

TAKING
COOPERATION
FORWARD



Webinar, 7th March 2019



*Sustainable Tourism:
Monitoring & Managing visitors in Protected Areas*














Diego Albanese - Federparchi Italy

INTERREG CEETO - «Central Europe Eco-TOurism»



Project Partners

PP	Country	
1	 Italy	Emilia Romagna Region (IT)
7	 Italy	Federparchi (Europarc IT)
2	 Germany	Europarc Federation (DE)
6	 Germany	UNESCO Biosphere Reserve South-East Rügen (DE)
3	 Austria	UNESCO Biosphere Reserve Salzburger Lungau (AT)
4	 Austria	Sölktäler Nature Park (AT)
5	 Hungary	NIMFEA Environment and Nature Conserv. Assoc.
9	 Croatia	Public Institution Nature Park Medvednica (HR)
11	 Croatia	WWF Adria (HR)
8	 Slovenia	Regional Development Center Koper (SI)
10	 Slovenia	Public Institute Landscape Park Strinjan (SI)

Coordinator Partner: Emilia Romagna Region

Beginning: 1st June 2017

Duration: 3 Years

End: 31th May 2020

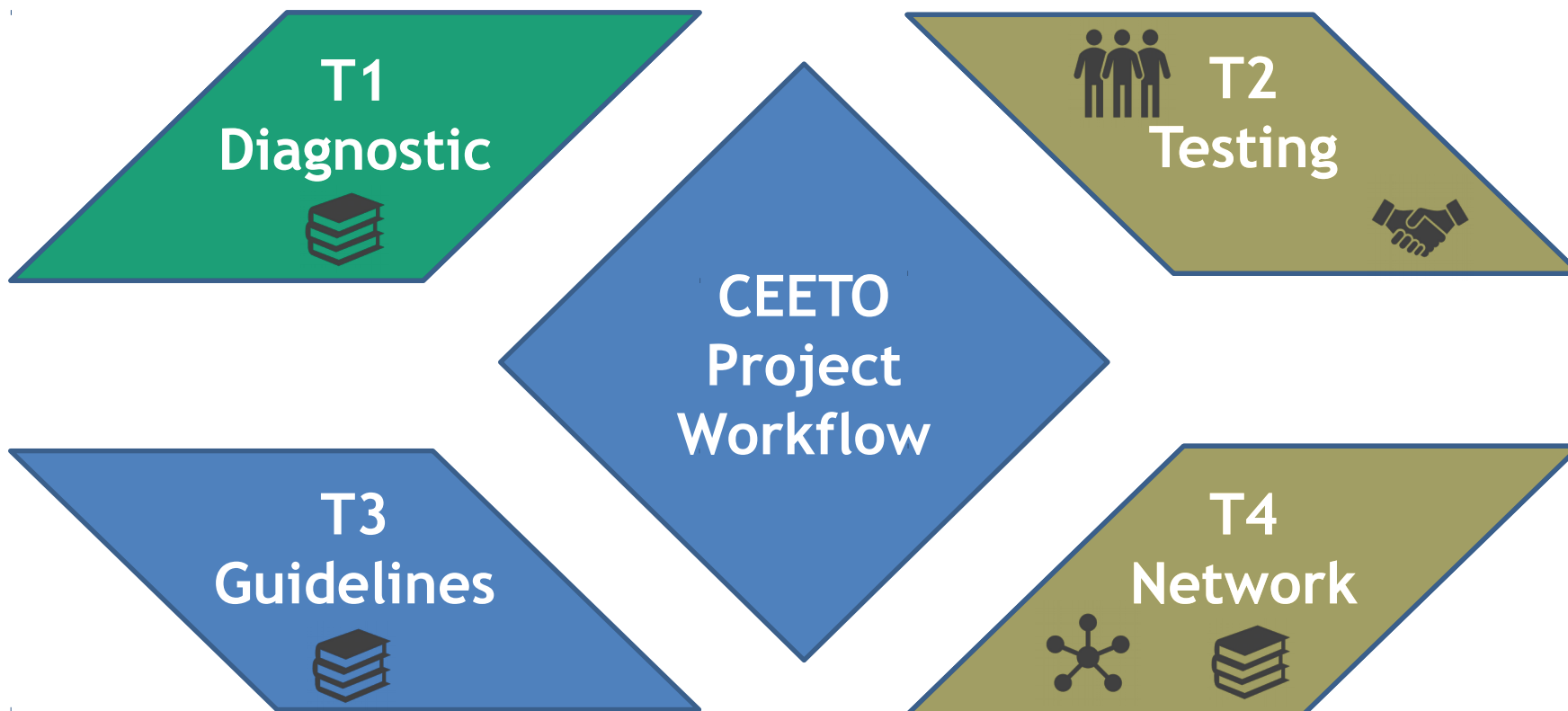
Budget: 2,81 Million €



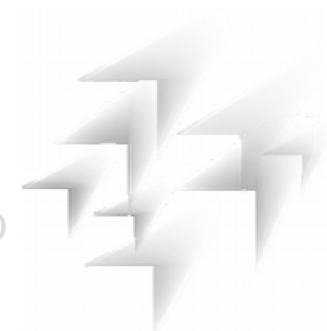
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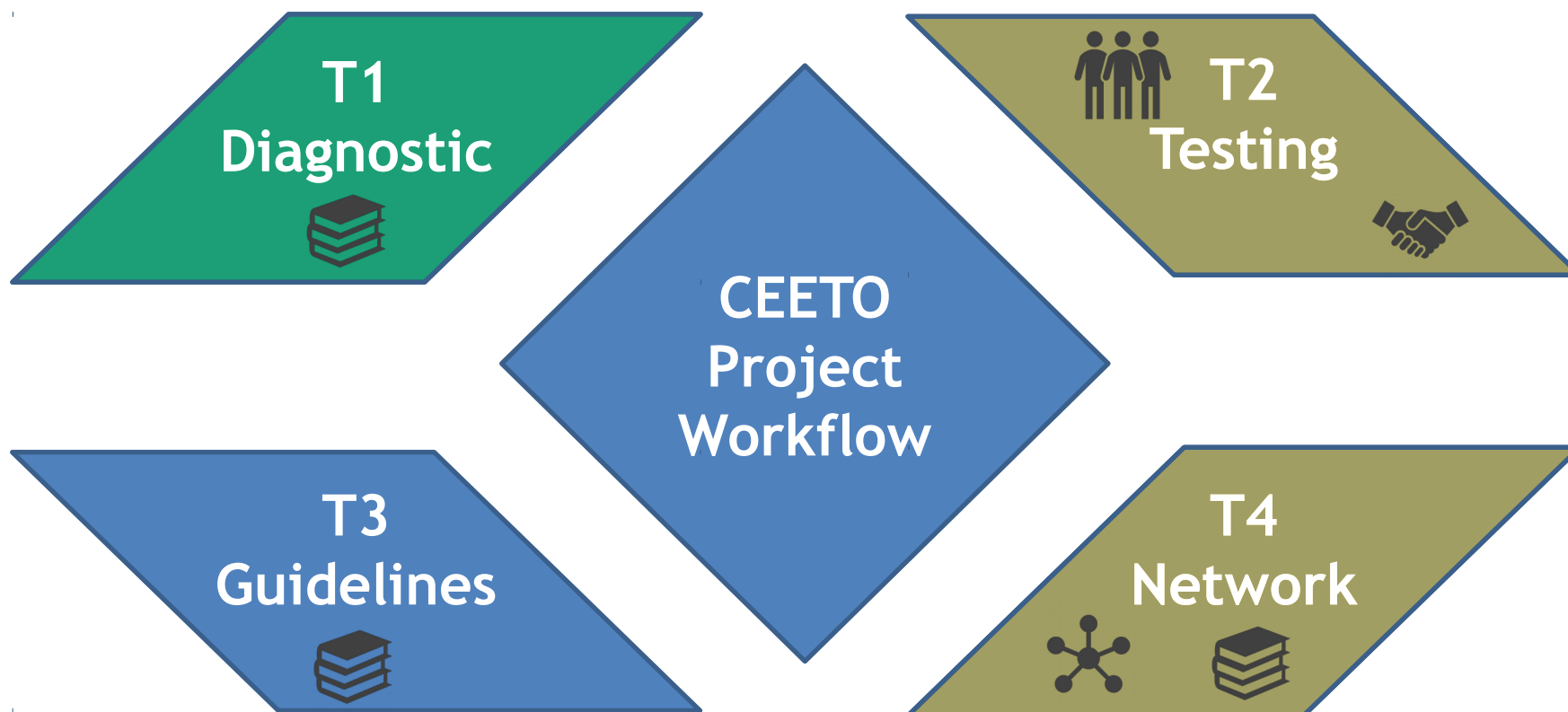


