



University of Natural Resources and Life
Sciences, Vienna
Institute of Landscape Development,
Recreation and Conservation Planning



Workshop I: Visitor Monitoring and Management

➔ Focus on visitor management

Arne Arnberger (BOKU Vienna)
Maria Hußlein (Bavarian Forest National
Park)

Visitor management
9.6.2017, Bad Schandau



Workshop- Programme

- Visitor management – strategies and tactics: An overview
- Case studies and examples
 - Finland: brown bear monitoring results reflected to visitor management
 - Ireland: managing coastal tourism
 - Other examples

Visitor management – strategies and tactics: An rough overview from a scientist

(and not from a manager's perspective)

Arne Arnberger

arne.arnberger@boku.ac.at



Content

- Why? Definition and aims of visitor management
- Where and when? Targeting approaches, strategies
- What? Tactics of visitor management
- (How, or how not? Examples)
- Conclusions



Visitor management - A definition



„Strategies and measures (practices, tactics) which influence visitors in their attitudes, decision making and behavior to minimize negative impacts on the subjects of protection and to maximize positive effects for parks and people.“

Focus: increasing the quality of the recreation experience

Bähre, 1996, König 1998, modified

Aims of visitor management



Ecological

Economical

Safety-related

Aims

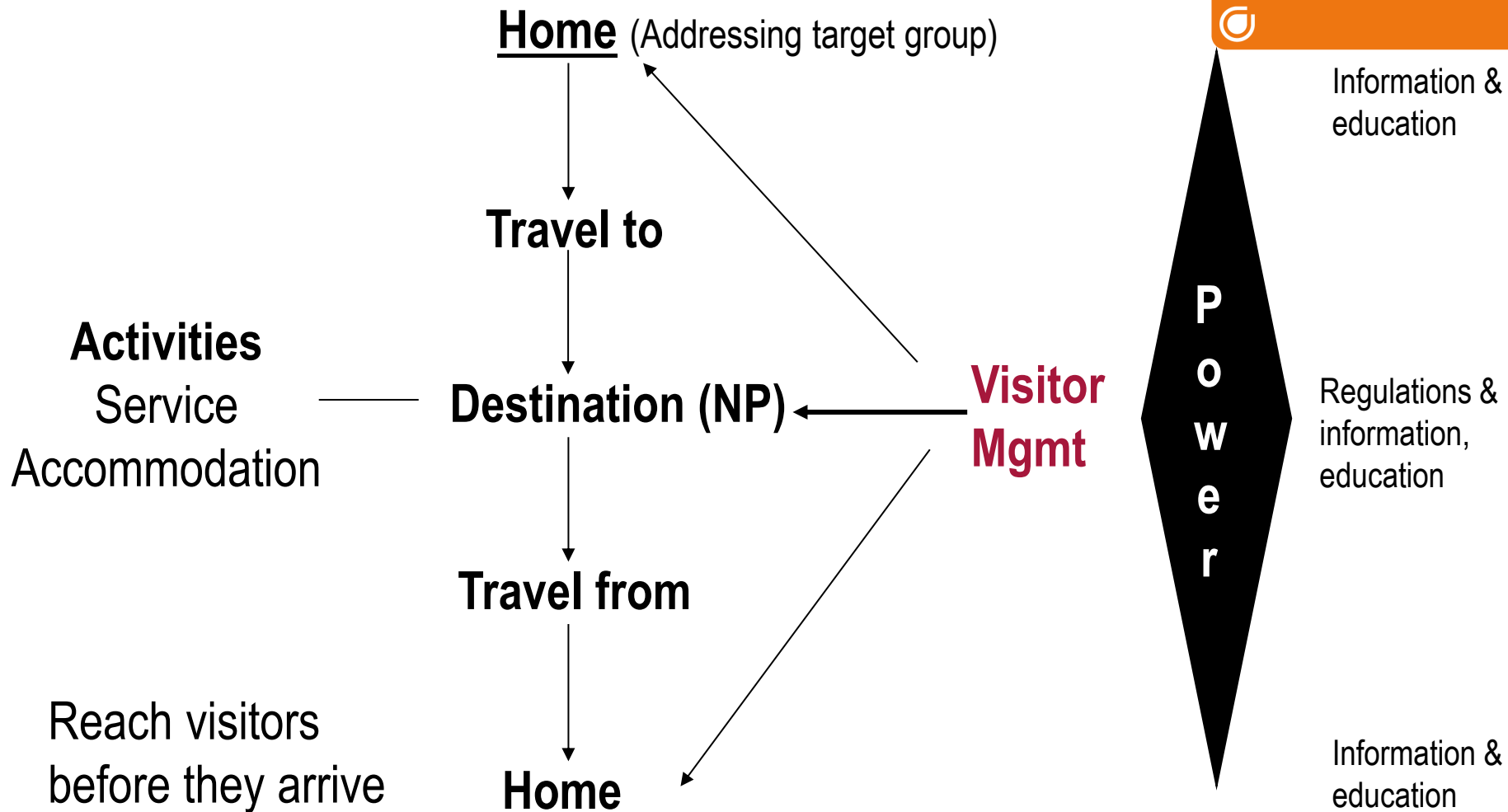
Cultural heritage preservation

Political-administrative

Ethic, socio-psychological, cultural,
social justice

König 1998, modified

Where & When: Visit management starts at visitors' home



Sustainable visitor management – Expectations are the key



Modify expectations

Visit = planned visit
(except incidental visit)

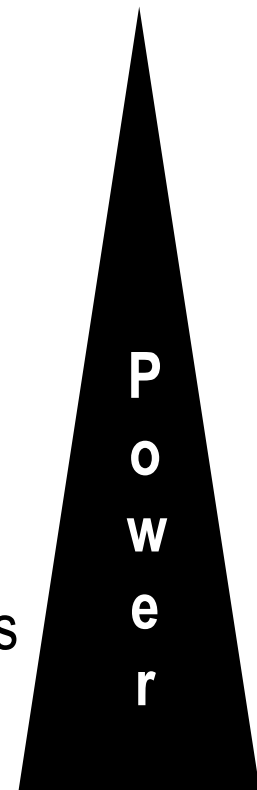
Correct, understandable,
easy accessible and in
time information prevents
from non fulfilled
expectations and conflicts...
... and assists in reducing
litigation risks



