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Baltic protected areas and tourism

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# PARKS & BENEFITS



**Case-study: Sustainable Tourism in PA's of the Baltic Sea Region**

Presentation by Olaf Ostermann

**EUROPARC Conference 2012 in Genk, Belgium**

Workshop 9 "Destination nature /sustainable tourism", 24. September 2012



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# Content of the presentation

1. The project in general (structure, objectives)
2. Carrying capacity
3. Sustainable Tourism in the BSR: target groups and marketing (brands, certificates, labels, logos)
4. Benefit monitor and other common activities
5. How did Parks and Sustainable Tourism benefit from the project ?
6. PARKS&BENEFITS and the wider Baltic Sea Region
7. Recommendations to EUROPARC



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## The project in general: structure

**18 Partners from six countries in the Baltic Sea Region (BSR):**

Germany, Denmark, Estonia, Latvia, Lithuania, Norway  
amongst them: 8 large protected areas

**National and regional authorities**

**Tourism associations**

**NGOs**

**Universities**

**Project time: February 2009 – January 2012**

**Budget: 2,68 Mio € (ERDF + Norwegian Fund)**

**4 workpackages**

  
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## The project in general: objectives

- ❖ **Linking nature conservation with sustainable regional development**
- ❖ **Implementing the „European Charter for sustainable tourism“ on Park level**
- ❖ **Creating a network of „European Charter Parks“ in the BSR**
- ❖ **involvement of regional stakeholders into protected area's regional development, incl. Public-Private-Partnerships**
- ❖ **Enhancing awareness & support for Protected Areas**



# Carrying capacity: analysis of „hot spots“

	NLP Dovrefjell	NP Maribo	NLP Müritz	NLP Matsalu	NLP Kemerí
Type of conflicts: man-nature man-man	1 0	2 3	1 2	1 1	2 1
Most important conflict(s)	reindeer carving area at Kongsvoll	fishing, sailing / waterbirds	cycle path; crane-watching; canoe-route	traffic:dust; people on private land; people/dogs	coastal forests; trampling + littering; fire, erosions
How has cc conflicts been registered/presented?	parliament decision/Research programmes	government decision/vulnerability plan at county level	agreement with NLP-guides; Delphi-method	management plan	-
Examples of related indicators and standards?	spatial behaviour of reindeer vs. spatial behaviour of visitors	restrictions in zones	max. group size (25); max. visitors per evening (160)	-	vegetation cover; number of fires
How is carrying capacity managed?	removal of military sites, removal of roads; intensive monitoring	control of restrictions	evaluation before and after crane season	communication	parking fees; wooden paths

# Target groups analysis for Nature tourism in the BSR:

## ❖ target groups by themes

- ❖ Birding
- ❖ Hikers

## ❖ target groups by countries of origin:

- ❖ Germans
- ❖ British and Irish
- ❖ Dutch

## ❖ target groups by demographic information

- ❖ Generation 50+
- ❖ Generation 60+
- ❖ Families

....→ For most hobby-hikers their hikes are primarily:

- Short (2-3 hours walking) & easy
- Round trips with return to the starting point
- 62% prefer to walk on good hiking paths offering a variety of experiences and views








....→ German hikers spend in average 3€ per Walking km for their hobby:

0,84 € for equipment, shoes and clothing  
2,20 € for arrival and departure, meals, lodging and literature  
= 48 € for a 16km hike





...→ The term "twitcher", sometimes misapplied as a synonym for birder, is reserved for those who travel long distances to see a rare bird that would then be "ticked"; Twitching is highly developed in the United Kingdom, the Netherlands, Denmark, Ireland, Finland and Sweden.