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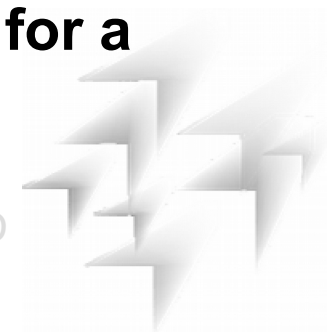


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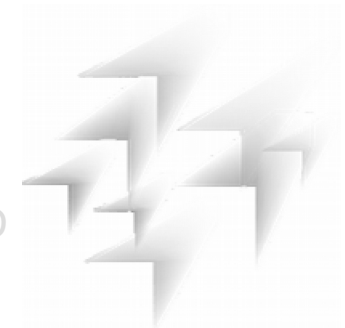
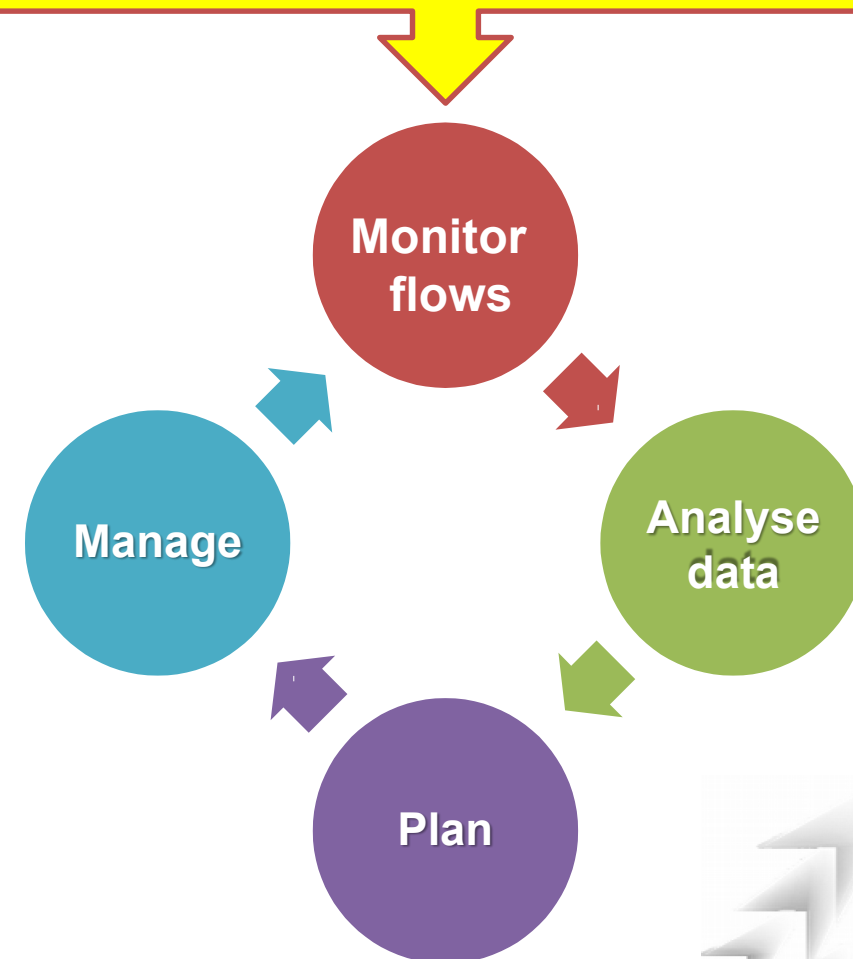
“Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas”















How to choose a methodology?

