



PARKS & BENEFITS
Baltic protected areas and tourism

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Sustainable Tourism in protected areas of the Baltic Sea Region

Olaf Ostermann(DE)



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



Baltic Sea Region

Programme 2007-2013



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The project in a nutshell

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

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

Nation 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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Benefit Monitor:

Visitor survey in Protected Areas: common approach in all partner Parks of the project



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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.: _____

4 Your costs (only for tourists)

4.1 I cannot specify my costs because I have booked a package tour at the price of:

_____ (please mark applicable currency: DKK, EEK, EUR, LTL, LVL, NOK)

4.2 How much did you spend or are you planning to spend in the region and in this protected area **per day and per person** (please note the exception for travel costs) for the following points (in national currency)? (please mark applicable currency: DKK, EEK, EUR, LTL, LVL, NOK)

accommodation	_____	entrance fees for events (cinema, concerts, theatres, sports)	_____
self-catering	_____	entrance fees for museums and tourism attractions	_____
restaurants, cafes,	_____	leasing of equipment for leisure time activities	_____
snack stand	_____	(bike and canoe rental etc)	_____
parking fees	_____	guided tours (city walks, hiking, boat, cycling, horse carriage)	_____
public transport	_____	yacht and boat charter	_____
visitor's tax	_____	seminar fees	_____
souvenirs	_____	please list single costs over 200€ (or similar to national currency)	_____
shopping	_____	_____	_____
incentive/bonus cards	_____	_____	_____
		other	_____
		travel costs (total costs for one way per person, not per day)	_____

Date _____ Time _____ Interviewer _____

Location ☐ visitor centre ☐ observation stand ☐ hiking trail ☐ crossing of trails ☐ e

Weather ☐ bright ☐ cloudy ☐ overcast ☐ rain ☐ thunderstorm

Activity ☐ walker ☐ hiker ☐ horse rider ☐ cyclists ☐ other _____

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

1 Your activities

1.1 Why are you visiting the region?

☐ holiday ☐ business trip ☐ weekend trip ☐ visit of friends and relatives ☐ day t

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 experienc
☐ bathing ☐ cultural offers ☐ museum visit ☐ collecting mushrooms/berries ☐ sights

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

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 ☐ natun

3 Your visit (only for tourists)

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

Staying there for _____ night

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

☐ 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 _____



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Benefit Monitor: Equipment for visitor monitoring, example from Kemeris National Park (Latvia)



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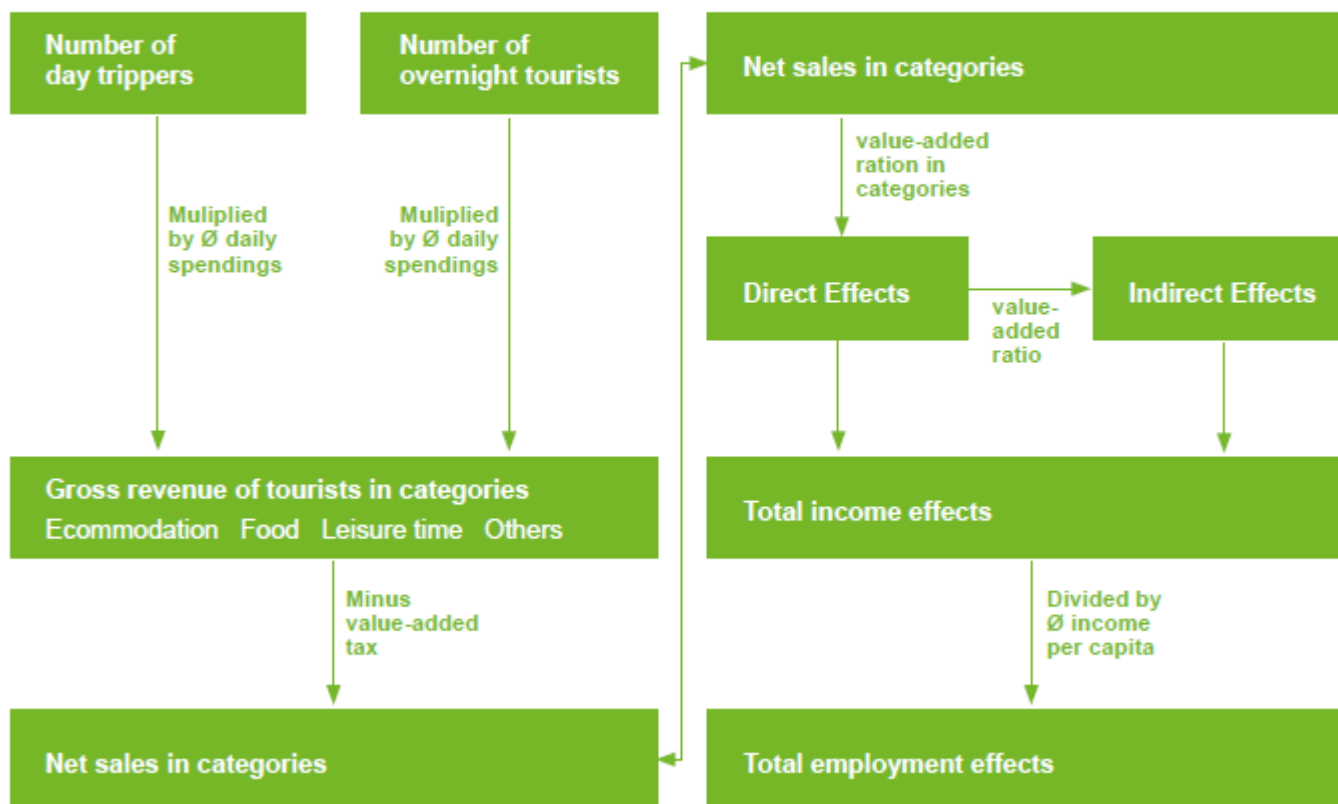
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Benefit monitor

