

Sardinia in Miniature Park

DESCRIPTION AND GENERAL CHARACTERISTICS

Location:

The Park is located in Riu Lardi Locality, 09029 Tuili, in the south-center of Sardinia (in the Province of Medio Campidano). It is only 1km from Barumini village and from the famous World Heritage nuragic site of Barumini.

Description:

The Sardinia In Miniature Park, created in 1999, is a private entertainment park containing within itself the geological, historical and cultural significant of Sardinia. Inside the park, 50.000 square meters of extension, it is possible to visit the miniatures of the most famous monuments of the island, or the reconstruction of a nuragic village, with the reproduction of typical life scenes of about 3000 years ago, during the Iron Age. In this area you can see, for example, how it was worked bronze and clay and understand how the population was politically organized.

But Sardinia in miniature park is more than a simple miniature theme park: it offers a biosphere, a permanent Darwin exhibition, some botanical trails, but most of all it offers an Astronomy exhibition, developed under scientific supervision of the INAF-Osservatorio Astronomico di Cagliari. Inside, a large exposition of didactical panels, the scale reproduction of the solar system planets, an accurate reconstructions of the Moon and Mars soil, several hands-on activities, a small radio telescope. The internal itinerary heads the visitor through the wonders of the universe and ends at the 11mt Planetarium dome. The planetarium is equipped with a digital instrument and offers shows customizable shows depending on the age.

The Park is located inside a very beautiful, green plain.



ACCESSIBILITY

1. Accessibility of the resource (universal):

The Park offers Bagno esclusivo Aspects of social interest, access conditions to people with reduced mobility (disabled, elderly, children), equipment or specific services for these groups, etc.

2. Resource Signaling:

Outside.- The Sardinia In Miniature Park is well signaled from the main access routes coming from the major Sardinian towns in its vicinity (10km). No clear signs or indications are present from Cagliari or the Sardinia highway. Anyway, the park official site offer a google map.

Inside – Plenty of signs help the visitors to address the different thematic itineraries and clearly indicate in particular how to reach the Astronomy Exposition and the Planetarium.

3. Level of accessibility:

Outside - The site is accessible only by car. No public transportation are available

Inside the resource - All the internal resources (itineraries, pavillions, Astronomy Exposition, Planetarium, Snack Bar, Restaurant, toilets, ..., are clearly indicated by signs.

A small sightseeing train and a touristic boat allow all the visitors to comfortably visit the park.

At the entrance, visitors are provided by a descriptive depliant (in 6 languages: Italian, English, French, Spanish, German and Russian), comprehensive of the Park planimetry.

Guided tours are offered in Italian and English languages.

An equipped pic-nic area is at visitor's free disposal.

MARKETING

1. Marketing profile:

The marketing strategy of the Park is essentially online (web page and FB). Only occasionally tour operators / Travel Agencies are involved directly, even if the park is a well-known resource I Sardinia. In addition, Park administrators organize an annual promotion directly targeted to Sardinian schools.

2. Information available of the resource:

All the important information about the park (description, costs, opening dates and hours, offered packages,...) are available on the official web site <http://www.sardegnaiminiatura.it/en/sardinia-miniature-park.html> and on the Park Facebook page. The park is present also on TripAdvisor.

VISITS

1. Capacity of the establishment:

the Park receive 40,000 visitors per year on average, mainly scholar groups in the periods March-May and October-November, mainly tourists (Italian and foreign) in the June-September one.

2. Schedule and Availability for visitors:

The park is open all the working days, during the period March-November, from 9.30a.m to 7.00pm. On Sunday, the opening hours are 9.00am – 8.00pm.

3. Admission:

the admission tickets costs start from the 10€ of the basical (reduced 8€ for children under 11 years) to the 33€ of the complet offer (all the exhibitions, planetarium show and lunch). Different offers can be discussed with the Park administrators.

4. Limitations:

The resource presents several limitations:

- First of all, and maybe the major problem of the Park, is the fact that the general accessibility is restricted to people driving a car (owned or rented). Public transportations are available only to Barumini, then people without car is forced to walk about 1km.
- Even if there is no obstacles or limitation for people reduced mobility, there is no dedicated;
- The guides speak only Italian and English.
- The bookshop should be expanded in space and contents.

5. Visit the resource:

The Sardinia in Miniature Park provides several possibilities to the visitors, with different “packages”. Self-guided tours are possible in certain areas, while other resources are available only with the guide.

TOURIST RATING OF THE RESORT

1. Hierarchical level of resource:

Level 1: Attractive with some striking feature, able to interest visitors from long distance that had come to the zone by other touristic reasons, or capable to motivate local tourist flows.

2. Tourist demand:

Students – both locals and coming from outside Sardinia thanks to school-organized trips – are the most frequent users of the facilities offered at the Park during the scholar periods, suggesting a seasonal trends in the number of visitors. During bank holidays and during the summer period, the visitors are adults, seniors and families, mainly Italian, mainly tourists. Nevertheless, in the last two years the number of foreign tourists raised.

Even if the Park has not been conceived and built as a dedicated Astronomy resource, it is a very promising site. It has a Planetarium and a permanent astronomy exhibition, developed under the supervision of professional astronomers of the INAF-Osservatorio Astronomico di Cagliari.

But several new projects could be conceived, especially in the field of the stargazing events. The site presents an high quality of night sky, which allows direct observations of cosmic objects (planets, stars, nebulae, galaxies). Several experiments of this kind of activities, together with astro-aperitif conversations, have been realized in the past with success. The Park could be hence a good step in a astro-tourism route.