





CEETO Manual

of sustainable tourism governance for Protected Area managers





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1.1. What is the aim of the Manual?

There is probably no other industry in the economy that is connected to so many kinds of products and services as the tourism sector¹. Nowadays, tourism in natural destinations represents around 50% of all international tourism and is increasing at a rate of 10-30% per year, much faster in comparison with the industry. The faster and more intense tourism development occurs in a natural area, the more it changes the natural and socio-cultural environment in the area affected by it. It has become obvious that efforts must be made to minimize the adverse impacts of the tourism industry².

Visitor and tourism management in protected areas must give priority to conservation and sustainable use of biodiversity. Management depends on objectives and protected area values. However, it is difficult to harmonize it with increasing numbers

of visitors in the protected area. Unfortunately, the number of visitors is still considered a success. In order to manage the complexities of the protected area, protected area/Natura 2000 managers and other practitioners need a wide range of skills and expertise and they need to increase quality of protected area governance.

The aim of this Manual is to provide basic information to support protected area managers and practitioners so that they can realise development and management of sustainable tourism. Specifically, this Manual provides basic and practical information for protected area managers and practitioners which assist the development of visitor management plans and use of different tools. Furthermore, they help regarding stakeholder involvement, the processes of creating partnerships with tourism sector, achieving socioeconomic benefits for local communities and achieving additional

¹ Pforr, C. (2004). Policy-making for sustainable tourism, Curtin University of Technology, Australia, (in Sustainable Tourism, F. D. Pineda, C. A. Brebbia & M. Mugica ed.), (https://www.witpress.com/Secure/elibrary/papers/ST04/ST04007FU.pdf)

² CEETO Project. (2018). Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas, (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf)





sustainability of protected area or tourism products through certification or quality labels. Also, topics of education and communication and visitor safety and climate change are integrated in this Manual. It also includes the aspect of protected area management which is important for achieving tourism sustainability, competences and capacity building of protected area staff and its stakeholders. The Manual provides links to the complementary literature and technical guidelines under CEETO project as well as to other documents produced under other initiatives and projects.

1.2. Who could benefit from the Manual?

The Manual of sustainable tourism governance for protected area managers serves as a tool designed to support protected area. It includes ecological network Natura 2000 managers and other practitioners in the process of tourism planning and management and ensures that tourism in protected areas is appropriate, professionally managed and supports conservation objectives.

1.3. What does CEETO stand for?

The Central Europe Eco-Tourism: tools for nature protection (CEETO) Interreg project integrates environmental, social and economic aspects in defining innovative governance models for a sustainable tourism in protected and conserved areas including ecological network Natura 2000. The aim is to make tourism a real driver of nature protection and for local economic and social wellbeing.

More information about the project and information related to sustainable tourism in protected areas of Central Europe as well as documents resulting from this project can be found on CEETO Network on-line platform³. The CEETO Network consists of practitioners in nature conservation and sustainable tourism, and CEETO on-line platform serves as a networking and knowledge sharing hub on sustainable tourism in protected areas.



Within protected areas sustainable tourism can be one of the most effective tools to valorise natural and cultural heritage. It can contribute to its conservation and achieve well-being of local communities. Sustainable tourism relies on intact nature and culture. Therefore, resource protection and nature conservation are essential but the well-being of the locals and employees in the field of tourism as well as economic wealth must not be ignored. By making people understand this connection one can raise their willingness to take care⁴.

As the part of the CEETO project, a Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas⁴ has been developed. It elaborates in more detail the fundamental principles of sustainable tourism. Information can also be found in other sources, the most important are summarized in this Manual.

2.1. The impacts of tourism

The impacts of tourism can be sorted into economic, environmental and social and cultural general categories. Each category includes positive and negative impacts. When we are developing tourism, our goal is to maximize positive impacts of tourism and minimize potentially negative ones.

Potential benefits of tourism

- ▶ Increase of local income and standard of living
- ► Increase of employment and new business opportunities
- ► Multiplier effects, stimulating growth in other economic sectors
- Production improvement through transfer of technology



⁴ CEETO project (2018). Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf)

³ https://ceeto-network.eu/home/

- ▶ Recreation, contribution to well-being of people
- ▶ Financing nature protection and culture conservation. local traditions preservation
- ▶ Promotion of cultural exchange and peace
- ▶ Increasing social and environmental awareness (educational aspects)



- ▶ Loss of natural landscape and agricultural lands to tourism development
- Degradation of landscape, historic sites, and monuments (litter, vandalism, etc.)
- ▶ Coastal and soil erosion
- ► Traffic congestion and pollution
- ► Water and energy shortages in high season
- ▶ Loss of open space
- ▶ Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artefacts by or for tourists, traffic, trampling, etc.)
- ▶ Introduction of invasive alien species
- ▶ Disruption of wildlife breeding cycles and behaviours (through misbehaviour of tourists, missing or inadequate visitor management and exceeded carrying capacity)
- Alteration of wildlife habitats and ecosystems, fragmentation and loss of habitats and infrastructure developments that are impassable for plants and animals, which makes the preservation of ecological corridors and steppingstones extremely important
- ▶ Pollution (air, water, noise, solid waste and visual)

Possible negative socioeconomic impacts

► Cultural effects and unwanted lifestyle changes, changes in values and customs

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- ▶ Sudden loss of income and iobs due to the seasonality or in times of downturn
- ▶ Unequal distribution of economic benefits among members of local communities
- ▶ Neglect of human resource development providing only unqualified and poorly paid jobs for locals
- ▶ Conflicting resource use (exclusion of locals from natural resources)
- ► Distorted infrastructure development, far exceeding local needs: the maintenance of the constructed infrastructure lays a heavy burden on the local population
- ▶ Increase in land and goods value which local people cannot afford to buy

2.2. What is sustainable tourism?

There are several definitions of ecotourism and sustainable tourism today but none of them is widely accepted and recognized. The existing definitions sometimes vary significantly. Discussions also exist about terms used, not to mention their exact content or practical implementation⁵.

For the purpose of this Manual and within CEETO project we will use definition of sustainable tourism which ensures the long-term protection of natural, cultural and social resources and contributes positively to the economic growth and well-being of stakeholders in and near the protected area.

2.3. Glossary

SUSTAINABLE TOURISM

According to UNWTO, sustainable tourism can be defined as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

FCOTOURISM

Responsible travel to natural areas that conserves the environment. sustains the well-being of the local people and involves interpretation and education.

CARRYING CAPACITY

The maximum number of people that may visit a tourist destination (here, a protected area) at the same time, without causing destruction of the natural physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction.

ECSTPA - European Charter for Sustainable Tourism in Protected Areas

A certification for natural areas developed and promoted by the EUROPARC Federation. It is a practical management tool that enables protected areas to develop tourism sustainably.

VISITOR MANAGEMENT

An administrative action oriented towards maintaining the quality of park resources and visitor experiences.

VISITOR: For protected areas, a visitor is a person who visits the PA for purposes mandated for the area. A visitor is not paid to be in the PA and does not live permanently in the PA. The purposes mandated for the area typically are recreational, educationa or cultural.

TOURIST: Any visitor whose trip to a protected area includes an overnight

PARTNERSHIP

An arrangement in which two or more individuals share the profits and liabilities of a business venture. Various arrangements are possible; all partners might share liabilities and profits equally, or some partners may have limited liability.

PA - Protected area

A clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values.

GOVERNANCE

Decision making about principles. laws, policies, rules, and day-to-day management of tourism and visitor use in support of protected area goals

ZONE

A portion of a protected area that is managed for a specific objective.

LAC - Limits of Acceptable Change Environmental indicators that can

monitor changes over time because of tourism. LAC has variously been

described as a "management by objectives" approach or an "indicatorbased" approach to management. It can be viewed as both a concept (e.g., one that focuses discourse on the appropriateness or acceptability of various conditions) and as a step-based framework to structure planning and decision-making.

Natura 2000

A network of core breeding and resting sites for rare and endangered species, and some rare natural habitat types which are protected. The aim of the network is to ensure the long-term survival of Europe's most valuable and threatened species and habitats, listed under both the Birds Directive and the Habitats Directive.

STAKEHOLDERS are persons or groups who are directly or indirectly affected by a project, as well as those who may have interests in a project and/or the ability to influence its outcome, either positively or negatively.

CERTIFICATION

Voluntary, third party assessment. through an audit, of a tourism enterprise for conformity to a standard.

ETIS - European Tourism Indicators System for sustainable destination management

A system of indicators suitable for all tourist destinations, encouraging them to adopt a more intelligent approach to tourism planning.

See more: https://ceetonetwork.eu/alossarv/







⁵ CEETO project. (2018). Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf)

2.4. International framework for sustainable tourism

Among others, here are four main, internationally accepted professional guidelines that sustainable tourism managements should consider6:

1. Convention on Biological Diversity (CBD) and its guidelines on biodiversity and tourism development 2. International Union for Conservation of Nature (IUCN) guidelines for planning and management of sustainable tourism

3. European Commission's quidelines, initiatives and good practices in Europe for sustainable tourism and Natura 2000

4. European Charter for Sustainable Tourism in Protected Areas (ECSTPA)

TABLE 1: Summary of four major internationally accepted professional guidelines on sustainable tourism:

IUCN7

Tourism and visitor management in protected areas: **Guidelines for**

sustainability

Guidelines on

Biodiversity

and Tourism

Development

CBD⁸

- Appropriate management depends on objectives and protected area values
- 2. Proactive planning for tourism and visitor management enhances effectiveness
- 3. Changing visitor use conditions are inevitable and may be desirable
- 4. Impacts on resource and social conditions are inevitable consequences of human use
- 5. Management is directed at influencing human behaviour and minimising tourism-induced change
- 6. Impacts can be influenced by many factors so limiting the amount of use is but one of many management options
- 7. Monitoring is essential to professional management
- 8. The decision-making process

- should separate technical description from value judgements
- 9. Affected groups should be engaged since consensus and partnership is needed for implementation
- 10. Communication is key to increased knowledge of and support for sustainability

- 1. The policymaking, development planning and management process:
- Framework for management of tourism and biodiversity
- ▶ Baseline information and review
- Vision and goals
- ▶ Objectives
- ▶ Review of legislation and control measures

- ▶ Impact assessment
- ▶ Impact management and mitigation
- ▶ Decision-making
- ▶ Implementation
- Monitoring and reporting
- ▶ Adaptive management
- 2. Notification process in relation to such a management framework
- 3. Public education, awarenessraising and capacity-building concerning tourism and biodiversity
- In the Guidelines is pointed out that activities should be consistent with the recommendations of conservation and sustainable use of biodiversity.