Method used in the project

(developed by Prof. Dr H. Job, University Würzburg)

CALCULATION METHOD TO DETERMINE THE REGIONAL ECONOMIC EFFECTS



Benefit monitor – results:

- ❖ visitor survey using the same methodology within the Park-partners of the Project
- ❖ visitor numbers used to show the economic benefit of PA 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 (all); 261 (in a strict sense)
- ❖ 2010: 651 job-equivalents (all); 311 (in a strict sense)



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Public-private-partnership: Criteria for cooperation



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Public-private-partnership: Criteria for cooperation

ASSESSMENT CRITERIA FOR PROTECTED AREA PARTNERS

Based on the current situation regarding the terms of cooperation of park administrations with local SMEs the PARKS & BENEFITS project partners developed a short SWOT Analysis on future development plans. Please see the partners' assessment criteria for cooperation structures with local SMEs below.

In which fields do you want to cooperate with your local SMEs?

- + Environmental education
- + Tourism services and product development; e.g.
 - guided tours,
 - event organisation
 - development and management of trails
- + PR and marketing
- + Transfer of existing tourism infrastructure to SMEs

What are your expectations/demands on a future cooperation with SMEs?

- + General support and better involvement as park staff being reduced
- + Greater identity with park objectives, not just technical quality
- + Networking and marketing to gain a higher recognition of protected areas
- + Environmentally friendly businesses
- + Improvement of quality of information on offer
- + Improve quality of service providers' offer
- + Environmentally friendly behaviour through certification






Parks' expectations towards SMEs in the course of implementing the European Charter of Sustainable Tourism in Protected Areas – set of minimum criteria:

Cooperating SMEs must:





- + Ensure barrier freedom for handicapped people
- + Have an environmental friendly water and waste management
- + Perform environmental education of staff
- + Foster environmental friendly mobility services
- + Favour environmental friendly purchase
- + Not be involved in activities causing damage to environment, nature and cultural values
- + Meet minimum quality standards
- + Use regional products/suppliers
- + Inform guests about the protected area
- + Identify with the aims of protected area
- + Be committed to the idea of sustainable tourism
- + Support common activities of the park developed in joint decisions
- + Have a vision for the future (product development, quality management etc.)

