Case-study: Sustainable Tourism in PA‘s of the Baltic Sea Region
Presentation by Olaf Ostermann
EUROPARC Conference 2012 in Genk, Belgium
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

Part-financed by the European Union (European Regional Development Fund)
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
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“

<table>
<thead>
<tr>
<th>Type of conflicts: man-nature man-man</th>
<th>NLP Dovrefjell</th>
<th>NP Maribo</th>
<th>NLP Müritz</th>
<th>NLP Matsalu</th>
<th>NLP Kemerí</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
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<td></td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Most important conflict(s)</th>
<th>NLP Dovrefjell</th>
<th>NP Maribo</th>
<th>NLP Müritz</th>
<th>NLP Matsalu</th>
<th>NLP Kemerí</th>
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</thead>
<tbody>
<tr>
<td>rendeer carving area at Kongsvoll</td>
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<tr>
<td>fishing, sailing / waterbirds</td>
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<tr>
<td>cycle path; crane-wathing; canoe-route</td>
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<tr>
<td>traffic:dust; people on private land; people/dogs</td>
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<tr>
<td>coastal forests; trampling + littering; fire, erosions</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>How has cc conflicts been registered/prese nted?</th>
<th>NLP Dovrefjell</th>
<th>NP Maribo</th>
<th>NLP Müritz</th>
<th>NLP Matsalu</th>
<th>NLP Kemerí</th>
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<tbody>
<tr>
<td>parliament decision/Resear ch programmes</td>
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<tr>
<td>government decision/vulner ability plan at county level</td>
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<tr>
<td>agreement with NLP-guides; Delphi-method</td>
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<tr>
<td>management plan</td>
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<thead>
<tr>
<th>Examples of related indicators and standards?</th>
<th>NLP Dovrefjell</th>
<th>NP Maribo</th>
<th>NLP Müritz</th>
<th>NLP Matsalu</th>
<th>NLP Kemerí</th>
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</thead>
<tbody>
<tr>
<td>spatial behaviour of rendeer vs. spatial behaviour of visitors</td>
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<td>restrictions in zones</td>
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<td>max. group size (25); max. visitors per evening (160)</td>
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<td>-</td>
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<tr>
<td>vegetation cover; number of fires</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>How is carrying capacity managed?</th>
<th>NLP Dovrefjell</th>
<th>NP Maribo</th>
<th>NLP Müritz</th>
<th>NLP Matsalu</th>
<th>NLP Kemerí</th>
</tr>
</thead>
<tbody>
<tr>
<td>removal of military sites, removal of roads; intensive monitoring</td>
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<tr>
<td>control of restrictions</td>
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<td>evaluation before and after crane season</td>
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<td>communication</td>
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<tr>
<td>parking fees; wooden paths</td>
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</tbody>
</table>
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
= 4.8€ 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

<table>
<thead>
<tr>
<th>Category</th>
<th>International eco labels</th>
<th>National eco labels</th>
<th>Regional eco labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>GRAF (Guaranteed Free of Artificial Fertilizers)</td>
<td>Dánmark og Det Ejendommelige Landskab (Danmark and the Inhabited Landscape)</td>
<td>Det Stjerneflag (The Star Flag)</td>
</tr>
<tr>
<td></td>
<td>The Green Key</td>
<td>The Nordic Nature</td>
<td>The Blue Flag for beaches and harbours</td>
</tr>
<tr>
<td></td>
<td>The Denmark Seal</td>
<td>The Nordic Nature</td>
<td>To be used by protected areas</td>
</tr>
</tbody>
</table>