- 1. Assessing resources, recognizing vulnerability, choosing appropriate tourism
- ▶ Reflecting existing designations and plans
- ▶ Start by understanding the site
- ▶ Undertake further research
- ► Know your existing visitors
- ▶ Be aware of market potential and pressure
- ▶ Identify capacity limits

1. Giving priority to protection

2. Contributing to sustainable

3. Engaging all stakeholders

5. Pursuing continuous

improvement

4. Planning sustainable tourism

1. Protecting valuable landscapes,

2. Supporting conservation through

biodiversity, and cultural heritage

development

effectively

10 Key topics:

tourism

▶ Select types of tourism to match resources and markets

- 2. Creating a strategy based on consultation and partnership
- ▶ Involve all stakeholders from the beginning
- ► Establish partnership groups
- Raise awareness and commitment
- ▶ Allocate necessary resources
- ▶ Ensure the strategy is simple and clear
- ▶ Keep everyone involved and informed
- ▶ Widen the scope of the protected area

3. Reducing carbon footprint.

- 3. Implementing, evaluating and updating a sustainable tourism strategy, relating it to national policy
- ▶ Establish realistic action programs and plans
- ▶ Select monitoring indicators
- ▶ Identify responsibility for action
- ▶ Use a range of direct action. incentives and controls
- ▶ Seek evaluation and recognition for the strategy
- ▶ Reflect and influence regional/ national strategies
- ▶ Review the strategy every 3-5 vears

4. Providing safe access, quality facilities and special experiences of the Protected Area, available to all visitors

pollution, and wasteful resource

- 5. Effectively communicating the area to visitors
- 6. Ensuring social cohesion
- 7. Strengthening prosperity in the local community
- 8. Providing training and capacity building

- 9. Monitoring tourism performance and impacts
- 10. Communicating actions and engaging with the Charter

The components of the EUROPARC Charter involve working in partnership, preparing and implementing a strategy, addressing the key topics, evaluating, reviewing work achieved, establishing partnerships, and celebrating success!

The Charter requires that all Protected Areas have all the components in place.

European Commission⁹

Sustainable tourism and Natura 2000. Guidelines, initiative and good practices in Europe

ECSTPA¹⁰

How to become a EUROPARC sustainable destination. Technical Guidelines & Terms of Reference

CEETO project. (2018). Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf) https://portals.iucn.org/library/sites/library/files/documents/PAG-027-En.pdf

⁸ https://www.cbd.int/tourism/guidelines.shtml

⁹ https://ec.europa.eu/environment/nature/info/pubs/docs/nat2000/sust_tourism.pdf

¹⁰ https://www.europarc.org/sustainable-tourism/become-a-sustainable-destination/?utm_source=ep&utm_medium=search&utm_ campaign=linktrack&utm_content=results





In accordance with the guidelines mentioned previously, for the purpose of this Manual, we divided this chapter into the following sections:

- 3.1. Tourism and visitation management in protected areas
- 3.2. Stakeholder engagement
- 3.3. Communication, education and interpretation
- 3.4. Socioeconomic benefits for local communities
- 3.5. Competences and capacity building

- 3.6. Certification and quality labels
- **3.7.** Visitor safety
- 3.8. Climate change

All these parts are interconnected and depend on each other. Development of the visitor management plan should be done according to the principles of adaptive management and participatory planning as an integral part of protected area management plan or as a separate plan¹¹. This Manual will not

elaborate steps in management plan development but rather offer tools and management actions for tourism and visitation management and monitoring.

The process of adaptive management and participatory approach is shown in the figure on the right.

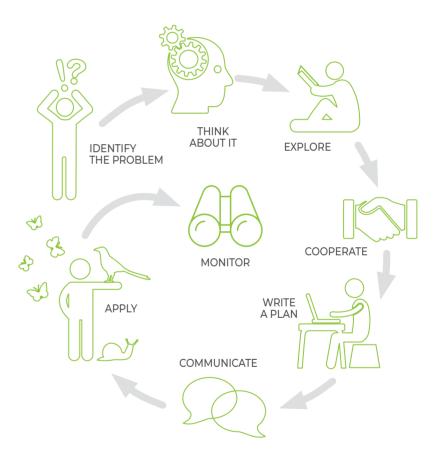
> To ensure sustainability of tourism in the protected area you manage, always keep in mind that activities SHOULD BE **CONSISTENT WITH OBJECTIVES AND** PROTECTED AREA VALUES - GIVE PRIORITY TO PROTECTION!

Before starting the process of development of sustainable tourism in your protected area study in detail the guidelines summarized in the table 1 and use those that fit your situation.

See more: Chapter 4 - CEETO Pilot Areas Case Studies, page 39

FIGURE 1:

The process of adaptive management and participatory approach



¹¹ Ministry of Environment and Energy and Croatian Agency for the Environment and Nature. (2018). Guidelines for planning the management of protected areas and / or ecological network areas. UNDP, Croatia /Smjernice za planiranje upravljanja zaštićenim područjima i/ili područjima ekološke mreže. UNDP, Hrvatska

3.1. Tourism and visitation management in protected areas



- We do not have any document that analyses and makes suggestions for tourism management or we are just starting to implement it in the protected area.
- Lack of information on visitor structure and attitudes - when, why, where, etc.
- We do not know how and whether they affect nature. What to monitor?



Below are the steps to help us manage tourism and visitation in protected areas:

- Analysis and evaluation of tourism and visitation in the protected area
- 2. Development of Visitor Management Plan
- 3. Tourism and visitation management actions
- 4. Monitoring



3.1.1. Analysis and evaluation of tourism and visitation in protected area

WHAT WE CAN DO

- ► Conduct analysis and evaluation of tourism and visitation in the protected area
- Work closely with scientists to collect data and evaluate protected areas

First step in development of Visitor Management Plan is analysis and evaluation of tourism and visitation aspect of protected area management¹²:

- ► Collect a range of data on topics connected to existing and possible tourism and visitation, e.g.:
- ► Protected area purpose
- ► Legislative framework
- ▶ Visitor infrastructure
- ► Existing restrictions and/or recommendations on activities related to protection and presentation of values
- ▶ Tourism and visitation monitoring
- ▶ Visitor preferences and interests for specific activities
- Vulnerability of the PA's natural and cultural resources
- ▶ Education and interpretation programs
- ▶ Identification and cooperation with PA stakeholders
- ▶ Partnerships, etc.

3.1.2. Development of Visitor Management Plan



WHAT WE CAN DO

► Develop Visitor Management Plan according to the principles of adaptive management and participatory planning Use specific tools for ensuring sustainable tourism in protected areas

The Visitor Management Plan can be a part of the regular Protected Area Management Plan or, depending on the needs of individual management issues of protected area, can be a separate plan (in the case where visitor management is a highly emphasized management segment).

The Visitor Management Plan should be aligned with the conservation goals defined in the Management Plan¹³. The foundation for appropriate and sustainable protected area in tourism and visitation is to identify clear tourism and visitation management objectives that are connected to equally clear conservation values defined in Protected Area Management Plan.

Further development of the Visitor Management Plan should be done according to the same principles of adaptive management and participatory planning¹⁴.

Below are some specific tools that can help us in the process of developing our Visitor Management Plan and managing tourism in protected areas.

3.1.2.1. Zoning of a protected area

When developing a plan based on the information collected, a useful tool is to zonate the protected area you manage for the purpose of distributing different types of use or non-use.

The number and types of zones depends on the management objectives and priorities of the site15.

More information on zoning can be found in the UCN Guidelines for Management Planning of Protected Areas: https://portals.iucn.org/library/efiles/documents/PAG-010.pdf

3.1.2.2. Visitor capacity

Carrying capacity or visitor capacity (in the context of protected area) refers to the maximum number of people that may visit a protected area or its specific part at the same time without causing destruction of the natural, physical, economic and sociocultural environment and an unacceptable decrease in the quality of visitors' satisfaction¹⁶. It is also important to know visitor capacity when variety of uses (activities) needs to be distributed in one part of the protected area¹⁷.

More information on how to identify visitor capacity can be found in the IVUMC Visitor Capacity Guidebook: https://visitorusemanagement.nps.gov/VUM/Framework

sustainability. Best Practice Protected Area Guidelines Series No. 27. Gland. Switzerland: IUCN. xii + 120 pp.





¹² Visitor Use Management Framework (2016). IVUMC-Interagency Visitor Use Management Council (Council /IVUMC). (https://visitorusemanagement.nps.gov/VUM/Framework)

¹³ Leung, Yu-Fai, Spenceley, Anna, Hvenegaard, Glen, and Buckley, Ralf (eds.). (2018). Tourism and visitor management in protected areas: Guidelines for

¹⁴ Thomas, Lee and Middleton, Julie. (2003). Guidelines for Management Planning of Protected Areas. IUCN Gland, Switzerland and Cambridge, UK. ix +79pp. (https://portals.iucn.org/library/efiles/documents/PAG-010.pdf)

¹⁵ Noll, D., Scott A., Danelutti, C., Sampson J., Galli A., Mancini S., Sinibaldi I., Santarossa L., Prvan M., Lang M. (2019). A guide to plan and promote ecotourism activities and measure their impacts in Mediterranean Protected Areas following the MEET approach. DestiMED project, Interreg Med Programme. 112 pp.

¹⁶ Leung, Yu-Fai, Spenceley, Anna, Hvenegaard, Glen, and Buckley, Ralf (eds.) (2018). Tourism and visitor management in protected areas: Guidelines for sustainability. Best Practice Protected Area Guidelines Series No. 27, Gland, Switzerland: IUCN. xii + 120 pp.