# Eco labels in the Baltic Sea Area

# Eco labels Denmark

Country	International eco labels	National eco labels	Regional eco labels
Denmark	<p><b>Two official eco labels:</b></p>  <p><b>The EU Flower &amp; The Nordic Swan</b> For truly eco products or services</p> <p><b>Also in use by tourism SMEs are:</b></p>  <p><b>The Green Key for:</b></p> <ul style="list-style-type: none"> <li>Hotels</li> <li>Conference centers</li> <li>Hotels</li> <li>Campsites</li> <li>Holiday centers</li> <li>Rental agencies</li> <li>Restaurants</li> <li>Sport facilities</li> <li>Attractions</li> </ul>  <p><b>The Blue Flag</b> for beaches and harbours</p> <p><b>To be used by protected areas</b></p>  <p><b>European Charter for Sustainable Tourism of Protected Areas</b> – certification system for a sustainable management of protected areas (1 park applied)</p>	 <p><b>Green Diploma</b> for Shops, Offices, Churches, Cars (workshops, and shops selling cars), Institutions (for example kindergartens), Hair salons, Houses for living (for example compounds)</p> <p><b>Types of activities:</b></p> <ul style="list-style-type: none"> <li>Energy saving</li> <li>water saving,</li> <li>sorted waste for disposal,</li> <li>use of eco-labeled products,</li> <li>three specified environmental tasks pr. year,</li> <li>interpretation (to costumers)</li> </ul>  <p><b>AktivDanmark</b> for</p> <ul style="list-style-type: none"> <li>Campsites, hotels, hostels, etc.</li> <li>Shops for cyclist, fishermen, etc.</li> <li>Tourist information</li> <li>Summer cottages (for rent)</li> </ul> <p><b>DET ØKOLOGISKE SPISEMÆRKE</b></p>  <p><b>The organic food brand</b></p> <ul style="list-style-type: none"> <li>A label showing the degree of organic food used in kitchens of restaurants, cafes, cafeterias, take a ways, diners, etc.</li> <li>run by Danish Ministry for Food, and Danish Society for Organic Farmers</li> </ul> <p><b>Other quality labels</b></p> <p><b>Camping:</b> Quality of campsites (stars) <a href="http://www.campingdanmark.dk/content/12223/Open-5">http://www.campingdanmark.dk/content/12223/Open-5</a></p> <p><b>Hotels:</b> Quality of hotels (stars) <a href="http://www.hotelsj.dk/Emner/Marked/afgørelse/stejrniveau/afgørelse/stejrniveau.aspx">http://www.hotelsj.dk/Emner/Marked/afgørelse/stejrniveau/afgørelse/stejrniveau.aspx</a></p> <p><b>Farm holidays:</b> Standards for what to be included as farm holidays <a href="http://www.bondegaardferie.dk/79-198">http://www.bondegaardferie.dk/79-198</a></p> <p><b>Tourist attractions:</b> Quality of</p>	none

# Eco labels Latvia

Country	International eco labels	National eco labels	Regional eco labels
Latvia	<p><b>Used by tourism businesses:</b></p>  <p><b>The Green Key</b> the international eco label for tourism facilities</p>  <p><b>ECEAT brand</b> for rural tourism accommodation, products and services</p> <p><b>To be used by protected areas:</b></p>  <p><b>European Charter for Sustainable Tourism of Protected Areas</b> – certification system for a sustainable management of protected areas (1 park applied)</p>	<p><b>Green Certificate</b> - Latvian National eco-certificate awarded by Ministry of Environment</p> 	none

# Eco labels in the Baltic Sea Area

- ❖ original idea: to develop a common logo / brand for protected areas / Charter Parks destinations.
- ❖ eco labels from all project countries were collected
- ❖ eco labels from BSR were analysed and compared under various criteria
- ❖ Participants felt that the establishment of a new eco-label for the Baltic Sea Region was neither desirable nor possible
- ❖ Nonetheless the need for a framework and some form of common purpose for the protected areas in the region remained; indeed it's a clear commitment in the project and an essential part of generating a transnational regional identity.
- ❖ With this background it was proposed that the project partners seek to develop a methodology for the second part of the Charter on working with tourism businesses and integrating them further in to the Charter protected areas' management of tourism.



# Benefit monitor



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## Dear visitor!

Within the EU-project "Parks & Benefits" the University of Greifswald, institute of geography and geology, is conducting a survey about the economic effects of tourism in protected areas. In addition it will help to improve the tourist services and facilities of this protected area (PA).

We would appreciate you take part in the survey and fill out this questionnaire.

Thank you!