#### Eco labels Latvia

<table>
<thead>
<tr>
<th>Category</th>
<th>National eco labels</th>
<th>Regional eco labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latvia</td>
<td>Green Key</td>
<td>CERK (Canadian Environmental Risk Management)</td>
</tr>
<tr>
<td></td>
<td>To be used by protected areas</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- GRAF is an independent certification system for organic farming in Denmark.
- Dánmark og Det Ejendommelige Landskab (Danmark and the Inhabited Landscape) is a certification for buildings and landscapes in Denmark.
- Det Stjerneflag (The Star Flag) is a national certification in Denmark for restaurants and hotels.
- The Nordic Key is a national certification in the Nordic countries for organic products.
- The Green Key is an international certification for sustainable tourism.
- The Nordic Nature is a national certification in the Nordic countries for eco-friendly tourism.
- The Blue Flag for beaches and harbours is an international certification for clean beaches.
- The Denmark Seal is a national certification for Danish products.
- The Nordic Nature is a national certification for eco-friendly tourism.
- The Blue Flag for beaches and harbours is an international certification for clean beaches.
- To be used by protected areas:
  - CERK is a Canadian environmental risk management certificate.
  - European Council for Sustainable Tourism is a certificate system for sustainable management of protected areas.
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 into the Charter protected areas’ management of tourism.
# Benefit monitor

Dear visitor!

Within the EU-project "Parks & Benefits" the University of Ghent, 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!**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Interview</th>
<th>No.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Visitor centre</th>
<th>Observation stand</th>
<th>Hiking trail</th>
<th>Crossing of trails</th>
<th>Entrance into PA</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>Bright</td>
<td>Sunny</td>
<td>Overcast</td>
<td>Rain</td>
<td>Thunderstorm</td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td>Walker</td>
<td>Biker</td>
<td>Horse rider</td>
<td>Cyclist</td>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Do you live in this region? [ ] yes [ ] 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 What are the main activities you have arranged or are you going to do in the region? (multiple choice)
- Hiking
- Visiting
- Boating
- Canoeing
- Wildlife watching
- Bird watching
- Golfing
- Sporting
- Other

1.3 Which tourism attractions of this region have you already visited or 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?
- Yes
- No, please specify: __________

## 3 Your visit (only for tourists)

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

3.2 Kind of accommodation: [ ] hotel | [ ] B&B | [ ] mini hotel | [ ] other
- [ ] Hostel
- [ ] 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
- [ ] Other

3.4 Which means of transport did you choose to travel within the region? (multiple choice)
- [ ] Car
- [ ] Coach
- [ ] Public bus
- [ ] Train
- [ ] Bike
- [ ] Caravan
- [ ] Horse
- [ ] Other

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[Image of two people filling out the questionnaire]
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
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 Maribo-Søerne
- Dovrefjell-Sunndalsfjella National Park
- Matsu National Park
- Kemerı National Park
- Zemaitija National Park
- Kurtvenal Regional Park

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→ http://www.benefit-monitor.eu
Common event „Nature invites you“
Common presentations at the „open days“ Oktober 2010 in Brussels and TourNatur, September 2011, Düsseldorf
How Parks and Sustainable Tourism benefitted from the project and next steps?
Müritz National Park (DE)
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
How did Parks and Sustainable Tourism benefit from the project and next steps?

Kurtuvenai Regional Park (LT)

The biggest benefit was the preparation of the Strategy: we (the park staff) could look at tourism development not only from our point of view, but from “outside” too. Through the strategy the Park was recognized by other institutions. People are more in favour of the work of park directorate.

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
Charter Forum meeting for Marlboroerne Nature Park →

Part-financed by the European Union (European Regional Development Fund)
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 ➔
How did Parks and Sustainable Tourism benefit from the project and next steps?
Maribosoerne Nature Park (DK)

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
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?

Kemeri 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
How did Parks and Sustainable Tourism benefit from the project and next steps?
Kemeri 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 representatives 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 activities
• New activities towards energy use and mobility/traffic
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 21st, 2011.
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)
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)
- Mariboserne Nature Park (DK)
- Kurtuvenai Regional Park (LT)
- Kurtuvenai Regional Park (LT) ?

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

- Müritz National Parks (DE)
- South East Rügen Biosphere Reserve (DE)

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

The Müritz National Park 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?
Recommendations to EUROPARC

<table>
<thead>
<tr>
<th>Action plan for the Charter?</th>
</tr>
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<tbody>
<tr>
<td>Strengthen communication to the visitors / tourists as the „final customers“ of the Charter</td>
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<tr>
<th>Improve Attention for the Charter:</th>
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<tbody>
<tr>
<td>• it delivers for CBD and sustainability targets</td>
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<tr>
<td>• it brings quality into rural tourism</td>
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</tbody>
</table>
„PARKS & BENEFITS“:

Here you can find us:

www.parksandbenefits.net
Thank you for your attention!