¹⁷ IVUMC (Interagency Visitor Use Management Council). (2019). Visitor Capacity Guidebook: Managing the Amounts and Types of Visitor Use to Achieve Desired Conditions. Lakewood, CO. (https://visitorusemanagement.nps.gov/VUM/Framework)

3.1.2.3. Limits of Acceptable Change



Limits of Acceptable Change (LAC) is a process model which accepts that a change is inevitable but sets limits on what degree of change is acceptable 18. LAC establishes measurable limits to human-induced changes in the natural and social settings of protected areas and uses these to create appropriate management strategies to maintain or restore acceptable conditions. LAC combines rational planning, quality management and public involvement to identify measurable environmental aspects of quality and monitors whether quality is maintained. When applying LAC in protected areas, management objectives are statements about the desired conditions of protected areas and outdoor recreation, including the level of protection of resources and the type and quality of the recreation experience so that conservation always has priority¹⁹.

These are the basic steps in determining LAC18:

- 1. Identification of area issues and concerns
- 2. Definition and description of the types of desirable activities
- 3. Indicators selection
- 4. Establishing standards or thresholds for each indicator
- 5. Monitoring conditions and implementing actions



Case study: Tourism and visitation management in Finland's PAs, Metsähallitus²⁰

The sustainability and environmental, ecological, social and economic impacts of tourism can be assessed using various measurement methods. Agency Metsähallitus, which manages 39 national parks in Finland, has chosen the LAC method for this purpose. In tourism development the LAC method can be used to assist monitoring of the tourism impact in PAs. Based on the principles of sustainable tourism, a target status has been defined for each tourism area (zone) in PA. The aim is to develop activities in each area in line with the defined status. The LAC method also defines the limits (thresholds) of acceptable change for specific components, i.e. the range of variation within which any environmental changes caused by them should remain. The environmental impacts caused by tourism are measured using suitable indicators. If necessary, preventive or corrective action can be taken based on monitoring. The indicators measure factors such as impacts on environment, visitor numbers in areas and the impacts of tourism on the local economy and culture.

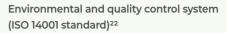


Metsähallitus carries out visitor survevs in PAs. Visitation management in PAs requires knowledge of visitors, their numbers, time-space curves, motivation, behaviour. satisfaction, etc. as an important input. For this purpose, PAs implement visitor structure and attitudes research at different levels - as a baseline survey or as a monitoring tool.

By now data has been collected in almost all the national parks and the surveys will be repeated at approximately five-year intervals. The surveys produce comparable data on visitors, recreational activities, use of the area, visitor satisfaction. duration of visits and visitors' spending. Visitor surveys provide information for the practical planning and management of areas. Visitors' opinions also influence the management of the natural environment.

Visitor counting

Visitor counters are mainly used for calculating the numbers of visits in PAs – the estimated number of visits is always based on the best available data.



The Agency implements an environmental and quality control system based on the ISO 14001 standard in order to monitor and manage the environmental impact of activities. Quality control is confirmed annually through external and internal auditing and a feedback system. Environmental objectives include the preservation of biodiversity, the promotion of socio-cultural sustainability and the functionality of ecosystem services.







If desired goals and objectives defined in Visitor Management Plan were not achieved or if they might not be achieved soon, then we need to identify the probable causes and develop management actions to address the problem.

HOW? We can choose variety of management actions like modifying types of use, visitor behaviour. the timing of use. location of use or we can reduce use of the area for tourism and visitation etc. There are three basic categories of management actions²⁰:

- 1. Site management e.g. providing, removing, relocating facilities, using barriers to direct visitor use, etc. (based on area zoning)
- 2. Information and education most employed to modify visitor behaviour, alter the spatial and temporal distribution of use
- 3. Regulation and enforcement examples include restricting or prohibiting access to specific locations, access at times, certain types of behaviour, activities, equipment or modes of travel. length of stay, and group size

See more: Chapter 3.3. Communication. education and interpretation for further information, page 24



actions

▶ Develop and implement concrete management activities

The primary goals of tourism and visitation management in protected areas are protection of natural and cultural resources and maintenance of opportunities for high-

3.1.3. Tourism and visitation management

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¹⁸ Noll, D., Scott A., Danelutti, C., Sampson J., Galli A., Mancini S., Sinibaldi I., Santarossa L., Prvan M., Lang M. (2019). A guide to plan and promote ecotourism activities and measure their impacts in Mediterranean Protected Areas following the MEET approach, DestiMED project, Interreg Med Programme, 112 pp.

¹⁹ Leung, Yu-Fai, Spenceley, Anna, Hvenegaard, Glen, and Buckley, Ralf (eds.) (2018). Tourism and visitor management in protected areas: Guidelines for sustainability. Best Practice Protected Area Guidelines Series No. 27, Gland, Switzerland: IUCN. xii + 120 pp.

²⁰ Joel Erkkonen, Maarit Kyöstilä, 2016 Aino von Boehm, 2019. Sustainable tourism in protected areas Guide for tourist companies. 3rd revised edition. Metsähallitus, Vantaa, Finland, 2019 (https://julkaisut.metsa.fi/assets/pdf/lp/Muut/sustainabletourism.pdf)

²¹ IVUMC (Interagency Visitor Use Management Council). (2019). Monitoring Guidebook: Evaluating Effectiveness of Visitor Use Management. Denver, CO. (https://visitorusemanagement.nps.gov/VUM/Framework)



3.1.4. Monitoring

WHAT WE CAN DO

- ▶ Develop tourism impact monitoring program for PA
- ► Develop indicators you can use existing one, adjust them or identify your own
- ► Implement monitoring regularly including visitors' impact on biodiversity
- ► Evaluate the success of the plan and revise if needed

Monitoring is required to detect changes over time. It is a key step for all adaptive or proactive management frameworks, generating data on resource, social, community and economic conditions that inform management decisions²³.

Types of monitoring²³

- Implementation monitoring, i.e. checking whether work has been carried out as specified in the plan
- Monitoring of whether objectives are being achieved or whether the right ones where chosen for the site (outputs and outcomes)

Monitoring actions and impacts of sustainable tourism should be built into the process from the beginning, leading to revision and adaptation. This helps keep track of progress and celebrates success. Key actions of monitoring tourism performance and impacts are²⁴:

Monitoring of visitors - volumes, patterns, spending

and satisfaction

- Monitoring of tourism business performance and needs
- Monitoring of tourism impacts on the environment, economy and community
- ► Monitoring of progress in implementing the action plan

Monitoring is time consuming and sometimes neglected. Work needs to be done in the future to select indicators that PA can monitor. It is important to use indicators that provide information about the impact on protected area in order to maintain sustainability of use.

How and why to integrate indicators into a Visitor Management Plan?

The selection of indicators is a critical part in the process of creating monitoring.

Indicators are specific resource or experiential attributes that can be measured to track changes in goals and objectives so that progress toward achieving and maintaining desired goals and objectives can be assessed. Therefore, indicators must correlate directly with defined goals or objectives. In addition, indicators must be eligible of being assessed objectively over time, so that managers can determine whether goals and objectives have changed and, if so, how²⁵.

When developing the indicators for monitoring tourism sustainability, other indicators for sustainable

tourism such as UNWTO²⁶ and ETIS²⁷ or sustainable tourism certificates can be helpful.

Visitor flow monitoring

Visitation management in protected areas requires good knowledge of visitors, i.e. their numbers, time-space curves, motivation, behaviour, satisfaction, etc. These are important inputs for tourism management. For this purpose, protected areas implement visitor structure and attitudes research at different levels as a baseline survey or as a monitoring tool or can use vast variety of methodologies for visitor flow monitoring and analysis.

TOOLS: METHODOLOGIES USED TO MONITOR VISITOR FLOW – CEETO PROJECT²⁸

The inventory made primarily for the partners of the CEETO project, but in general to the managers of protected areas and their stakeholders, provides an overview of the main methodologies used to monitor and analyse visitor flows. It helps protected area managers and other practitioners to take strategic decisions in order to guarantee the objectives of biodiversity conservation and, at the same time, to plan sustainable tourism that can enhance the natural heritage, contribute to its protection and to the well-being of local communities living in those territories. The result is a tool useful also outside the CEETO project, as the collection of methodologies and good practices can be suitable in a transversal way to anyone interested in monitoring and management of visitor flows within protected areas or territories with a high naturalistic value²⁸.

See the chart on the right to help you choose your visitor tracking method.

When choosing a method to monitor and analyse visitor flows, first determine your objective (WHY), then ask yourself WHAT you want to track. In the chart below there is some help in process of choosing a method depending on your goals and the Annex I gives an overview of all the methods proposed in the CEETO project.



CHOICE OF METHODOLOGY

In order to understand better which methodology/tool to use and how to implement the planning/management/monitoring tools activity, it is useful to remember some important aspects²⁸.

Why does manager need to monitor? OBJECTIVE What is necessary for the monitoring? Who should be monitored? Where the monitor activity should be carried out? Which technique?

DESCRIPTION

In order to understand better which methodology/tool to use and how to implement the planning/management/monitoring tools activity, it is useful to remember some important aspects.

WHY - It should be clearly defined what objective of monitoring because each objective may involve a different mix of techniques.

WHAT - In order to achieve its purpose, for example, what information is required: the precise number of visitors, the flows or the activities they carry out within a protected area, etc.

WHO - All the people entering the protected area are not automatically visitors.

WHERE - Correct data, which will not over- or underestimate the result is needed. It is crucial to have the objective in mind.

WHEN - Although it is more complex and expensive, both in terms of time and money, proper monitoring should be carried out over a long period of time and possibly covering all seasons. It is important to collect external information such as weather conditions, holidays and national festivities, etc., to set the data into context.

WHICH - Start considering which technique can be used to provide more support in making decisions.