No.: \_\_\_\_\_

Date _____	Time _____	Interviewer _____
Location <input type="checkbox"/> visitor centre <input type="checkbox"/> observation stand <input type="checkbox"/> hiking trail <input type="checkbox"/> crossing of trails <input type="checkbox"/> entrance into PA <input type="checkbox"/> other _____		
Weather <input type="checkbox"/> bright <input type="checkbox"/> cloudy <input type="checkbox"/> overcast <input type="checkbox"/> rain <input type="checkbox"/> thunderstorm		
Activity <input type="checkbox"/> walker <input type="checkbox"/> hiker <input type="checkbox"/> horse rider <input type="checkbox"/> cyclists <input type="checkbox"/> other _____		

Do you live in this region? ☐ yes (→ answer questions 1.2, 2.2, 3.9 – 3.14 and 5) ☐ no (answer all questions)

## 1 Your activities

1.1 Why are you visiting the region?

☐ holiday ☐ business trip ☐ weekend trip ☐ visit of friends and relatives ☐ day trip ☐ other \_\_\_\_\_

1.2 Which are the activities you have already done/are you going to do in the region? (multiple choice)

☐ hiking ☐ cycling ☐ boating ☐ canoeing ☐ wildlife experience ☐ bird watching  
☐ bathing ☐ cultural offers ☐ museum visit ☐ collecting mushrooms/berries ☐ sightseeing ☐ other \_\_\_\_\_

1.3 Which tourism attractions of this region have you already visited/are you planning to visit during your stay?

## 2 The region

2.1 Please name the two most important reasons why you are visiting the region.

2.2 Do you know if there is a protected area in the region?

☐ no ☐ yes, please specify: ☐ national park ☐ biosphere reserve ☐ nature park ☐ regional park

## 3 Your visit (only for tourists)

3.1 Please name the town/village where you are staying during your holidays.

\_\_\_\_\_ Staying there for \_\_\_\_\_ nights.

3.2 Kind of accommodation: ☐ hotel ☐ guest house/bed and breakfast ☐ campsite/caravan

☐ youth hostel ☐ private ☐ cottage/holiday home/flat ☐ other \_\_\_\_\_

3.3 Which means of transport did you choose to travel to the region? (multiple choice)

☐ car ☐ coach ☐ public bus ☐ train ☐ bike ☐ caravan ☐ ferry ☐ other \_\_\_\_\_

3.4 Which means of transport did you choose to travel within the region? (multiple choice)

☐ car ☐ coach ☐ public bus ☐ train ☐ bike ☐ caravan ☐ house boat ☐ other \_\_\_\_\_



# Benefit monitor

- ❖ visitor survey using the same methodology within the Parks of the Project
- ❖ visitor numbers used to show the economic benefit for the regions
- ❖ in the case of Müritz National Park: application of the methodology of University Munich/Regensburg  
→ (comparison with job-equivalents study from 2004)
- ❖ 2004: 628 job-equivalents
- ❖ 2010: 651 job-equivalents

# Benefit monitor



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Basic Data & Gallery

Social Benefits

Economic Benefits

Ecological Benefits

Infrastructure Benefits

About the Benefit-Monitor

Login

## Welcome

The project Parks & Benefits focuses on the regional development with regard to sustainability in protected areas of the Baltic Sea Region. It sets focus on the ecological, economic as well as on the social values and benefits of sustainable tourism for the protected areas and the regional stakeholders.

The benefit monitor is considered to be an essential observation tool within the framework of Parks & Benefits and is one of the project's main objectives. Among other advantages, the benefit monitor facilitates to communicate the significance and benefits of protected areas in the tourism sector to stakeholder groups and it provides a useful inventory for the protected area management.