Eco labelling: analysis

Eco labels Denmark

Country	International eco labels	National eco labels	Regional eco labels
Denmark	<p>Two official eco labels:</p>  <p>The EU Flower & The Nordic Swan For truly eco products or services</p> <p>Also in use by tourism SMEs are:</p>  <p>The Green Key for:</p> <ul style="list-style-type: none"> Hotels Conference centers Hostels Campsites Holiday centers Rental agencies Restaurants Sport facilities Attractions  <p>The Blue Flag for beaches and harbours</p> <p>To be used by protected areas</p>  <p>European Charter for Sustainable Tourism of Protected Areas – certification system for a sustainable management of protected areas (1 park applied)</p>	 <p>Green Diploma for Shops, Offices, Churches, Cars (workshops, and shops selling cars), institutions (for example kinder gardens), Hair salons, Houses for living (for example compounds)</p> <p>Types of activities:</p> <ul style="list-style-type: none"> Energy saving water saving, sorted waste for disposal, use of eco-labeled products, three specified environmental tasks pr. year, interpretation (to costumers)  <p>AktivDanmark for</p> <ul style="list-style-type: none"> Campsites, hotels, hostels, etc. Shops for cyclist, fishermen, etc. Tourist information Summer cottages (for rent) <p>DET ØKOLOGISKE SPISEMÆRKE</p>  <p>The organic food brand</p> <ul style="list-style-type: none"> A label showing the degree of organic food used in kitchens of restaurants, cafés, catererías, take a ways, diners, etc. run by Danish Ministry for Food, and Danish Society for Organic Farmers <p>Other quality labels</p> <p>Camping: Quality of campsites (stars) http://www.campdanmark.dk/content/12223.open-6</p> <p>Hotels: Quality of hotels (stars) http://www.hoteles.dk/Emner/Markedsføring/Starkeklassifikation.aspx</p> <p>Farm holidays: Standards for what to be included as farm holidays http://www.bondehospiterier.dk/79-188</p> <p>Tourist attractions: Quality of Danish tourist attractions (stars)</p>	none

Eco labels Latvia

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

Eco labelling – results:

- ❖ eco labels from all project countries were collected, analysed and compared looking at their relevance for Protected areas regions
- ❖ result: the establishment of a new eco-label for the Baltic Sea Region is neither desirable nor possible
- ❖ nonetheless: a framework for the Protected Areas in the Baltic Sea Region and for generating a transnational regional identity was needed
- ❖ → a Baltic Sea Region - methodology for the Charter part II (on working with tourism businesses) was developed.
- ❖ → this methodology has been approved by the EUROPARC Federation in September 2011
- ❖ → methodology used by the Nordic Baltic Section of EUROPARC Federation



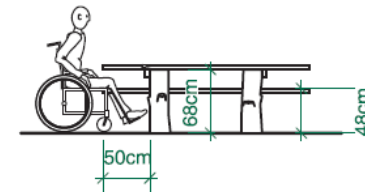
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Accessibility for all: Example for visitor-infrastructure from Maribosoerne Nature Park (DK)



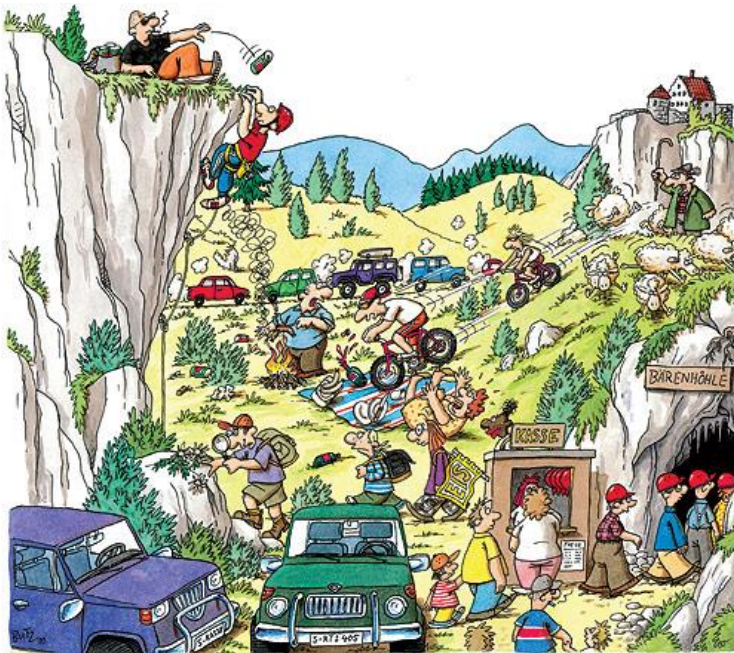
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More themes:

- Carrying capacity
- Transport to and in Protected Areas



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Ways to sustainable management
Socio-economic benefits of conserving nature

GUIDE TO SUSTAINABLE TOURISM IN PROTECTED AREAS



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