²³ Thomas, Lee and Middleton, Julie. (2003). Guidelines for Management Planning of Protected Areas. IUCN Gland, Switzerland and Cambridge, UK. ix + 79pp. (https://portals.iucn.org/library/efiles/documents/PAG-010.pdf)

²⁴ European Charter for Sustainable Tourism in Protected Areas (ECSTPA) (https://www.europarc.org/wp-content/uploads/2019/08/EN_How-to-become-a-EUROPARC-Sustainable-Destination_Technical-guidelines.pdf)

²⁵ IVUMC (Interagency Visitor Use Management Council). 2019. Visitor Capacity Guidebook: Managing the Amounts and Types of Visitor Use to Achieve Desired Conditions. Lakewood, CO. (https://visitorusemanagement.nps.gov/VUM/Framework)

²⁶ https://www.e-unwto.org/doi/pdf/10.18111/9789284407262

²⁷ https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en

²⁸ CEETO project. (2018). Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf)

	_	ant to monitor ²⁹ ?	ı		
would like to know				Proposed methodology is	
Number of visitors		Counting visitors Know the current situation when only a few elements are available		Person counting, video camera Statistical models	
Visitors' structure		Visitors' profile Have information on behaviour and activities Knowing where visitors come from Know the current situation when only a few elements are available		Focus group Video camera, social media Telephone cells Statistical models	
Visitors' opinions and attitudes		Assessing the acceptability of the solutions to be adopted Knowing the behaviour and interests of visitors Improving communication Know the current situation when only a few elements are available		Interview, survey, focus group St. Gallen method Telephone cells Statistical models	
Use of space		Presence of visitors in wild areas of the PAs Knowing the movements of visitors Knowing the seasonality of flows Get information about favourite places Get travel information Identify critical points Know favourite places Limit use in sensitive areas Understanding the visitor flows and choosing the sustainable option from the alternatives Know the current situation when only a few elements are available		Bioacoustics Telephone cells Car counting Social media GPS tracking, social media Person counting, GPS tracking, telephone cells Interview, survey, focus group Car counting, person counting, telephone cells GPS tracking, video camera St. Gallen method Statistical models	
Impact on biodiversity/ environment	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Reduction of environmental impacts Impact on biodiversity of visitors' activities Monitor biodiversity Verify impacts on biodiversity and visitor flows as some variables change Know the current situation when only a few elements are available		Car counting Bioacoustics Bioacoustics Statistical models Statistical models	

CEETO Manual of sustainable tourism governance for Protected Area managers





- ▶ We do not know who our stakeholders are and how we can find representatives.
- ▶ We do not know what stakeholders want from protected area.
- We do not know how stakeholders contribute to nature conservation.
- ▶ How can stakeholders help us manage our protected
- ▶ What can we learn from stakeholders?
- ▶ How can we implement a participatory approach?
- ▶ What methods of participatory approach can we use?



WHAT WE CAN DO

- ▶ We can use methods for stakeholder involvement and cooperation delivered, e.g. via ECSTPA or MEET approaches
- ▶ We can use Participatory Planning Process used in the CEETO project, etc.

The term participatory management (or co management) in a protected area means that stakeholders are involved in different phases and levels at different stages of the protected area management cycle. Analyses of protected area management effectiveness at the international level have shown that long-term conservation of the natural values of the area cannot be ensured without the support of the local community and other stakeholders. The levels and ways in which stakeholders are involved in management can vary from

involvement in individual activities through joint projects or involvement in the management planning process to involvement in significant management decisions³⁰. Some protected areas already have existing platforms or structures for communication and cooperation with stakeholders for everyday operations purposes. Members of those platforms can come from various levels and groups, from local communities, over public institutions, local and regional bodies down to NGOs. It implies organization and coordination of the work of the Multistakeholders Platform but also other activities that come out of its work, such as building capacity of its members through networking, sharing and education, or creating a tourism product³¹.

Protected areas awarded with the European Charter for Sustainable Tourism in Protected Areas (ECSTPA) must establish Charter Multistakeholder Forums. while areas engaged in the MEET network establish Local Ecotourism Clusters (LEC). Basic steps in formation of these structures are described in the

ECSTPA Technical Guidelines

https://www.europarc.org/wp-content/uploads/2019/08/EN_ How-to-become-a-EUROPARC-Sustainable-Destination Technical-guidelines.pdf

and the MEET Manual³²

https://static1.squarespace.com/ static/5b07c60a96e76f9f641cdad6/t/5db2fd4c98002f2cfe5 3a030/1572011372292/MEET_manual_2019.pdf

See more:

Chapter 4 - CEETO case Regional Park of the Po Delta - St. Gallen method, page 42

³⁰ Ministarstvo zaštite okoliša i energetike i Hrvatska agencija za okoliš i prirodu (2018) Smjernice za planiranje upravljanja zaštićenim područjima i/ili područjima ekološke mreže UNDP Hrvatska

³¹ Borrini-Feyerabend, G., N. Dudley, T. Jaeger, B. Lassen, N. Pathak Broome, A. Phillips and T. Sandwith. (2013). Governance of Protected Areas: From understanding to action. Best Practice Protected Area Guidelines Series No. 20, Gland, Switzerland: IUCN. xvi + 124pp.

³² Noll, D., Scott A., Danelutti, C., Sampson J., Galli A., Mancini S., Sinibaldi I., Santarossa L., Prvan M., Lang M. (2019). A guide to plan and promote ecotourism activities and measure their impacts in Mediterranean Protected Areas following the MEET approach. DestiMED project, Interreg Med Programme. 112 pp.

²⁹ CEETO project. (2018). Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf)

PROTECTED The Protected Area has already involved the local community in the decision making process YES Local Forum made 2. PARTICIPATORY by stakeholders and Protected Area The Protected Area has already defined the geographical area(s) inside the Park where to implement the Pilot Action(s) YES Community Map I. ESTABLISHING → Hot - Spots of tourist THE FORUM pressure The Protected Area has already identified the specific tourist issues in which to develop the Pilot Action(s) NO Main problems/ 3. FUTURE → potential of tourist flows YFS **SEARCH** Strategical Themes First draft of Pilot 4.IDEAS → Action(s) **FACTORY** Bank of Ideas Pilot Action(s) 5. WORLD Sustainable Tourism CAFE Action Plan

Participatory Planning Process according to CEETO project

CEETO Manual of sustainable tourism governance for Protected Area managers

Participatory planning processes are high timeconsuming activities for all parties in the process.

Figure 2 presents participatory sessions at different stages of the participatory process used in the CEETO project. These should be implemented in a chronological order to reach the goal of the participatory planning process - the definition of the Sustainable Tourism Action Plan³³.

Partnership between protected area authorities and tourism sector

Cooperation and partnerships strengthen capacities for protected area management. Partnerships with tourism sector can build the capacity of protected areas authorities and contribute to:

- ▶ Improving of visitation system, raising destination quality, improving the existing and development of new visitor facilities
- Developing high quality, innovative tourism products with low impact on conservation values
- ► Helping financially and technically to protected areas through tools such as concessions, licences, public-private partnerships, etc³⁴.
- ► Increasing capacities of PA staff through education and cooperation

Partnerships with tourism sector – financial aspect

The types of tourism concessions that are considered acceptable within protected areas vary in protected areas. For example, some activities such as hunting are accepted in some categories of protected areas and banned in others. Within this wide variation, concessions may provide such services as accommodation from camping areas, cabins to lodges, hotels, restaurants, as well as activities such as guided walking/hiking trails, mountain biking, mountaineering, rock climbing, fishing, filming, rafting, different events etc. System of Tourism User Fees for permitted uses in protected areas allows the protected area to outsource certain tourism services for different reasons (lack of human resources, gaining financial sustainability etc.)³⁵.



TABLE 3: Types of legal instruments ³⁵							
Type of Legal Instrument	Description						
Concession	A concession is the right to use land or other property for a specified purpose, granted by a government, company, or other controlling body. It can include a commercial operation and/or a piece of land. A tourism concession could provide accommodation, food and beverage, recreation, education, retail, and interpretive services.						
Lease/ management contract	A contractual agreement in which one party conveys an estate (i.e. land and facilities) to another party for a specified, limited time period. The lessor retains ownership of the property, while the lessee obtains rights to use the property. Typically, a lease is paid for.						
Licence	Gives permission to a legally competent authority to exercise a certain privilege that, without such authorization, would constitute an illegal act. Often seen by the public as a form of quality control and requires due diligence by the competent authority in contrast to a permit. Possession of the land is not granted through the license. Licenses give protected area authorities the ability to screen applicants to ensure that they fulfil a set of conditions.						
Permit	A temporary form of permission giving the recipient approval to do a lawful activity within the protected area. Permits normally expire within a short length of time. Usually the number of permits is large and limited by social or environmental considerations. In most cases, permits are given to anyone who pays the corresponding fee.						

³³ CEETO project. (2018). Capacity Building Workplan for Protected Areas (https://ceeto-network.eu/content/capacity_building_workplan_for_protected_areas.pdf)

³⁴ Guidelines for tourism partnerships and concessions for protected areas: Generating sustainable revenues for conservation and development. A. Spenceley, S. Snyman, and P. F. J. Eagles Members of the IUCN WCPA Tourism and Protected Areas Specialist Group Report to the Secretariat of the Convention on Biological Diversity and IUCN. (2017).

³⁵ Guidelines for tourism partnerships and concessions for protected areas: Generating sustainable revenues for conservation and development. A. Spenceley, S. Snyman, and P. F. J. Eagles Members of the IUCN WCPA Tourism and Protected Areas Specialist Group Report to the Secretariat of the Convention on Biological Diversity and IUCN. (2017).

PA authorities as a wide variety of additional tools



Case study: Plitvice Lakes National Park³⁶ - partnership with Lika Destination tourism cluster

Plitvice Lakes National Park (UNESCO) has suffered in the last decade from over tourism and in the last couple of years the park has established visitor capacity with the threshold of 10 000 visitors per day as an answer to the problem. Partnership with Lika Destination Tourism Cluster was established. and additional tourist offer with 7 sites to visit in adjacent region of Plitivice lakes (Baraćeve caves, Nikola Tesla birth house museum, other national parks etc.) developed. This additional tourist offer enables visitors that were not able to visit the Park due to the newly established capacity limit to stay in the region and find other possibilities of a visit at a discounted price, including visiting the Park on different day/time of the day. Additional management actions were also introduced like: informing visitors prior and during visit about new visitation regulation and new possibilities for visitation; education of stakeholders (mainly accommodation providers) about new attractions for visitation, developing brochures and lowering entrance fee to the Park in periods outside of high season and outside of day peaks.







3.3. Communication, education and interpretation

- What do we want our visitors to know about the protected area?
- ▶ How do we want our visitors to behave in a protected area?
- ▶ Where will the interpretation take place and how?
- ▶ Do we need to develop educational programmes?