### Please choose a park:

- Müritz National Park
- Biosphere Reserve South East Rügen
- Nature Park Maribosoerne
- Dovrefjell-Sunndalsfjella National Park
- Matsalu National Park
- Kemer National Park
- Zemaitija National Park
- Kurtuvėnai Regional Park



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→ <http://www.benefit-monitor.eu>





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## Common event „Nature invites you“



  
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## Common presentations at the „open days“ Oktober 2010 in Brussels and TourNatur September 2011 Düsseldorf







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## How Parks and Sustainable Tourism benefitted from the project and next steps? Müritz National Park (DE)



Charter Forum meeting and related press article in Müritz National Park





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## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Müritz National Park (DE)

English training for Rangers

Investition for ICT Solution for visitor  
Management & Guidance based on GPS  
systems →



#### Future:

- Müritz NP has also been listed as World Natural Heritage site (beech forest) and is therefore busy with implementing this / linking with European Charter
- Intensifying National Park Partner Concept / linked with European Charter
- Intention to host Charter network meeting in 2013





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## Swamp watchtower for disabled:





## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Kurtuvenai Regional Park (LT)



#### Future:

- Strengthening of the Tourism Forum
- Training for tourism entrepreneurs (e.g. by Grundtvig program)
- Preparing strategy for a park brand “Local products development in Middle Baltic”
- Improving tourism facilitation measures, e.g. for reduction of human impact in specially protected nature areas



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## Charter Forum meeting for Maribosoerne Nature Park →



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## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Maribosoerne Nature Park (DK)

#### The benefits were:

- Possibility of making a new strategy and action plan
- Results from the scientific research made in the project
- Being able to make facilities for disabled people
- The making of partnership agreements
- Development of a yearly day-of-the nature park
- The possibility of cooperation with project partners and to see their parks

Toilets accessible for disabled people →



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## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Maribosoerne Nature Park (DK)



← Round table accessible for wheel-chairs

#### Future:

- Fullfilling the aims of the action plan
- Continue work with the nature park partner concept
- Continue the work for a new welcome centre for the park
- Region Sealand wants to use the Benefit Monitor for measuring the Parks benefits more systematically in cooperation with the Roskilde University



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- Future steps – implement the strategy and action plan, seek for further ways of development all aspects through cooperation (strengthen and expan



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## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Kemeri National Park (LV)

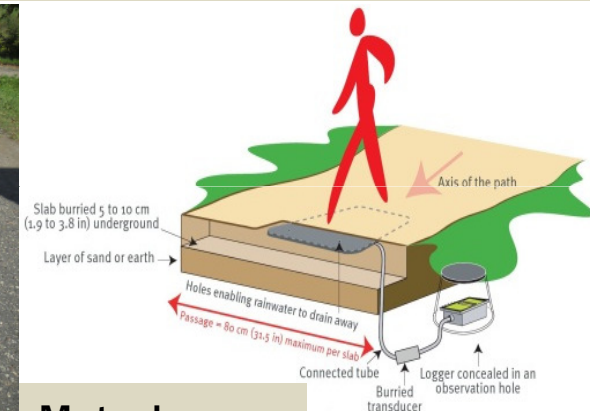
Transnational investments for visitor monitoring in all Baltic Countries:



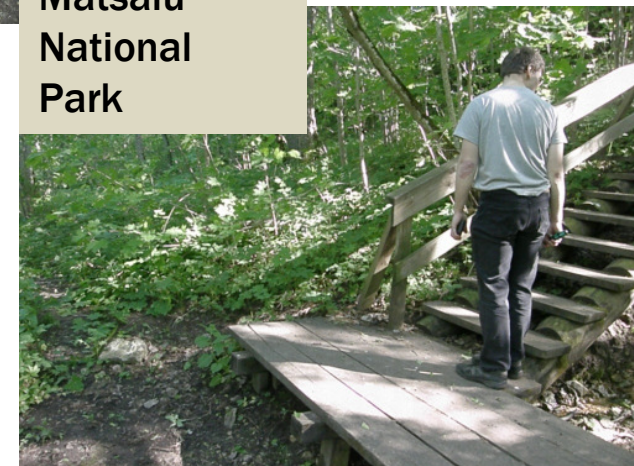
**Kemeri National Park**



**Zemaitija National Park**



**Matsalu National Park**







## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Kemer National Park (LV)

**priceless experience and motivating inspiration by PARKS&BENEFITS;  
new cooperation partners and ideas.**

**possibility to carry out researches and purchase of equipment: visitor survey, visitor  
counters, information materials, home page, economic benefits, etc.**