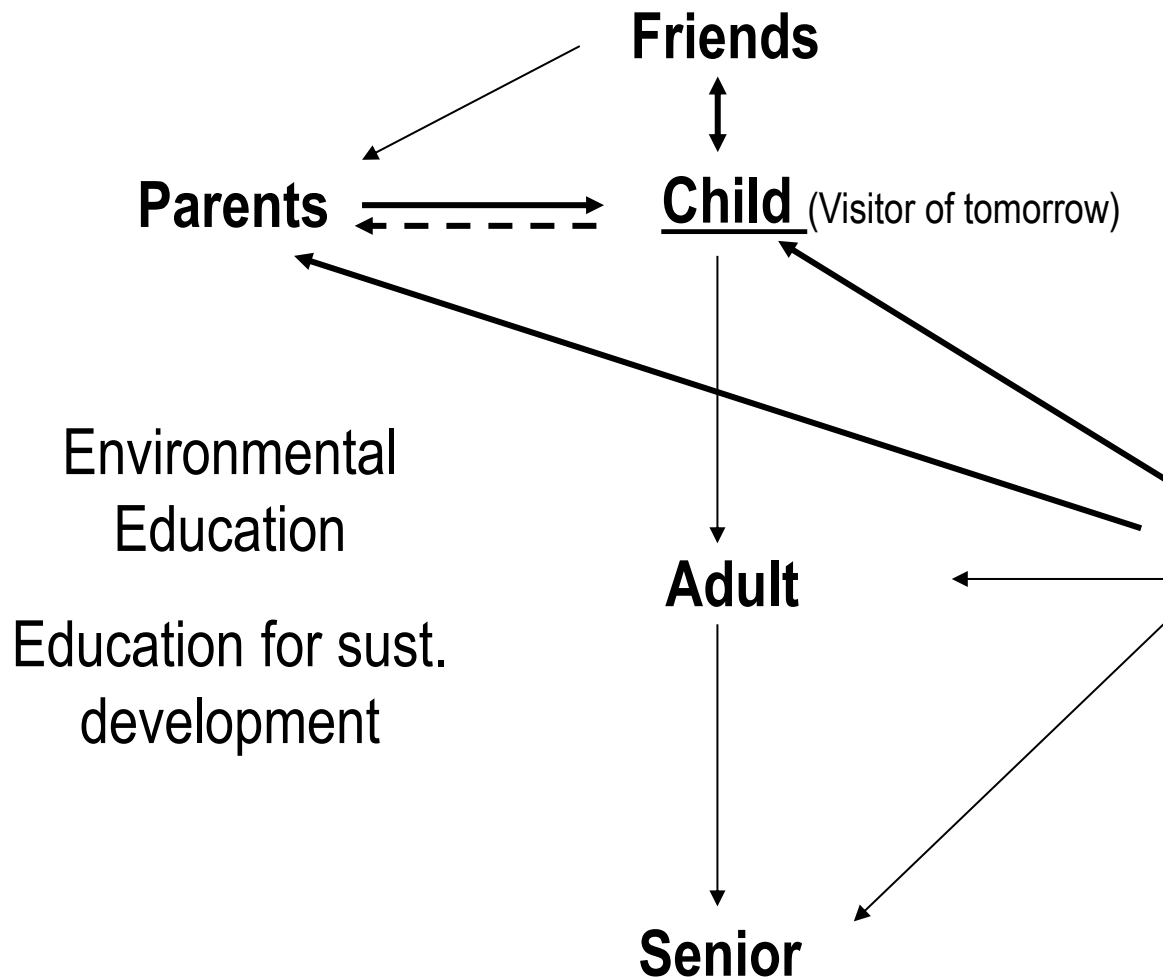
Where & When: Many places to start



<u>Target group</u>	<u>Site</u>
Resident	→ Home
Child	→ Kindergarten
Worker	→ Workplace
Pupil/student	→ School/university
Member	→ Association
Tourist in NP-Region	→ Accommodations, Restaurants
Visitor in NP	→ National Park



Sustainable visitor management – the child is the key



P
o
w
e
r

Arnberger 2015

Strategies of visitor management

Strategies are basic approaches to achieve desirable management objectives



Reduce impact of use:

- Modify use (type, character - time)
- Disperse or concentrate use (resource capability; compatible activities; time of use (off-season); park unit vs. park system vs. park region)

Increase supply:

- Time (season, week, day) & space for recreation (park unit, park system; access)
- Amount and dimension of facilities

Increase durability of resource:

- Harden site, type of material
- Develop facilities & intensity of maintenance

Manning & Lime 2000; Manning & Anderson, 2012; modified

Strategies of visitor management



Limit use:

- Amount of use, spatio-temporal, duration
- Type of use

Participation:

- Stakeholder involvement in time
 - to speak to each other as equals
- ➔ Resource space is limited (overlap of ecological and recreational ... functions)
- ➔ Monitoring and planning (area zoning) prevents from conflicts
- ➔ Effects of management measures on bordering area/region

Strategies of visitor management: reduce impact of use



Venice → Spatial distribution of use;
Subject of protection: local population



National Park → Use concentration
Subject of protection: nature

Arnberger 2005

Strategies of visitor management



Target groups:

- Each group has its own needs, behaviors
- Specific management

Local population	Day tourists	Overnight tourists
Traditional uses, every-day behavior/workplace Very high local knowledge Difficult to manage	Weekend Different needs High local knowledge Moderate to manage	Vacation Expectations Low local knowledge Easy to manage

Costs for visitors:

(Social justice)

- Who is affected by visitor management measures?
- How many are affected?
- How affected?