WHAT WE CAN DO

▶ Develop and implement a comprehensive communication strategy

- ▶ Develop and implement an interpretative plan
- ▶ Develop and implement educational programs for different age groups
- ▶ Set up signage to ensure the desirable visitor flow and safety
- ▶ Develop visitor infrastructure and interpretation (visitor centres, info centres, etc.)
- ► Consider accesibility and inclusion principles when developing any visitor infrastructure and programmes

Education, interpretation and information can help

for implementing visitation management actions. especially those subtler ones when PA authorities influence visitors to change behaviour or try to raise their level of consciousness about important topics. Another more direct, more one-way communication is simply to inform visitors about visitor activities related risks, working hours, events, rules, regulations, etc. And. lastly, there is a need to increase the level of communication skills of PA staff in order to increase levels of cooperation with different stakeholders. Protected area managers need to develop a clear communication strategy to support sustainable tourism³⁷.

Information presented to visitors is just that, straight facts, figures and data. Be careful not to confuse visitor information with interpretation, it is not the same. It is essential that important information about visitor safety is presented in a clear, easy to read way and placed in a prominent obvious position³⁸.

Interpretation is a communication process that involves the translation of the technical language of a natural science or related area into terms and ideas that lay people, non-scientists, can easily understand in a way which is entertaining and interesting to them³⁹. If the process works in presenting and translating the information about the environment in a way that is meaningful for the audience, then

environmental education occurs⁴⁰.

The first step is to write an interpretation plan. It will also help us consider the resources and accomplish the above purposes of interpretation. Interpretive planning enables you to answer questions: who, what, when, where, why, how and so what? It helps us define features and stories of an area and decide which are significant enough to interpret⁴¹.

When preparing educational programs, we must keep in mind who they are intended for (consider visitors' age and profile). If we are preparing programs related to the school curriculum, it is best to involve teaching staff in the preparation from the



Case study

CEETO Pilot Areas have used education, interpretation and communication as a tool for increasing levels of visitor knowledge and awareness about sustainability of tourism in protected area (including values of PAs and codes of conduct) through implementing wide variety of direct or indirect educational activities such as organizing "Open Days" events, producing printed or video material, establishing InfoPoint, running web campaigns, etc.

See more: Chapter 4 - CEETO Pilot Areas Case Studies, page 39

³⁷ Leung, Yu-Fai, Spenceley, Anna, Hvenegaard, Glen, and Buckley, Ralf (eds.). (2018). Tourism and visitor management in protected areas: Guidelines for sustainability. Best Practice Protected Area Guidelines Series No. 27, Gland, Switzerland; IUCN, xii + 120 pp.

³⁸ Colquhoun, F., ed. (2005). Interpretation Handbook and Standard. Distilling the essence. Department of conservation. (https://www.doc.govt.nz/globalassets/documents/about-doc/role/policies-and-plans/interpretation-handbook-complete.pdf)

³⁹ Tilden, F. (1977) Interpreting Our Heritage. 3rd edition. Chapel Hill: The University of North Carolina Press.

⁴⁰ Veverka, J.A. (2018) Interpretive Master Planning Volume One: Strategies for New Millennium. Museums Etc. (https://www.researchgate.net/ publication/322896850_Interpretive_Master_Planning_Volume_One_Strategies_for_the_New_Millennium_m_useums_etc)

⁴¹ Colquhoun, F., ed. (2005). Interpretation Handbook and Standard. Distilling the essence. Department of conservation. (https://www.doc.govt.nz/globalassets/documents/about-doc/role/policies-and-plans/interpretation-handbook-complete.pdf)

³⁶ https://np-plitvicka-jezera.hr/ulaznica-lika-destination/

3.4. Socioeconomic benefits for local communities

- ▶ Do local communities and businesses gain social and/or economic benefits?
- ► How to ensure good governance of sustainable tourism and fair benefits flow?

WHAT WE CAN DO

- ► Develop joint programmes with the local community Sustainable tourism in protected areas should⁴²:
- ► Contribute to the conservation of nature
- ► Generate economic benefits for protected area authorities
- ➤ Deliver sustainable livelihood opportunities for local communities and
- ▶ Contribute to the enrichment of society and culture

This means it is agreed that providing alternative sources of income for local communities through new livelihood opportunities or direct payments will help alleviate poverty and improve conservation attitudes, which may eventually also change and reduce human pressure on natural systems. When developing tourism products, protected areas should consider equally conservation impacts and economic impacts on local communities (jobs and income opportunities) and try to find convincing evidence that tourism products are effective⁴³.





Case study: Project: Transformation of Small-Scale Fisheries in the Mediterranean⁴⁴

As a part of project Transformation of Small-Scale Fisheries in the Mediterranean WWF is working on development of alternative sources of income for small scale fishermen. One of the most straight forward activities that has benefits for fishermen and nature is fishing tourism. It is an activity where fishermen take paying guests out to sea to teach them about their way of life, the sea, the fish and fishing. In doing that the fisherman increases his/her income from tourism while reducing fishing effort as instead of 3000 m of nets they put in only 300 m just to demonstrate fishing to tourists. The idea of fishing tourism has been introduced to fishermen. The help is provided for those interested in launching their fishing tourism business and a connection is made with tourism companies like Intrepid group that bring organized tours to them as a part of their itineraries.

See more: WWF Principles for Sustainable Fishing Tourism 44



⁴³ Liu W, Vogt CA, Luo J, He G, Frank KA, et al. (2012) Drivers and Socioeconomic Impacts of Tourism Participation in Protected Areas. PLoS ONE 7(4): e35420.







Case study:
Bear watching in Tara National Park, Serbia

In order to ensure that PA authorities demonstrate tangible examples of economic well-being to local communities when developing sustainable forms of tourism, WWF and local partners have implemented the project "Bear Watching at Tara National Park and Biogradska Gora National Park". "Bear watching at Tara NP" is a tourist product that achieves the conservation goals of this species (improving the coexistence of humans and large carnivores and raising awareness of the large carnivores' importance) and also provides economic benefits for the local community. This project offers several tourist itineraries which are designed in a way that local community participate as accommodation providers, excursions guides (bear-watching, trekking, volunteering, etc.), traditional gastronomy workshop providers, souvenirs/handicrafts based on traditional heritage, workshop providers, etc. For travellers it is a genuine and rich experience. They get to know the local traditions, get involved in cultural activities and can see rather unspoilt nature.

See more: Tara NP Bear watching program 45







⁴⁴ Gomei M., Bellia R. (2019). WWF Principles for Sustainable Fishing Tourism. WWF Mediterranean Marine Initiative, Rome, Italy. 20 pp. (http://awsassets.panda.org/downloads/wwf_fishingtourism_web_doublepage.pdf)

3.5. Competences and capacity building

- ▶ Should protected area authority deal with tourism and have competences to deal with it?
- ▶ How can protected area authority use a partnership to increase capacity?

WHAT WE CAN DO

- ▶ Develop and implement Capacity Building Plan
- ▶ Use competences for PA practitioners⁴⁶
- ► Establish partnerships for improving capacity building

Protected areas managers and practitioners as well as other stakeholders in PA contexts need to be able to balance the different interests, values, needs and power relations of various types of stakeholders, develop constructive relationships, and enable and encourage participation⁴⁷.

The process of capacity building includes enabling people to acquire the knowledge and abilities they need, whether through specific training, education in the broad sense or development of skills of critical thinking. Capacity building also includes a physical component: providing people with facilities, equipment and natural resources necessary to achieve the goals of a programme or project⁴⁸. Competence is a proven ability to perform a task or do a job widely defined in terms of the combination of required skills, knowledge and attitude⁴⁶.

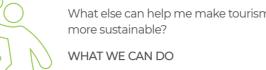
When developing a capacity building plan for protected area staff, ensure that you have employees who have the following main competencies according to IUCN WCPA's Global Register of Competencies for Protected Area Practitioners⁴⁶. You can also find more information on the platform "Sustainable Tourism: Training for Tomorrow"47 Forming partnerships for capacity building allows protected area staff to focus on their core business

(conservation) and optimise the use of resources including time and materials. Partnerships may be formed at any level and may involve any number of different stakeholders including local community. They build on the specific skills and strengths of each partner to maximise benefits⁴⁸.



⁴⁶Appleton, M.R. (2016). A Global Register of Competences for Protected Area Practitioners. Gland, Switzerland: IUCN. Protected Area Technical Report Series No. 2. (3) (https://portals.iucn.org/library/node/46292)

3.6. Certification and quality labels



What else can help me make tourism in my protected area

- ▶ Use some of additional tools for achieving tourism sustainability
- Choose from the certificates/labels/award schemes listed below or you can create your own

Continuous and systematic improvement of tourism sustainability can also be enhanced through gaining various voluntary certification/award schemes on destination level and on tourism product level, some of which are:

Destination level

- ▶ European Charter for sustainable tourism in Protected Areas - EUROPARC Federation
- ▶ EU Tourism Indicators System for Sustainable Management at Destination Level (ETIS)

Product level

- Measuring and monitoring the sustainability and quality of the MEET ecotourism products 49
 - ▶ MEET Ecotourism Standard
 - ► Ecological Footprint Methodology

Other certification schemes relevant for tourism related PA stakeholders

- ▶ FU Fcolabel
- ► EMAS Eco-Management and Audit Scheme
- ▶ Food Waste WWF
- ▶ Protected areas Quality award/certification schemes

3.6.1. Destination level

European Charter for sustainable tourism in Protected

The EUROPARC Federation, the network of European Protected Areas, developed the European Charter for Sustainable Tourism in Protected Areas, which is a practical tool for protected areas for development and management of sustainable tourism (Part I of the ECSTPA).

HOW?

- ► Follow the principles outlined in the charter
- ▶ Ensure a participative and inclusive approach and direct engagement of stakeholders into planning, management and decision making
- Establish permanent Sustainable Tourism Forum between the PA authority, local municipalities, conservation and community organisations and representatives of the tourism businesses
- ▶ Prepare and implement a joint tourism development strategy and action plan
- Commit to ongoing development of sustainable tourism and partnership working in the territory, through external evaluation, capacity building and networking⁵⁰.

The ECSTPA process can be developed further and it recognizes partnerships between protected area and tourism businesses through the awards of Part II of the ECSTPA – cooperation with sustainable local tourism businesses, and Part III of the ECSTPA – cooperation with sustainable tour operators and tourist agencies.