**Improved knowledge of the Parks region by  
all sides leading to:**

- **better quality of information to the visitors**
- **more satisfied visitors**
- **longer stays**
- **increased chances of return visits**
- **more satisfied local entrepreneurs**
- **more interest in preservation of nature**



← **Meadow Day on the 16th of June**

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## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Kemer National Park (LV)

- new and more diverse tourism products
- better quality and more interesting nature education events:
- Meadow Day with local museum and folk group
- Mushroom day in picnic site near the best mushroom forest in KNP →



### Future:

- implement the strategy and action plan
- seek for further ways of development through cooperation (strengthen the forum, work on new tourism products, etc.)
- share the experience and aim at transferring it to other PAs in Latvia





## How did Parks and Sustainable Tourism benefit from the project and next steps?

### Biosphere Reserve South East Rügen (DE)

- Regional consensus on the parks vision on sustainable tourism
- More than 50 representants from stakeholders were actively involved
- Establishment of the „Certified Partners of the Biosphere Reserve South East Rügen “ initiative (currently 7 partners: regional products, SME's from the tourism sector)



#### Future:

- Charter certificate as a prove for quality to the National MaB-Committe
- Twice yearly visitor questionnaires
- Development of fishery related products and activties
- New activities towards energy use and mobility/traffic



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## PARKS&BENEFITS and the wider Baltic Sea Region

The EU Baltic Sea Region (BSR) does not exactly cover the area of certain EUROPARC Sections; but the EUROPARC Nordic Baltic Section (NBS) has a large overlap with the BSR.

From the 8 Parks being partner in PARKS&BENEFITS 2 are in the German Section and 6 are in NBS.

In order to implement the idea of the Charter in a wide as possible area of the BSR, the project built up a close cooperation with the NBS.

One main result is the development „Guidelines for implementing Part II of the Charter within the EUROPARC NBS“, containing e.g. a model of partnership agreement and a model partnership certificate.

These guidelines have been discussed at and agreed on by the NBS members meeting February 2011 and were accepted by the EUROPARC Federation Council meeting in Bad Urach, Germany on September 21<sup>st</sup>, 2011.



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## **More guidelines on other topics:**

- **General project Report „Guide to Sustainable Tourism in Protected Areas“**
- **Report on Carrying capacity**
- **Benefit Monitor**
- **Target groups for Sust. Tourism in the BSR**
- **Eco-labels for Sust. Tourism in the BSR**
- **Challenges and solutions for sustainable transport to and within Protected Areas**
- **Transnational investments in the fields of:**
  - **Investition for ICT Solutions for visitor Management & Guidance based on GPS systems**
  - **visitor monitoring techniques**
  - **accessability for all (infrastructure for elderly or disabled people)**

## **PARKS&BENEFITS and the wider Baltic Sea Region**

**According to the NBS, the members have had the chance to exchange information on the Charter and learned from each others experiences; the project has helped to understand the concept and need of the Charter.**

**By PARKS&BENEFITS the following Parks from NBS are now awarded Charter Parks:**

- Dovrefjell-Sunndalsfjella National Park (NO)
- Kemer National Park (LV)
- Maribosoerne Nature Park (DK)
- Kurtuvenai Regional Park (LT)
- ? Zemaitija National Park (LT) ?

**By PARKS&BENEFITS the following Parks from the German Section are now awarded Charter Parks:**

- Müritznationalparks (DE)
- Südöstlicher Rügen Biosphärenreservat (DE)

**The German Section focuses on the „National Park Partner Concept“**

**The Müritznationalpark Authority intends to host the Charter network meeting next year (2013).**

**In August a NBS delegation went to Russia to Kenozero National Park, where the Charter idea was introduced.**

**Future: Matsalu, Lahemaa and Vilsandi wish to join the Charter, perhaps others ?**



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## Recommendations to EUROPARC

**Action plan for the Charter ?**

**Strengthen communication to the visitors / tourists as the „final customers“ of the Charter**

**Improve Attention for the Charter:**

- it delivers for CBD and sustainability targets
- it brings quality into rural tourism



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Here you can find us:

[www.parksandbenefits.net](http://www.parksandbenefits.net)



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**Thank you for your attention !**



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