Tactics/measures of visitor management



Soft (indirect/psychological) measures:

- Targeted (Pre)Information & education, change in social norms; exemplary behavior, guided tours, persuasion
 - Marketing & demarketing of the park; advertise underused areas & surroundings
 - Facilities development, site design, services & alternatives (in- and outside the park); maintenance; zoning of area, use of replica
 - Charge consistent and low fees (if any)
- ➔ long-term perspective, unobtrusive, repetitions, feeling free, self-determination

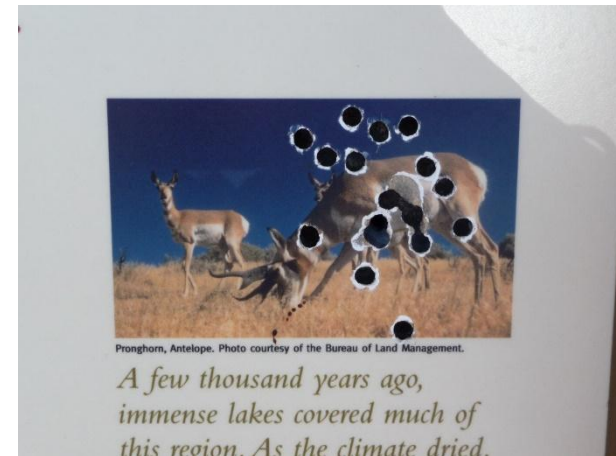
Hendee et al., 1990, modified

Tactics/measures of visitor management



Hard (direct) measures:

- Regulations, prohibitions, dos & don'ts, impose sanctions (fines & social norm strategy)
- Measures: Commercial limitations, high taxes, high entrance fees; permits, fences, trail and area closures for specific uses (temporarily, permanent),



- ➔ Fines & sanctions: controlling efforts (high costs)
- ➔ Acceptance of hard measures requires careful monitoring
- ➔ Visitor burden, social justice
- ➔ Difficulties of trail closures because of other land uses (forestry, drinking water management...)

Tactics/measures of visitor management



Soft (indirect/psychological) measures: Decision making

(Design, soft suggestions, education and information):

1rst Choice

(Long-term effectiveness)

Proactive

Hard (direct) measures: Behavior

(law enforcement, regulations, strong suggestions):

2nd Choice

(If high danger/threat of subject of protection: **1rst Choice!**)