⁴⁷ Hermans, E., Cops, V. (2019) Skills for sustainable tourism in protected areas. Training needs analysis. STTfT (project "Sustainable Tourism: Training for Tomorrow")

⁴⁸ Leung, Yu-Fai, Spenceley, Anna, Hvenegaard, Glen, and Buckley, Ralf (eds.) (2018). Tourism and visitor management in protected areas: Guidelines for sustainability. Best Practice Protected Area Guidelines Series No. 27, Gland, Switzerland: IUCN. xii + 120 pp

⁴⁹ Noll, D., Scott A., Danelutti, C., Sampson J., Galli A., Mancini S., Sinibaldi I., Santarossa L., Prvan M., Lang M. (2019). A guide to plan and promote ecotourism activities and measure their impacts in Mediterranean Protected Areas following the MEET approach. DestiMED project, Interreg Med Programme. 112 pp. 50 Carić, H i Škunca, O (2016) Green Tourism Development Action Plan Final Report, Zagreb/ Akcijski plan razvoja zelenog turizma završni izvještaj, Zagreb

Cooperation mechanisms between PAs and tour operators (Part III of the ECSTPA⁵¹)

Protected areas working with tourism businesses and tour operators represents a new level of collaborative working. Cooperation already exists between European PAs and it is demonstrated by the network of parks in the ECSTPA and in projects like CEETO.

For a protected area, working with tour operators means taking a longer step, looking beyond its boundaries and its core activities. PAs need tour operators to manage and to control tourism activities, but on the other hand private operators may forget the PA and its management just viewing the area as landscapes for their "customers". Having created sustainable destinations with the PA, public, business and communities working together, the PAs can then agree on sustainable practices with tour operators who bring visitors to the PAs. This then completes the sustainable tourism cycle.

Sustainable destinations, awarded with the ECSTPA, commit themselves to concrete actions to be implemented over a 5-year period established by the shared strategy which is externally evaluated. Furthermore, being a certified tour operator is not only about making profit. Many certified tour operators stated an increased effort in improving their own ecological footprint regarding waste, transport and eco-construction. They are more rigorous selecting their suppliers who they require better practices from. Striving for transparency also brings a better involvement with local partners and a higher recognition by customers and other institutions.

The effective implementation of the ECSTPA Part III in different countries and the cooperation between their tour operators and tourism partners are an achievable goal within reach of PAs and their national or regional networks. In relation to the ECSTPA Part III, tour operators can be specifically recognized for their engagement with PAs and with the ECSTPA process. This requires tour operators to commit to sustainability criteria in their own operations and management. Related to cooperation with ECSTPA parks they must confirm their adherence to the ECSTPA vision, its mission and principles. They should also be engaged in partnership working with PA authorities, communities and local businesses.

Reversely they expect recognition marks of distinctiveness from public bodies (e.g. local branding) and promotion.

Such mutual commitments in public-private partnership contribute to their economic security while respecting rules of sustainability.

The ECSTPA Part III provides an opportunity for operators and travel agencies organizing tours within PAs to be recognized and therefore to promote and market their tourism packages of sustainable stays in ECSTPA-awarded destinations.

Due to their engagement and their ECSTPA commitment, certified tour operators are able to create sustainable destinations that meet both PA requirements and sustainability expectations from visitors, in their quest to reconnect with nature and with rural life.



Case study: IPAMAC - a non-profit association focussed on sustainable tourism, France

Together with Spain and with Italy, French protected areas and their federation of nature parks started their cooperation with tourism several years ago. The launch of this phase was made possible by a strong initiative set up by a national park (Cévennes NP) and its local partners (Cévennes Écotourisme) and then the creation of IPAMAC, a non-profit association focussed on sustainable tourism, and the implementation of the ECSTPA process through its three parts. IPAMAC was created by the consortium of all PAs, regional nature parks and national parks together, situated in Massif central, the large mountainous centre of France. IPAMAC could take advantage of a pre-existing, large and consistent network encompassing the massif and several administrative regions and of a long tradition of solidarity. IPAMAC is also technically and financially supported by PAs and some public funding and by some solid networks of local tour operators, thus making it possible to build a large array of sustainable stays, with diverse activities in different areas in cooperation with travel agencies. Partner tour operators are small tourism businesses not depending on multinational tour agencies but clearly committed to alternative sustainable tourism. Their catalogues already propose other destinations either in France or in other countries, thus opening opportunities of cooperation with other European PAs.



More information can be found in the CEETO Guidelines for Protected Areas to Work with Tour Operators at:

https://ceeto-network.eu/content/ceeto_guidelines_ for_protected_areas_to_work_with_tour_operators.pdf





EU Tourism Indicators System for Sustainable Management at Destination Level

The European Commission has developed the ETIS system which is designed as a procedure for monitoring, management and sustainable improvement regarding the functioning of tourist destinations.

It presents a useful way of monitoring and planning the destination actions and their respective improvement towards sustainable development. The system consists of a set of indicators (27 obligatory and 40 optional) and is also designed to bring together all stakeholders. ETIS criteria are divided into four sections:

- a) Management of destination
- b) Economic value
- c) Impact on society and culture
- d) Impact on the environment

See more: https://ec.europa.eu/growth/sectors/tourism/ offer/sustainable/indicators en



⁵¹ CEETO project. (2018). Guidelines for Protected Areas to work with tour operators (https://ceeto-network.eu/content/ceeto_guidelines_for_protected_areas_to_work_with_tour_operators.pdf)



3.6.2. Product level

Measuring and monitoring the sustainability and quality of the MEET ecotourism products⁵²

The Mediterranean Experience of Ecotourism (MEET) is a network of protected areas and key organizations managing ecotourism products built around the natural and cultural attractions of protected areas and local communities.

MEET encourages and engages protected areas and sustainable local business in joint initiatives which contribute to protected area conservation. The MEET envisages the development of ecotourism products in protected areas through the establishment of a Local Ecotourism Cluster (LEC), a private-public tourism cluster supported by the protected area and

composed of multi-sector stakeholders.

MEET Ecotourism Standard

Refers to measuring and monitoring the sustainability and quality of the MEET ecotourism product on a regular basis using the MEET Ecotourism Standard and Ecological Footprint to continually minimize environmental impact and maximize quality.

Ecological Footprint Methodology

MEET has established the standard methodology "Ecotourism Footprint Calculator"⁵³ for ecotourism packages which measures the environmental impact in terms of resource consumption necessary to support all the services provided to tourists during delivery of the ecotourism product. This ecological footprint assessment provides quantifiable data to enable LECs to identify and reduce the environmental impact of their products.

More on how to apply the methodology you can find here: https://www.meetnetwork.org/



Case study

Evolving a MEET ecotourism product at Samaria National Park - Using the Ecological Footprint to achieve a lower food footprint.

See more:

https://www.meetnetwork.org/meet-manual-2019

⁵² Noll, D., Scott A., Danelutti, C., Sampson J., Galli A., Mancini S., Sinibaldi I., Santarossa L., Prvan M., Lang M. (2019). A guide to plan and promote ecotourism activities and measure their impacts in Mediterranean Protected Areas following the MEET approach. DestiMED project, Interreg Med Programme. 112 pp.

3.6.3. Other certification schemes relevant to tourism related PA stakeholders

In order to increase overall sustainability of PA it is possible to recommend and encourage other stakeholders (accommodation, special forms of tourism (diving, nautical tourism, etc.), food and drink, agricultural farms, etc.) to be certified for relevant environmental award/label schemes. The European Commission has been involved in supporting the sustainable development of tourism in Europe. To date, they have introduced several instruments for better environmental management, such as the EU Ecolabel and the EU Eco-Management and Audit Scheme (EMAS).

EU Ecolabel

EU Ecolabel is a voluntary scheme aiming at promoting products and services with a lower environmental impact. EU Ecolabel has developed criteria for tourist accommodation service and campsite service.

See more: https://ec.europa.eu/environment/ecolabel/how-to-apply-for-eu-ecolabel.html

EU Eco-Management and Audit Scheme (EMAS)

It is a management instrument developed by the European Commission for companies and other organisations to evaluate, report and improve their environmental performance. EMAS is open to every type of organisation eager to improve its environmental performance. It spans all economic and service sectors and is applicable worldwide.

See more

https://ec.europa.eu/environment/emas/index_en.htm



Case study: WWF - Global initiative "Food waste"

Food waste is a major challenge today. Due to its huge amount, but also to the utilization of soil, water and energy for the purpose of producing excessive amounts of food, our footprint on the planet is extremely large and analyses show that as much as 70% of biodiversity is lost through deforestation for the purpose of converting forests to agricultural land. WWF Adria has started work on food waste in 2019. One of the goals is to help hotels achieve a corporate zero-waste strategy while educating their employees and guests and generally raising public awareness of the issue of food waste. Currently, the initiative includes three hotels in the area of WWF Adria's operations: Esplanade Zagreb, Courtyard by Marriott Belgrade City Centre and Hotel Plitvice Lakes in Plitivce Lakes NP.

See more: https://www.wwfadria.org/what_we_do/food/

Protected areas quality award/certification schemes

Protected areas can create their own quality label to standardize and certify the sustainability of specific activities that take place in the area.

Quality label "Carta Qualità", for example, groups together all the companies that make use of the Dolomiti Bellunesi National Park logo, from very diverse sectors: farms growing traditional food products, hospitality facilities, restaurants serving local food, craftspeople versed in woodworking and many other businesses closely tied to the local area and the traditions of the Park.

See more: http://www.dolomitipark.it/en/page.php?id=599

⁵³ https://www.meetnetwork.org/calculator

3.7. Visitor safety

Are visitors safe?

Do we know what risks are present in our protected area?

What we can do

- ▶ Identify and assess risks in protected area
- ▶ Develop a Visitor Risk Management Plan
- ► Communicate risks to stakeholders and visitors
- ► Inform and educate visitors about visitor's personal responsibility

Visitor safety

Security and safety are concerns that all protected area (and visitors) face in visitation management. Threats may originate from other visitors, wildlife, environmental hazards and illegal activities occurring within the protected area⁵⁴.