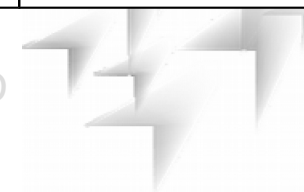
- ✓ **Why** managers need to monitor?
- ✓ **What** is necessary to monitor in order to achieve that purpose?
- ✓ **Who** should be monitored?
- ✓ **Where** and **When** the monitoring activity should be carried out?

Identify a problem or an opportunity connected to tourist flow in your PA



Which methodologies exist?

	<p>St. Gallen Method allows to analyse the strategic flows of visits</p>		<p>Car counting counting cars passing through established "check points"</p>		<p>Person counting counting people passing through established "check points"</p>		<p>Telephone cells obtain information on the movements that visitors make</p>
	<p>Interview it allows to have specific information on visitors</p>		<p>Survey it allows to have specific information on visitors</p>		<p>GPS to "follow" visitors inside the Park</p>		<p>Social Media to know trends, preferences and behaviours of visitors</p>
	<p>Statistical models to obtain an estimate of tourist flows when there are not all the information available</p>		<p>Focus Group to deepen a theme or particular aspects of a topic</p>		<p>Video camera to gather information about the number, flow and behaviour of visitors</p>		<p>Bioacoustic investigates sound production and reception in animals, including man and detect their presence</p>

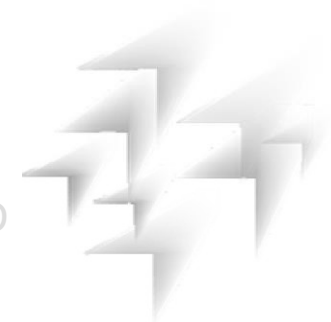


Methodology fact sheets































COUNTING PERSON	
Strengths	<p>It is a simple and fast method to apply, useful when you want to carry out a continuous monitoring over time and you are in the absence of an entrance ticket.</p> <p>It can be applied and moved on different points, thus being able to study and analyse different areas of the Protected Area.</p> <p>It is also resistant to different climatic conditions and can be remotely controlled.</p>
Weaknesses	It is a method that requires calibration and maintenance and can give errors in counting e. g. with the passage of large groups or for weather conditions.
Complexity and costs	It is a relatively inexpensive method both in terms of time and money. Moreover, returning just a type of data it is not particularly complex.
Field of applicability	It has no restrictions or limitations on use, other than those related to the energy source.
Visitor profiling	It does not allow the profiling of visitors.
Data quality	Low.
Possible combination with other methods	The method can be easily combined with other tools, in particular questionnaires and interviews, which allow information on visitors to be collected, especially if one considers the use of access gates, for example.
Utility in planning sustainable tourism strategies of conservation measures	Evaluate the number of tourists and the seasonality of the flows, the direction, identify the critical points for the number of visitors that may require an intervention of regulation and protection. It is useful direct resources for more qualified infrastructure or, on the contrary, to intervene if these flows conflict with conservation objectives.
Flexibility	The method does not have flexibility because the fact that it is possible to collect is only the number of passages of people.

Elements of analysis:

- Strengths
- Weaknesses
- Complexity and costs
- Field of applicability
- Visitor profiling
- Data quality
- Possible combination with other methods
- Utility in planning sustainable tourism strategies of conservation measures
- Flexibility

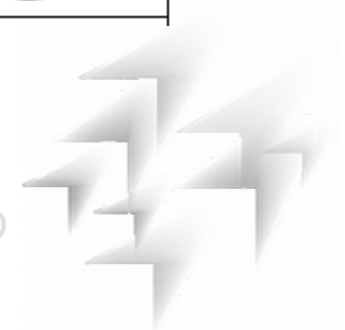


Overview of costs / benefits

	Complexity	Profiling	Data quality	Accuracy	Flexibility
St. Gallen Method					
Car counting					
Person counting					
Telephone cells					
Interview					
Surveys					

Legend:

				
Very easy	Easy	Quite easy	Difficult	Very difficult



Web Site: www.interreg-central.eu



INTERREG CENTRAL EUROPE



 PRIORITY: NATURAL AND CULTURAL RESOURCES



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