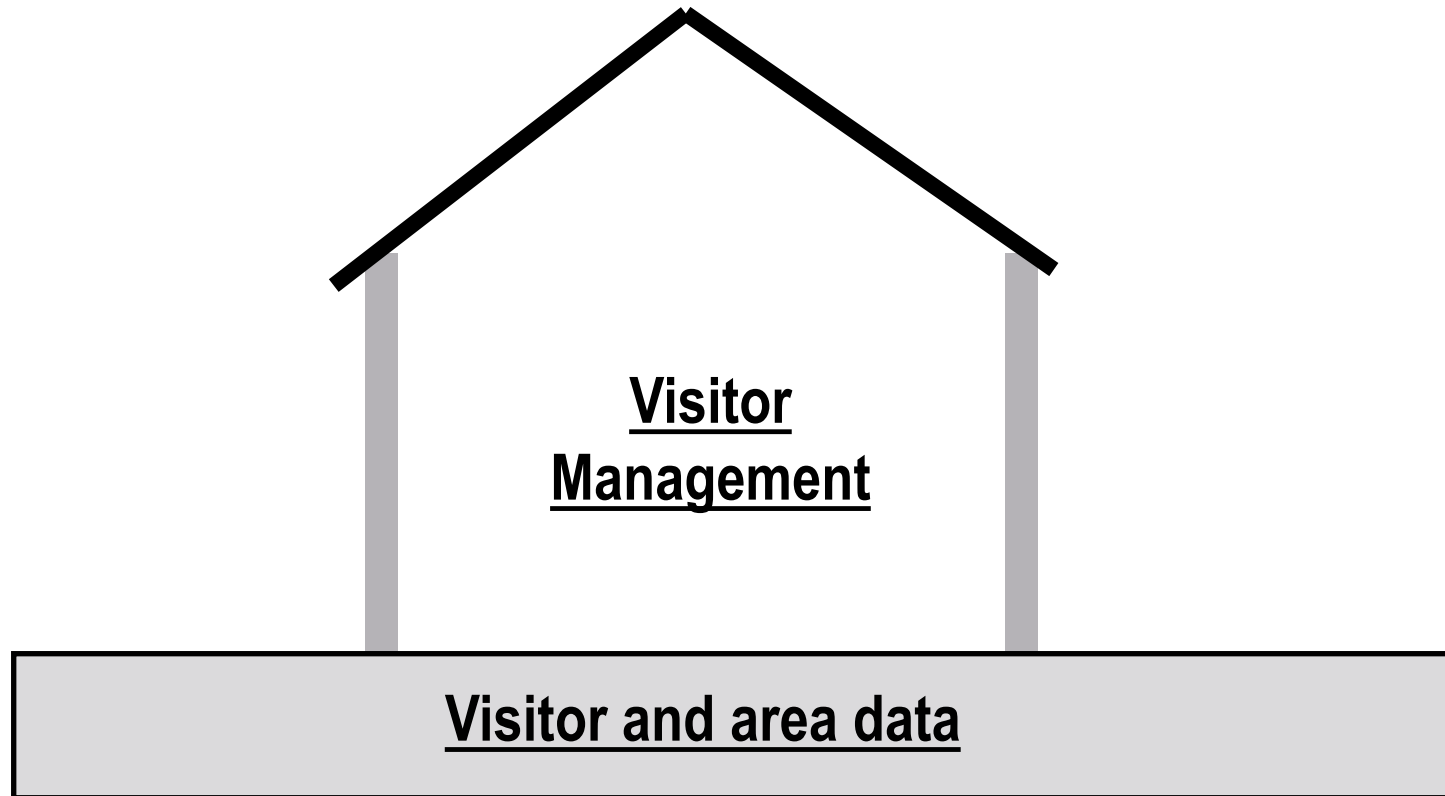
Reactive

Hendee et al., 1990; Manning & Anderson, 2012

Tactics/measures of visitor management



Sophisticated visitor management

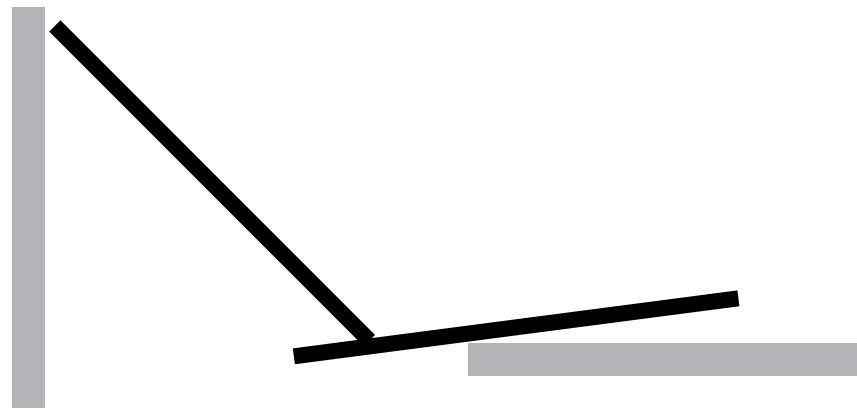


➔ Visitor monitoring is the foundation for management

Discussion

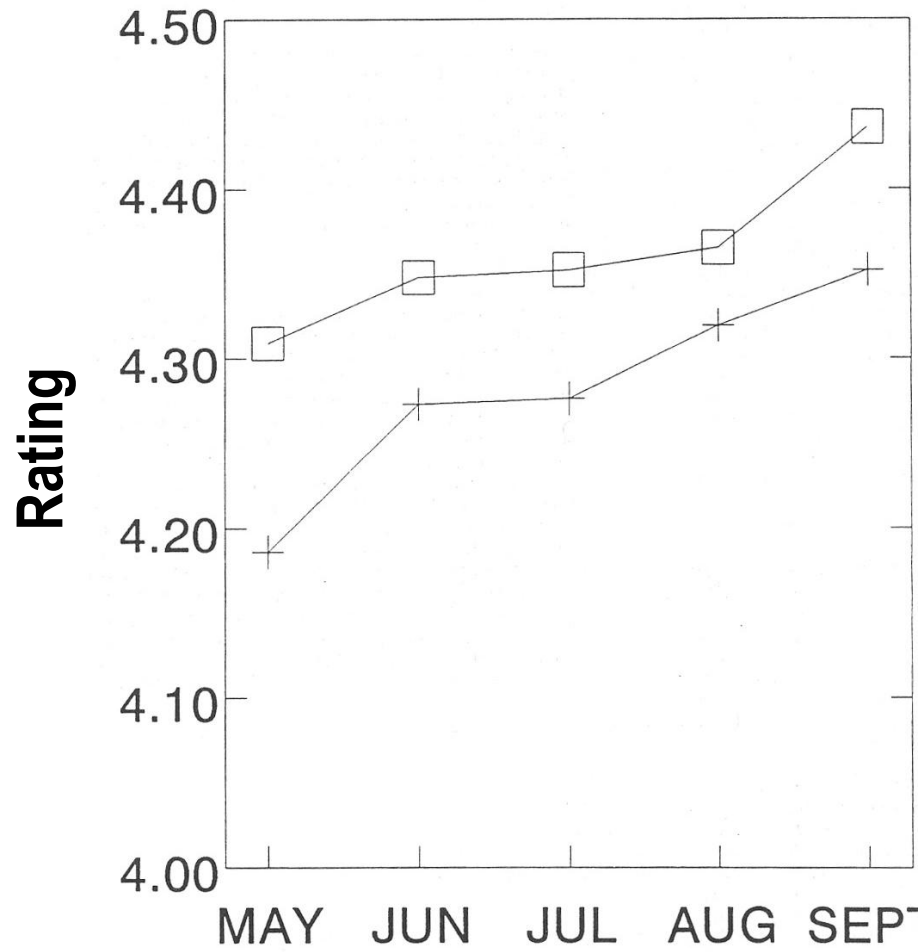


What to do? **Sophisticated visitor management**



- ➔ Visitor monitoring is the foundation for management
- ➔ Understanding “Why visitors behave the way they do“

Visitor management – visitor satisfaction with management



Ohio State Nature Parks

**1=unacceptable,
5=excellent**
(Alexander, 1994)

□ 1993 + 1992



University of Natural Resources and Life
Sciences, Vienna
Institute of Landscape Development,
Recreation and Conservation Planning



Workshop I: Visitor Monitoring and Management

Arne Arnberger (BOKU Vienna)
Maria Hußlein (Bavarian Forest National
Park)

Visitor management
9.6.2017, Bad Schandau

Visitor management experiences

- Management experiences referring to visitor management measures often not published; or US-based literature
- If published, then often published in national languages, grey literature
- Lack of cooperation between research and management; national parks as visitor management field laboratories
- Learning from high-use sites (indoor, cities)
- Lack of standardised evaluations of management measures
- Lack of information what went wrong

Problem: impacts to vegetation (Manning & Anderson, 2012, modified)