PA authorities need to develop Visitor Risk Management Plan with several basic components⁵⁵:

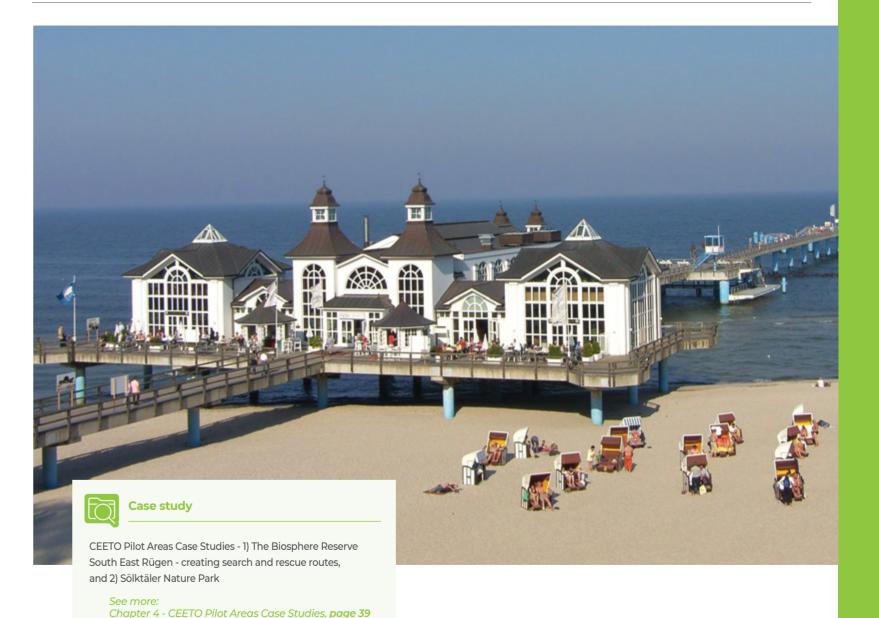
- ▶ Education and training of staff
- ▶ Monitoring and detection of risk areas,
- ► Regular inspection of natural landscapes and recreational infrastructure with Inspection records
- Maintenance programs
- Setting up a reporting mechanism for ongoing analysis of risk situations

- ► Improvement through corrective management activities
- ► Partnership with trained stakeholders (e.g. mountain rescue)
- Well-maintained and well signposted network of paths and good local maps

Risk assessment

Risk assessment is a systematic process of evaluating various risk levels of specific hazards identified with an activity. PA authorities should conduct periodic risk assessments as necessary within the PA to identify hazards, set priorities, allocate resources, implement action plans and reassess effectiveness of risk reduction activities. It is important to communicate risks to visitors and this should be included in Visitor Risk Management Plan. PA staff may need to rely on administrative and operational controls as well as on communication and education techniques to inform visitors (and stakeholders) about risks, which should help them in selecting and choosing activities that match their levels of physical fitness and technical ability and preparation.

Climate change⁵⁶ and its impact on extreme weather patterns has focused much attention on the increasing frequency and severity of disasters caused by natural hazards (including droughts, windstorms and floods). Those risks should also be considered and integrated in the overall risk assessment process within the PA.



⁵⁴ Leung, Yu-Fai, Spenceley, Anna, Hvenegaard, Glen, and Buckley, Ralf (eds.) (2018). Tourism and visitor management in protected areas: Guidelines for sustainability. Best Practice Protected Area Guidelines Series No. 27, Gland, Switzerland: IUCN. xii + 120 pp

⁵⁵ Martinić, M. Kosović, I. Grginčić. (2008). UPRAVLJANJE RIZICIMA PRI POSJEĆIVANJU I REKREACIJSKIM AKTIVNOSTIMA U ZAŠTIĆENIM PODRUČJIMA HRVATSKE. Šumarski list br. 1 2. CXXXII

⁵⁶ Murti, R. and Buyck, C. (ed.) (2014). Safe Havens: Protected Areas for Disaster Risk Reduction and Climate Change Adaptation. Gland, Switzerland: IUCN. xii + 168 pp





3.8. Climate change

How can we contribute to climate change mitigation and adaptation through the development of sustainable tourism in protected areas?

Climate change adaptation and mitigation

PA authorities need to understand better, monitor and address climate change threats, determine the impact of climate change on the area, determine the degree of vulnerability and prioritize action. In other words, PA authorities need to take a strategic approach to the climate change adaptation and

mitigation processes⁵⁷.

One of the first steps required is to assess the vulnerability not only of species and habitats but also of main economic activities that are present in PA, such as tourism, agriculture, forestry or fisheries. Tourism is present to a large extent in PAs. Climate change is likely to emphasize problems caused by tourism which is not well planned and/or uncontrolled, with poorly managed visitor access/visitation, etc., as well as other threats and stresses, like impact on flora and fauna which is main attraction point for tourism in PAs, or sudden onset and spread of diseases. What are the threats? Threats include more extreme weather events (heat waves,

more severe storms, floods and droughts, extreme precipitation events more frequent and intense), increasing insurance costs and safety concerns, reduction of snow cover, water shortages, and loss and damage to visitor infrastructure and attractions at destinations⁵⁸.

Vulnerability assessments are an important tool for contributing to adaptation planning and enabling resource managers to make such judgments. Climate change vulnerability assessments provide two essential contributions to adaptation planning. Specifically, they help in:

▶ Identifying which species or systems are likely to be

most strongly affected by projected changes

 Understanding why these resources are likely to be vulnerable

Determining what is the most vulnerable in PA provides managers a basis for developing appropriate management and conservation responses. National Wildlife Federation has developed a useful guide Scanning the Conservation Horizon: A Guide to Climate Change Vulnerability Assessment

https://www.nwf.org/~/media/PDFs/Global-Warming/Climate-Smart-Conservation/ NWFScanningtheConservationHorizonFINAL92311.ashx

⁵⁷ Handbook for drafting action plans for climate change adaptation in National Parks and Nature Parks in the Republic of Croatia. (2017). IRMO (in Croatian) (https://irmo.hr/wp-content/uploads/2017/11/Priru%C⁴%⁸Dnik-za-izradu.pdf)

⁵⁸ Government of Republic of Croatia, Strategy for adaptation to climate change in Croatia for the period to 2040 (with a view of 2070), Zagreb, 2020.





Case studies:

Several CEETO Pilot Areas have included in their pilot actions limitation of traffic via organizing shuttle transportation for visitors and also created additional "climate friendly" tourist offers like renting e-bikes, horse riding, trekking, etc. which are all small climate change mitigation measures.

See more: Chapter 4 - CEETO Pilot Areas Case Studies, page 39 Interreg Mediterranean project "Guiding Mediterranean Marine PAs through the climate change era: building resilience and adaptation" has produced many useful documents including protocols for monitoring climate change impact: "Monitoring Climate-related responses in Mediterranean Marine Protected Areas and beyond", which is a series of standard protocols which provide practical guidance to track climate-related impacts in Mediterranean Marine PAs and beyond.

See more: https://digital.csic.es/handle/10261/176395

ceeto pilot areas case studies

Appennino-Tosco Emiliano National Park

Central Emilia Parks

Po Delta Regional Park

Sölktäler Nature Park

UNESCO Biosphere Reserve Southeast Rügen

Medvednica Nature Park

UNESCO Biosphere Reserve Salzburger Lungau

Strunjan Landscape Park



1. Appennino Tosco-Emiliano National Park



1.1. Piana di Lagdei

Shuttle, new parking rules, Open days, survey
Encouraging sustainable forms of accessibility
instead of the car, using shuttle transportation,
with a tour guide on board; new parking rules.
Acquiring better knowledge about
characteristics, choices and degree of
awareness of visitors through visitor surveys.
Communication, education and interpretation—
Information and interpretation provided via tour
guide on board, InfoPoint, Open days event.

1.2. Pietra di Bismantova

▶ Shuttle, park rules, counter installation, Open days, survey

Encouraging sustainable forms of accessibility instead of the car, using shuttle transportation. Involvement of local stakeholders - The shuttle service to Pietra di Bismantova was supervised by the municipality of Castelnovo ne' Monti and the technical committee, the members of which were all the local authorities among who there was the Appennino Tosco-Emiliano National Park itself. The shuttle service creation benefitted from the extensive networking within the territory.

Acquiring better knowledge about characteristics, choices and degree of awareness of visitors through visitor surveys.

Communication, education and interpretation – Open days event.

2. Central Emilia Parks

2.1. Santo Modenese Lake

 Shuttle services, new parking rules, e-bikes, restoration and securing the path, InfoPoint, survey

Encouraging sustainable forms of accessibility instead of the car, using shuttle transportation (2 buses) and e-bikes plus realization of a route dedicated only to e-bikes. During the shuttle service days, characterized by a high visitor pressure, the access road from the village was closed, in conjunction with the exhaustion of the parking spaces.

Acquiring better knowledge about characteristics, choices and degree of awareness of visitors through visitor surveys.

Communication, education and interpretation

- Making visitors responsible for their own behaviour in the Park through adequate information on the correct rules of conduct in established InfoPoint.

Involvement of local stakeholders - the Park has been able to create partnership with local entity for the supply of shuttles and the driving staff as well as for e bikes renting.

2.2. Salse di Nirano

➤ Video Content Analysis, Open days Implementation of a Video Content Analysis (VCA) system - 3 video surveillance cameras



were installed with the aim to monitor the visitor use of the Reserve.

The quantitative data acquired and elaborated by the VCA system, using state-of-the-art artificial intelligence algorithms, include the following data:

- a) Daily (weekly, monthly, etc.) number of people on foot, bicycle, motorbike, horse, etc. and number of cars travelling and aggregation of the hourly, daily, weekly, monthly and overall data over the entire monitoring period
- b) Heat Map of the routes of the visitors/hikers of Zone A of the Reserve, with aggregation of daily, weekly, monthly and total data over the entire monitoring period
- c) Number and statistical data (duration, route, etc.), on overriding of physical barriers (fences) and invasion of the areas of mud-bursting volcanoes, forbidden to access and trample
- d) Video in "time lapse" mode of the framed areas (minimum sampling of 1 image every 5'-10')

Communication, education and interpretation – Open days event.





See more: https://ceeto-network.eu/content/ pilot_action_final_report_v3.pdf



https://ceeto-network.eu/content/action_ plan_for_sustainable_tourism.pdf



3. Po Delta Regional Park



4. Sölktäler Nature Park





https://ceeto-network. eu/content/ pilot_action_final_report.pdf



See more: https://ceeto-network.eu/content/ pilot_action_final_report.pdf

▶ St. Gallen method

► Monitoring of the visitor flows

Open days

► Web marketing campaigns

► Training and coordination of the Park Visitor Centres and visitor information offices

Acquiring better knowledge about characteristics, choices and degree of awareness of visitors through visitor surveys (visitor counting in visitor centres and visitor survey through questionnaires). The visitor survey has been aimed at acquiring information about age and residence, travel arrangements, activities carried out during the visit in the Po Delta, knowledge about the specific sites within the Park etc.

