



The County
Administrative
Board of Skåne

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.**



**KULLABERG
NATURE
RESERVE**

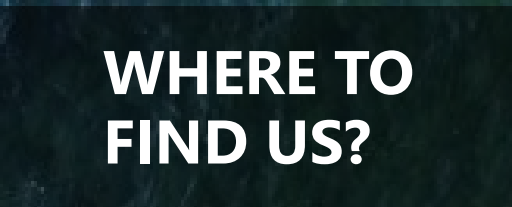
**SÖDERÅSEN
NATIONAL PARK**

KRISTIANSTAD

**WHERE TO
FIND US?**

MALMÖ

**STENSHUVUD
NATIONAL PARK**



An aerial photograph of the Kullaberg Nature Reserve coastline. The image shows a rugged, rocky peninsula jutting into the sea. The cliffs are covered in patches of green vegetation. At the top of the peninsula, there are several buildings, including a prominent white lighthouse with a red roof. The sea is a deep blue, and the sky is clear. In the background, a small town is visible on a hill, and further out, there are wind turbines on a distant shore.

**Status of protected area under the
category V of the IUCN
Conservation of landscapes/seascapes and
recreation**

**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.**



EUROPARC

Sustainable Tourism
in Protected Areas

**2017 – 2021
Action Plan – 10 Actions**

**We are now on a
journey to become
more sustainable**

"European Charter for Sustainable Tourism (ECST)"

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

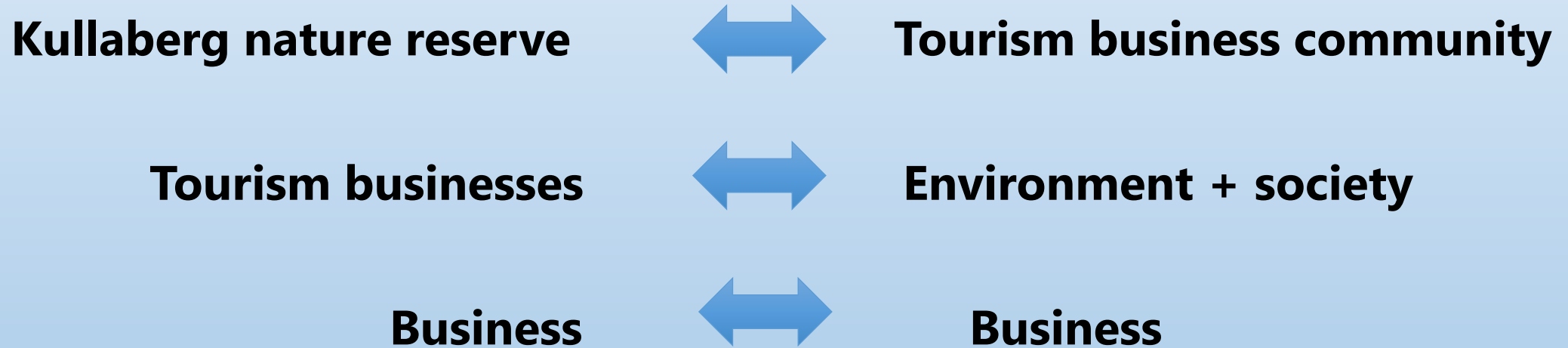


Ensure commitment and cooperation in between government, local businesses and representatives of the tourism industry to promote environmental protection and a sustainable tourism.

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



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.**

Workshop # 9 New Times, New Tourism experiences

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



Spring 2020

- Sharp decrease of the number of bookings and restaurant guests,
- Very low sales of package offers

