Strategies and Practices for Managing Levels of Visitor Use
The Case Study of the Průhonice Park
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Strategies and Practices for Managing Levels of Visitor Use

Presentation Content

Direct
- Rules
- Regulations
- Law enforcement

Indirect
- Information/education
- Site design/facility development/maintenance
- Use rationing and allocation
- Zoning

- The Faial (Portugal) – Direct & indirect strategies in the management plan conception
- The Průhonice Park (Czechia) – Indirect strategies and practices to manage different levels of visitor flow, temporally and spatially
Průhonice Park

- **Location**: 15 km from Prague city centre
- **Area**: ± 250 hectares
- **Trail system length**: ± 30Km
- **Landscape values**: Vegetation
- **Landscape pressures**: Tourism demand (short periods)
- **UNESCO World Heritage Site**
Průhonice Park
Strategies and Practices for Managing Levels of Use

Research Program

- Estimation of visitor demand – *how many visitors?*
- Visitor profiling and analysis of visitor motivations, preferences and perceptions – *who are they?*
- Understand the spatial and temporal patterns of visitor use – *where are they going?*

- Define **strategies and actions** to manage the different levels of use, spatially and temporally
- Define **management zones** coping with existing levels of visitor use
Visitor Data - Understand the visitors, to know how to manage them!!

Visitor demand
- Year-round counting at entrances
- Counting at selected days

Visitor profile:
- Motivations
- Preferences
- Perceptions and satisfaction

Spatial patterns of use

Questionnaires

Surveys

Hybrid approach (GPS loggers & Quest.)
Visitor Demand (temporal patterns)

**Total visitors/year**
- 2013: 98620
- 2014: 99256
- 2015: 134898
- 2016: 108302

**Number of visitors/month (2016)**
- January: 3518
- February: 2649
- March: 5360
- April: 16638
- May: 31239
- June: 8958
- July: 8847
- August: 7153
- September: 8846
- October: 8405
- November: 4685
- December: 2004
Visitor Demand (temporal patterns)

Days of the week (May 2016)

Entry hours (2016)
Profile, Motivations, Preferences and Perceptions

- **Structure**: 15 questions
- **Survey length**: 12 days (weekdays and weekends)
- **Length**: max. 15 min
- **Participatory monitoring**: local community members and students
  - Repeated every year (locals/tourists and winter/summer)
Profile, Motivations, Preferences and Perceptions

Visitor characteristics:

- 60% - female
- 40% - 26 to 40 years old
- 53.5% - college or higher degree
- 56% - from Prague region (NUTS 3)
- 33% - first visit to the park
- ±50 – visit 1 to 5 times a year

Visit characteristics:

- ±50% - accompanied by 1 person, mainly family
- 65% - 1 to 3h of visit
- 80% - visit PP was the primary motivation
- Popular activities - walking, taking pictures and view plants and flowers
Spatial Patterns of Visitor Use

- **10 questions** (visitor and visit characteristics)
- **11 random days** (weekdays & weekends)
- Google maps weblink and KML file shared
Spatial Patterns of Visitor Use

Visitor tracking routes

Density analysis – intensity of use
Spatial Patterns of Visitor Use

Temporal patterns of visitor use

Spatial patterns of visitor use
Models of Visitor Use

> 65 years living near Průhonice
Models of Visitor Use

> 65 years living out of Průhonice
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Strategies and Actions Employed

- **Zoning** coping with existing levels of visitor use and visitor type
  
  - **Zone 1** – High intensity of use; tourist or regional visitor (visitor type 1), more managerial resources invested (maintenance, hard trail surfaces)
  
  - **Zone 2** – Medium intensity of use; mainly regional visitor - Czech, medium managerial resources invested
  
  - **Zone 3** – More “Wild”, Local user; less resources invested
Strategies and Actions Employed

- Visitor education about the values and rules in place
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Strategies and Actions Employed

- Educate visitors about the values and rules in place

  New info panels with information matching the different zones
Strategies and Actions Employed

- Site design, facility development and maintenance
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Strategies and Actions Employed

- Site design, facility development and maintenance
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Strategies and Actions Employed

- Site design, facility development and **maintenance**
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Strategies and Actions Employed

- Redistribute use temporally and spatially (always considering the user type)
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Conclusions | Final notes

- Frame the problem and understand the context
- A clear understanding of management objectives and policy is necessary for deciding the strategies and actions
- Indirect management strategies are often preferred but direct strategies sometimes are necessary or more effective
- Monitoring is essential for effective management of visitation. Understand your visitors to know how to manage them
Thank you!

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