consistent	Presence and accuracy of the five CTAs across	Twice-seasonal content and signage audit.	Before and during peak season.

Outcome	Indicator	Method / source	Frequency
	priority channels and sites.		

9.2 Eighteen-month roadmap

Period	Priority implementation steps	Lead actors
August–October 2026	Finalise CTAs and message guide; AMPT validates environmental content; Municipality updates official visitor-information and booking channels; prepare FAQ, review responses and baseline monitoring.	AMPT: environmental validation and site coordination; Municipality: official visitor and digital channels; MEDSEA: technical and methodological support.
October 2026–April 2027	Recruit and train Ambassadors; assign CTA ownership; prepare the toolkit and approved on-site materials. QR codes link only to official pages maintained by the competent public authority.	AMPT and Municipality: implementation; tourism operators: participation; MEDSEA: training and content support.
June–September 2027	Activate seasonal communication, parking and entrance orientation, approved printed materials and field observation; run monthly Ambassador check-ins.	AMPT: site materials and field coordination; Municipality: institutional and visitor channels; operators: visitor-facing delivery; MEDSEA: monitoring support.

Period	Priority implementation steps	Lead actors
October–November 2027	Evaluate behavioural and perception results; repeat review-theme analysis; refine signs, digital content and training.	AMPT and Municipality: data collection and review; MEDSEA: analysis and methodological support.

Annex I (separate file: Marketing_Campaign_Tavolara_NbS_Implementation_Roadmap.xlsx) details the individual actions of the marketing campaign implementing this strategy (Section 9.2), with priority, timing, responsibilities, indicative budget estimates and monitoring indicators.