Kullagårdens Wärdshus

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.**



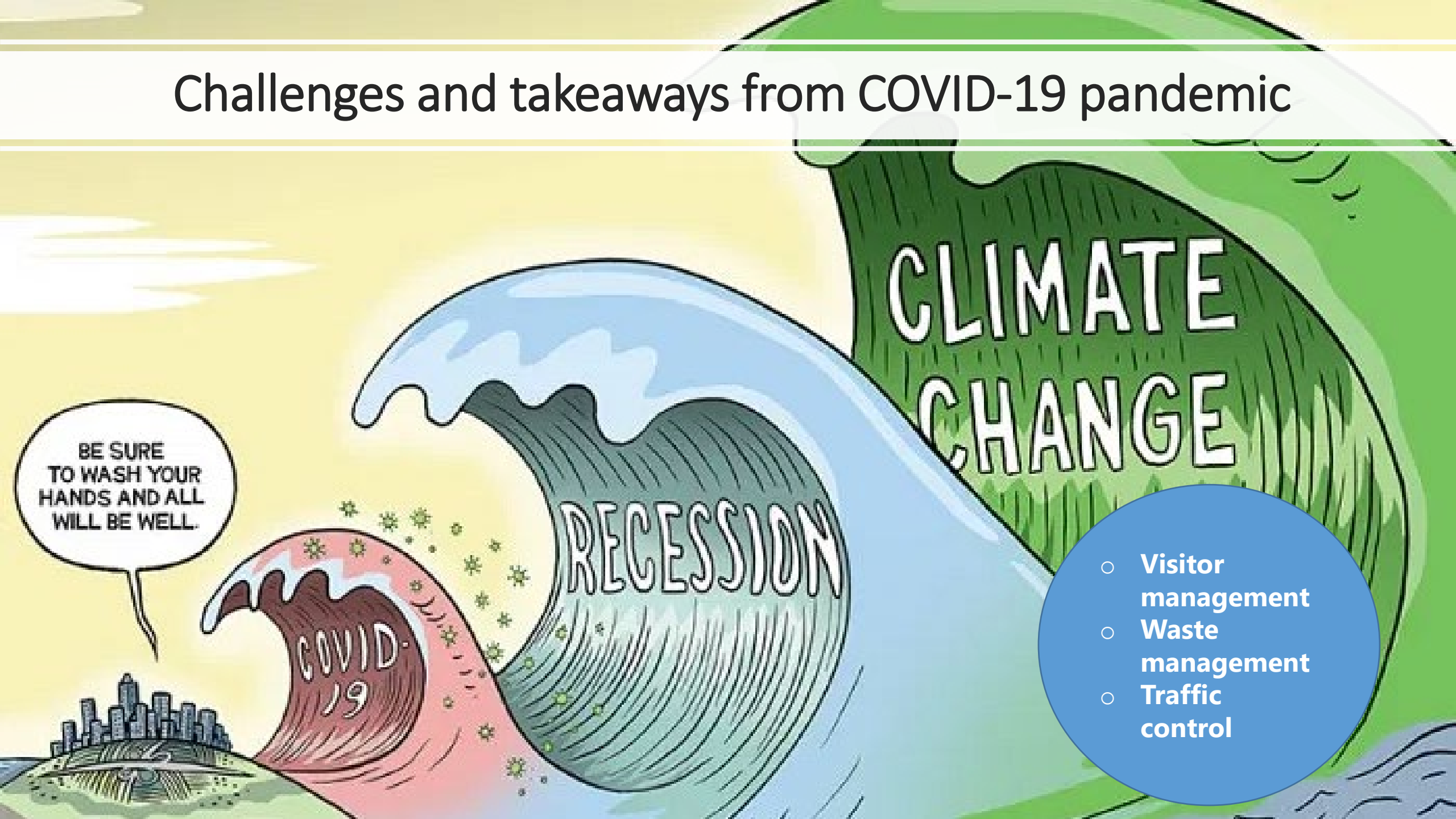
Autumn 2021

- Sharp increase in the number of bookings and restaurant guests,
- New package offers



Kullagårdens Wärdshus

Challenges and takeaways from COVID-19 pandemic



BE SURE
TO WASH YOUR
HANDS AND ALL
WILL BE WELL.

RECESSION

CLIMATE
CHANGE

- 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



**SWEDISH PERSPECTIVE
POST-COVID TRENDS IN TOURISM**

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