Strategy	Limit use	Increase supply	Reduce the impact of use	Harden resource/experience
Information/education	Promote alternative sites & use times Inform visitors on current conditions (trampled vegetation)	Inform visitors of the range of rec. opportunities available Promote use of low use areas	Promote alternative, resistant sites & use times; Inform visitors of (un)acceptable behaviour	Inform visitors on current conditions (i.e., trampled vegetation)
Rationing allocation	Set capacity; reservation or lottery system; fees	n.a.	n.a.	n.a.
Rules/regulations	Set capacity; permit; limit group size	Extend time that area is open to visitor use	Prohibit high-impact uses & behaviour; limit group size	n.a.
Law enforcement	Presence of uniformed ranger; fines; permit	n.a.	Presence of uniformed ranger; warn, fines	n.a.
Zoning	Zones for low and no use	Zone alternative sites for higher use	Zone area for low-impact uses only	n.a.
Facility development/design/maintenance	Reduce access Improve access to alternative sites; parking lot limitation	Improve access to, attractions, facilities & services in alternative/new areas	Provide facilities & services for low-impact uses only; locate facilities on impact resistant	Locate facilities on durable vegetation Viewing platforms, boardwalks, rehabilitate impacted areas

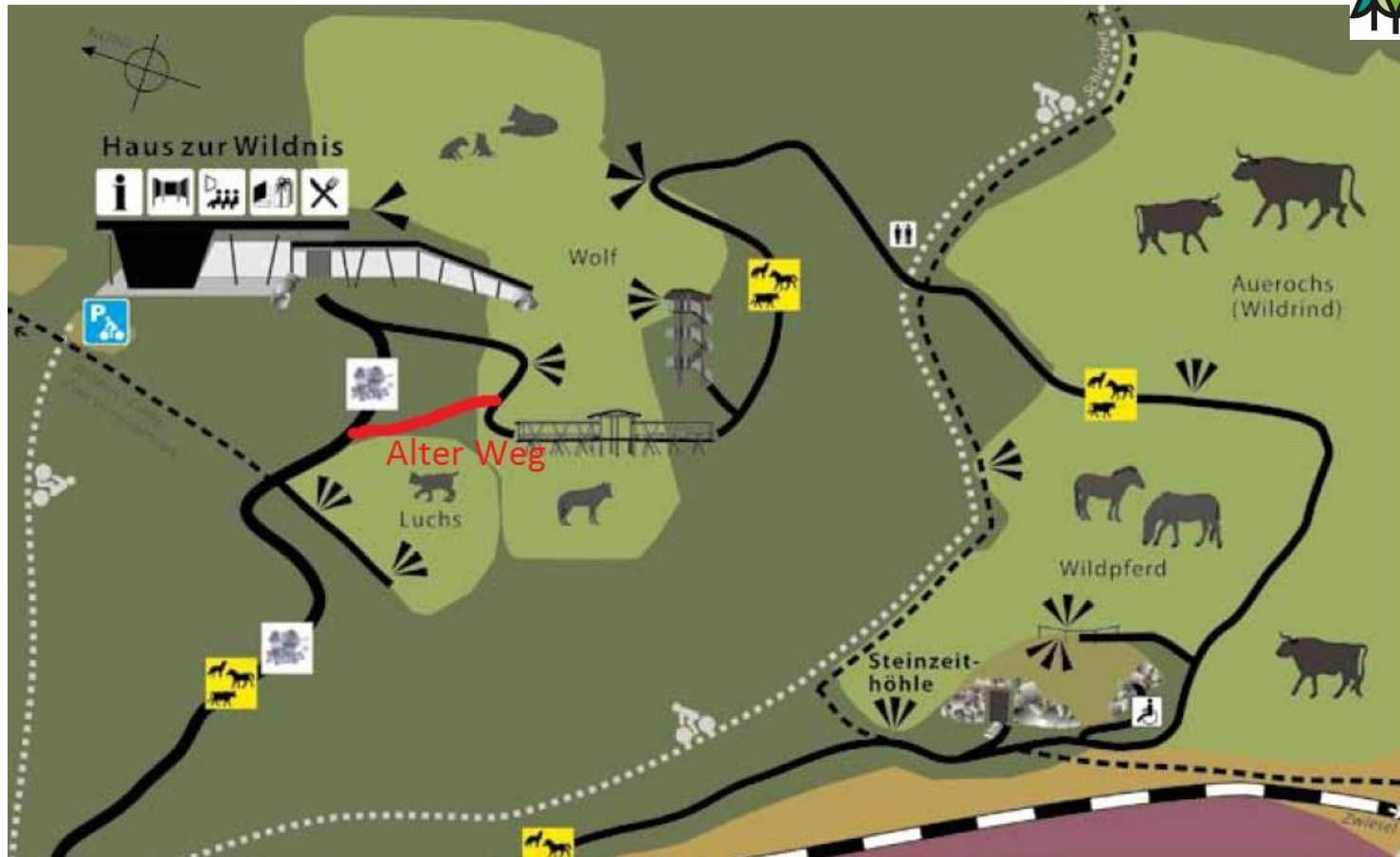
Evaluation of a trail relocation at the Lynx enclosure in the Bavarian Forest NP