Stakeholder engagement – application in experimental terms of the St. Gallen method –

participatory planning processes.

Education, interpretation and communication (raising awareness) - On the International Day for Biological Diversity, the Management Authority for Parks and Biodiversity - Po Delta organized four guided visits. The sites were chosen based on visitors' interest in nature and in the light of the evidence emerged from the answers in the questionnaires completed where the two areas appeared to be little known to visitors.

The promotion of the event took place on the web and through the Park's Facebook page; the communication campaign was addressed to the residents of the Municipalities of the Biosphere Reserve.

▶ Electronic people counter installation

▶ Manual people counting

▶ Summit book analysis and signature counting

Questionnaires and brief information notes

Visitor leaflets

➤ Device monitoring the impact of the human presence on local wildlife

Workshops for raising awareness of inhabitants for nature, importance of mountain pastures and alpine habitats, risk assessment, traditional crafts like scythe mowing etc.

Visitor surveys are intended to identify visitor intensities in the various areas, their movement and motivation. This information, together with

better knowledge of sensible habitats of wildlife is going to be used as a start in long term management plans and maps.

Education, interpretation and communication (raising awareness) - Raising awareness of the trekkers regarding the natural and environmental frailty of the PA and the appropriate behaviour while visiting the area through information notes and brochures. Similarly, visitors were informed to avoid traditional winter itineraries near wildlife refuges, as well as making new routes in areas currently undisturbed.

Stakeholder engagement – Stable and strong networking relationships were created among the local public and private stakeholders; inclusion of youth ("The future dialogue" and "Gemeinsam drüberschaun" meetings).



See more: https://ceeto-network.eu/content/ pilot_action_final_report_v6.pdf



5. UNESCO Biosphere Reserve Southeast Rügen



► Electronic people counters

- ▶ Manual people counting and questionnaires
- ► Audio guide for trekking
- Creation and positioning of new waste containers
- ▶ New trekking signs
- ► Creating search and rescue routes

Education, interpretation and communication - Raising awareness was carried through the audio guide (11 stories about the residents with the help of local stakeholders who involved in the process of writing and proofreading). Extensive promotion of the Audio Guide was carried out via printed materials, publishing on two websites, placing QR codes on the billboards along the trails and leaflets. 12,5% of visitors used the new app.

Visitor safety - Activities related to the

improvement of the trekking signs system in the area of Zicker Berge as well as creating the search and rescue routes in collaboration with the Fire Department and local shepherds.

Acquiring better knowledge about visitors through visitor counters and surveys - Counters were installed and have counted 58.251 visitors in one year. The Reserve claims that certain inaccuracy might be because the system is unable to distinguish people walking side by side and tell a bicycle from a person.

Comprehensive visitor surveys has been aimed at acquiring general information (age and residence, qualification, employment) about visitor behaviour (travel arrangements, activities carried out during the visit in the Reserve, main motives, etc.), reasons for visit, levels of awareness regarding the values of the Reserve and in particular, the current protection regime and the existence of the code of conduct, the frequency of use, level of satisfaction.

6. Medvednica Nature Park

- ▶ Vehicle counters and video camera installation
- Survey
- Open days
- ► Monitoring environmental condition in the "peak zone"

Monitoring of tourism impact on environment and nature in the ski slopes area - Monitoring of selected indicators were carried out in summer and autumn 2019 with a view to complete the observation of the local snow and water conditions conducted by the Medvednica Nature Park annually.

Acquiring better knowledge about visitors through surveys and visitor counters and video cameras – Two types of devices were installed (2 counters and 3 video cameras) in the area in order to:

- ▶ Estimate the number of visitors to the area
- Guarantee the continuous supervision of the car parking areas
- Receive timely information about the congestion on the internal roads and the availability of the parking spaces at the parking areas

The vehicle counters feature radar sensors and a GSM/GPRS modem.

The video cameras are full colour and allow broadcasting of images in real time; the video cameras supervise parking areas on the peak area and at the main entrance in the Park.

Comprehensive visitor surveys were aimed at acquiring information about their identity (age,



address, employment status), behaviour in terms of mobility (origin, means of transport used and the reason of such choice, which car park was opted for and number of passengers and children), tourist behaviour (frequency of skiing in the "peak zone" and days of increased use of the ski area), level of awareness of being in a PA and of the adverse impact on the local area and the impact of the traffic congestion in particular, the overall opinion about how the skiing area is managed, the preferences regarding the different possible options to access the "peak area" and the readiness to pay daily parking in the proximity to the skiing facilities.

Education and interpretation (raising awareness), inclusion, accessibility – An open day's event was dedicated to the topic of accessibility of the area for the disabled visitors organised with relevant local organizations presenting their work and initiatives. A guided educational tour for disabled visitors was done together with short lessons on environmental protection and habitats of the Park.





See more: https://ceeto-network.eu/content/ pilot_action_final_report_v8.pdf



https://ceeto-network.eu/content/ pilot_action_final_report_v7.pdf



7. UNESCO Biosphere Reserve Salzburger Lungau









▶ Visitor information brochures

▶ Survey

▶ Sustainable options to reach the area

▶ Communication related activities

▶ Information events

Acquiring better knowledge regarding characteristics, choices, preferences and wishes of the visitors through visitor surveys (electronic and manual visitor counting, visitor survey through questionnaires, summit books analysis, signature counting). The visitor survey was aimed at acquiring information about age and residence, travel arrangements, activities carried out during the visit in the Reserve, main motives etc. Better knowledge about visitors is going to be used in development of promotional activities.

Education, interpretation and communication (raising awareness) - Raising awareness of the visitors regarding the natural and environmental frailty of the PA and the appropriate behaviour while visiting the area through information brochures and by organising informational events. Also, a website has been created and online presence (FB, YouTube) has been increased; an interactive map is crated aimed at informing visitors about Reserve and the code of conduct.

Stakeholder engagement – Stable and strong networking relationships were created among the local public and private stakeholders; process of networking started at initial stages of CEETO project implementation due to information events held.

Questionnaires and brief information notes

► Manual people counting

▶ Educational animated video

➤ Development plan and technical study regarding the infrastructure

▶ Shuttle service

Acquiring better knowledge regarding characteristics, choices, preferences and wishes of the visitors through manual visitor counting and visitor survey questionnaires. The visitor survey was aimed at acquiring information about age and residence, travel arrangements, activities carried out during the visit in the Park, main motives etc.

Encouraging sustainable forms of accessibility instead of the car, using shuttle transportation (2

17 people). The public transportation service was created to be provided free of charge. Besides the Park itself, the shuttle service implementation involved the municipality (provided 2 minibuses, bus drivers), local transportation company (technical implementation of service) and 3 hotels and a campsite (provided financial and operational contribution by distributing the plan of bus connections), which is a great stakeholder engagement and case study for creating partnerships with tourism sector.

electric minibuses with carrying capacity up to

Education, interpretation and communication - An educational animated video was created and distributed.



See more: https://ceeto-network.eu/content/ pilot_action_final_report_v9.pdf



https://ceeto-network.eu/content/ pilot_action_final_report_v2.pdf

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annex

Methodologies to monitor visitor flows in protected areas



TABLE 4: This table contains a short explanation of different methodologies identified to monitor visitor flows in PAs to gain an overview of what can be done⁵⁹

Technique	Description	Required tools	Functional to sustainable tourism	Strength	Weakness
St. Gallen Method For the use of the technique in the CEETO project see Chapter 4, page 39	allows analysing the strategic flows of visits starting from the knowledge of the stakeholders who design and describe them on maps that are then combined and overlapped to identify the routes made by visitors and, consequently, tourist products that they seek in the territory.	Multi-scale maps of the territory Orthophotos	 Knowing the behaviour and interests of visitors Understanding visitor flows and choosing the sustainable option from the alternatives. 	➤ Participatory process ➤ Surveys wide areas	 Influenced by the knowledge of operators about visitors Long time needed
Car counting For the use of the technique in the CEETO project see Chapter 4, page 39	based on counting cars passing through established "check points". This helps gain a good understanding of the level of traffic within a given area, as well as how the level varies over a period.	Counting tools (pyroelectrics, tickets, parking lots, video cameras, photocells)	 Knowing the seasonality of flows Limit use in sensitive areas Reduction of environmental impacts 	➤ Continuous analysis ➤ Simplicity	 Not precise data as far as the number of people is concerned Needs calibration and maintenance It can only work, where cars enter the PA
Person counting For the use of the technique in the CEETO project see Chapter 4, page 39	based on counting people passing through established "check points" and leads to knowledge about how many people enter a certain area, as well as how the level varies over a period.	Counting tools (pyroelectric, pressure, optical, infrared or magnetic meters, entrance tickets, video cameras, turnstiles)	➤ Counting visitors ➤ Identify critical points ➤ Limit use in sensitive areas	➤ Continuous analysis ➤ Simplicity	▶ Needs calibration and maintenance
Telephone cells	based on Big Data, using data collected by telephone cells and analysing these to obtain information on the movements of visitors within the PA (anonymously because the data are analysed in an aggregated way).	A geo-referenced database provided by a telephone operator	 Knowing where visitors come from Knowing the movements of visitors Improving communication Identify critical points Limit use in sensitive areas 	 Continuous analysis Investigates large areas Accuracy Large amount of data 	 ▶ Influenced by signal coverage ▶ Purchase of data
Interview	one of the most used methods because it allows to have specific information about the visitor, outlining it in base of his preferences and needs.	Recording device	 Visitors profile Know favourite places Assessing the acceptability of the solutions to be adopted 	 ▶ Simplicity ▶ Adaptive ▶ Different types of information collected 	 ► Time is needed ► Interviewer discrepancy ► Sampling required

⁵⁹ CEETO project (2018) Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas. D.Tl.2.3. Interreg Central Europe, Central Europe Eco-tourism for Nature Protection (https://ceeto-network.eu/content/handbook_of_successful_and_innovative_practices_for_a_sustainable_tourism_inside_protected_areas.pdf)



