WE CREATE PUBLIC WELFARE IN SKÅNE

Kullaberg Nature Reserve,
Business Engagement and COVID-19
WHAT WE DO

WE CREATE PUBLIC WELFARE BY TAKING
RESPONSIBILITY FOR THE SOCIAL STRUCTURE,
PROTECTING THE ENVIRONMENT AND
INVESTING IN THE RURAL SECTOR.
WHERE TO FIND US?

KULLABERG NATURE RESERVE

SÖDERÅSEN NATIONAL PARK

KRISTIANSTAD

STENSHUVUD NATIONAL PARK

MALMÖ
KULLABERG
NATURE RESERVE

A protected area where the interaction of people and nature over time has produced an area of distinctive character with significant ecological, biological, cultural and landscape value, and where safeguarding the integrity of this interaction is vital to protect and maintain the area.

Status of protected area under the category V of the IUCN Conservation of landscapes/seascapes and recreation
We are now on a journey to become more sustainable

2017 – 2021
Action Plan – 10 Actions
"European Charter for Sustainable Tourism (ECST)"

Practical management tool that enables Protected Areas to develop tourism in a sustainable way.

Ensure commitment and cooperation in between government, local businesses and representatives of the tourism industry to promote environmental protection and a sustainable tourism.

Sustainable Partner (ECST Phase II)
For local business located in a Sustainable Destination that has been awarded the ECST and are within the five-year period of the certificate.
Engagement of local business community in sustainable tourism management

- Kullaberg nature reserve
- Tourism business community
- Tourism businesses
- Environment + society
- Business
- Business
Workshop # 9 New Times, New Tourism experiences

Professional and business development training with focus on sustainability

25 companies
Key topics

- Resource use: energy efficiency, supply chains, waste management;
- Employee engagement in sustainability work;
- Corporate Social Responsibility (CSR);
- Sustainability and marketing;
- Digitalisation;
- Funding.
Charter Part II – system of recognition for sustainability practices

The ECST Part II is a process led directly by the Protected Area authority, through a methodology developed by EUROPARC Sections.

Requirements from EUROPARC Federation for businesses interested in becoming sustainable partners:

- Based in or operates in Charter area
- Member in Kullaberg Tourism Forum
- Follows laws and regulations
- Action plan for 3 years
Kullagårdens Wärdshus

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Spring 2020
- Sharp decrease of the number of bookings and restaurant guests,
- Very low sales of package offers
Focus on
- organisational development
- employee engagement
- development of new products based on collaboration with other local stakeholders including NR authorities.
Kullagårdens Wärdshus
Action Plan 2021-23

- Innovation and organisational development (Vision)
- Protection of habitats and species
- Water management
- Waste management
- Energy management
- Carbon management
- Environmental education for personnel
- Transportation and logistics
- Accessibility
- Purchasing and Local / regional products / supply chains
- Information management and dissemination
- Security of services
- Development of new tourism products based on authentic values of the territory.
Workshop #9 New Times, New Tourism experiences

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Autumn 2021

- Sharp increase in the number of bookings and restaurant guests,
- New package offers
Challenges and takeaways from COVID-19 pandemic

- Visitor management
- Waste management
- Traffic control
What will the new post-pandemic normal look like?

MORE
- Choose accommodation and service providers that prioritize sustainability
- Choose outdoor experience and nature tourism
- Travel outside of high season
- Spend vacation in Sweden
- Buy local products and services

LESS
- Fly to their holiday destination
- Spend vacation abroad
- Spend vacation in a big city
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