Mid August 2015 – Beginning of September 2015:
On-site interviews with 302 visitors on 11 days



NATIONALPARK
Bayerischer Wald



— Previous
trail

Conclusions



NATIONALPARK
Bayerischer Wald

- There is no one-size-fits-all recipe for visitor management
- It requires a lot of resources (staff, time, visitor mgmt. concept/framework, responsibilities...)
- Visitor management is **creative** work and an adaptive process
- Combine visitor management strategies and tactics, focus on indirect measures; strategies and tactics can address multiple problems
- Check the total costs, in particular of restrictive direct measures
- Manage the cause of the problem
- (Nearly) each visitor is a guided visitor
- Define and understand the target group; assess the impacts of mgmt. on this group, communication and participation are important

Conclusions



- Visitor management bases on visitor monitoring
- Evaluate the effects of management (incl. undesirable/ unintended consequences) in- and outside the park
- Integrate park surroundings
- Partnerships with private companies, associations, outdoor fitters...
- Cooperations needed with partners outside the park, incl. administrations, gateway communities, regional and local politicians, spatial planning, NGOs ...
- Participation in decision making re. local/regional developments regarding settlement, traffic and tourism development, new energies,

Conclusions



 NATIONALPARK
Bayerischer Wald

Visitor management is not an annoying duty, it helps minimising impacts and maximising benefits!

And makes fun!

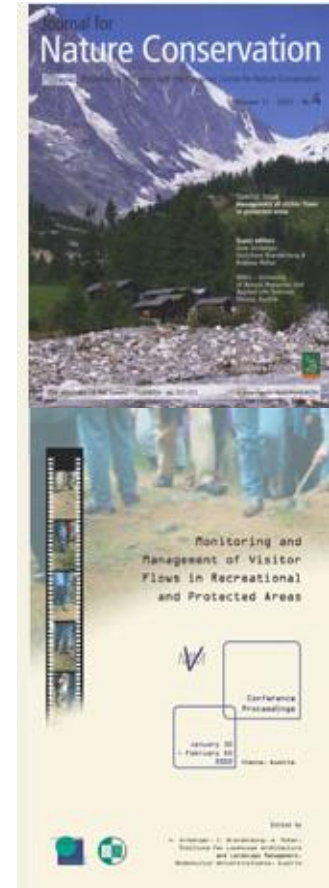
Thank you!



The Eighth International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas

**Novi Sad (Serbia)
26.9. – 30.9.2016**

<http://www.dgt.uns.ac.rs/mmv8/>



SAVE THE DATE!



International Conference on Landscape & Human Health: Forests, Parks and Green Care

- **May 17-19, 2017 VIENNA**
- BFW & BOKU in cooperation with
Federal Institute for Mountainous and Less-Favoured Areas
Green Care Austria
IUFRO
University College for Agrarian and Environmental Pedagogy

<http://bfw.ac.at/internationalconference>