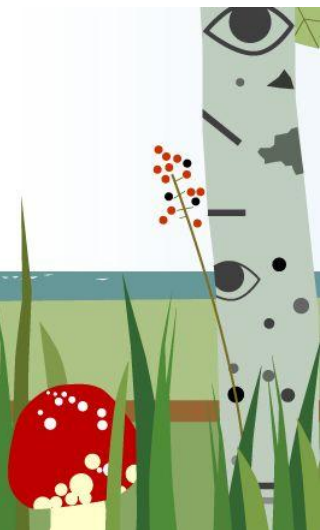




PARKS & BENEFITS  
Baltic protected areas and tourism

# Parks & Benefits



**Sustainable Tourism in protected areas of the Baltic Sea Region**  
**Presentation at Enter Conference, Graz, October 2nd, 2014**  
by: Martin Kaiser, Müritz National Park authority (DE)



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



# Content of the presentation

## 1. The project in general (structure, objectives, the European Charter)

## 2. More important project issues & results:

- . Carrying capacity
- . Target groups
- . Marketing nature tourism in the BSR: brands, labels etc.
- . Benefit monitor
- . Investments

## 3. Summing up





## The project in general: structure

**18 Partners from 6 countries in the Baltic Sea Region (BSR):**  
Germany, Denmark, Estonia, Latvia, Lithuania, Norway  
amongst them: **8 large protected areas**

**National and regional authorities**  
**Tourism associations**  
**NGOs**  
**Universities**

**Project time: February 2009 – January 2012**  
**Budget: 2,68 Mio € total (incl. ERDF + Norwegian Fund)**  
**4 work packages**



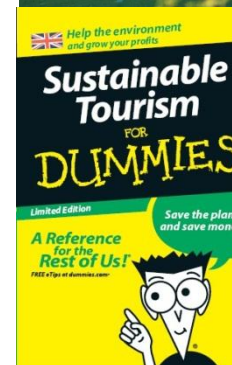
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## The project in general: objectives

- ❖ **Linking nature conservation with sustainable regional development**
- ❖ **Involvement of regional stakeholders into protected area's regional development >> Public-Private-Partnerships**
- ❖ **Implementing the „European Charter for Sustainable Tourism in Protected Areas“ on Park level**
- ❖ **Creating a network of „BSR Charter Parks“**
- ❖ **Strengthening awareness & support for Protected Areas**



# The European Charter for sustainable tourism in protected areas

- + was established by the Europarc Federation – the European umbrella organisation for protected areas in 2001
- + is a practical management tool for ensuring that tourism contributes to a balanced economic, social and environmental development of protected areas in Europe.
- + is a voluntary agreement and aims to encourage good practice by recognising protected areas, which are meeting agreed requirements for the sustainable development and management of tourism
- + consists of three parts with focus on the protected areas (I), regional tourism businesses (II) and tour operators (III)
- + is a network of 119 protected areas in 13 countries



- ❖ **core business of Protected Areas is nature conservation**
- ❖ **when working with tourism: keep the balance !**
- ❖ **identify existing and potential conflicts**
- ❖ **analyse carrying capacity**
- ❖ **find consens and take decisions on standars/indicators (zonation, limitation of visitor numbers, etc.)**
- ❖ **put appropriate management in place**



# Theme: Carrying capacity – project results

- ❖ exchange of experiences how to manage visitors in hot-spots: best-practices

- ❖ discussion of indicators

- ❖ analysis of the carrying capacity situation in parks of the BSR, focusing on:

- | carrying capacity problems
- | measurement methods
- | how to use it as management tool

- ❖ study „Conditions for the management of carrying capacity in the parks of Parks&Benefits ” (Roskilde University)

AN OVERVIEW OF CARRYING CAPACITY PROBLEMS IN THE 8 PARKS

	DOVREFJELL SUNNDALS- FJELLA NATIONAL PARK NORWAY	NATURE PARK MARBOSSERNE DENMARK	MORITZ NATIONAL PARK GERMANY	BIOSPHERE RESERVE SOUTHEAST-RUGEN GERMANY	ZEMAITIA NATIONAL PARK LITHUANIA	MATBALU NATIONAL PARK ESTONIA	KEMERI NATIONAL PARK LATVIA	KURTIUVENAI REGIONAL PARK LITHUANIA
Examples of hot spots (conflicts) described	1	5	3	4	-	2	3	-
Division into man-nature conflict	1	2	1	3	0	1	2	-
Division into man-man conflict	0	3	2	1	0	1	1	-





## Theme: Target groups analysis for Nature tourism in the Baltic Sea Region

- ❖ target groups by themes

- ❖ Birding
- ❖ Hikers

- ❖ target groups by countries of origin:

- ❖ Germans
- ❖ British and Irish
- ❖ Dutch

- ❖ target groups by demographic information

- ❖ Generation 50+
- ❖ Families

.... German hikers spend in average 3 € per Walking km for their hobby:  
0,84 € for equipment, shoes and clothing  
2,20 € for arrival and departure, meals, lodging and literature = 48 € for a 16km hike

... "twitchers" is a small target group of those, who travel long distances and might send a lot to see a rare bird that would then be "ticked"; Twitching is highly developed in the United Kingdom, the Netherlands, Denmark, Ireland, Finland and Sweden.



**Target  
group  
fact  
sheets  
for  
download**



# Theme: Eco labels in the Baltic Sea Region

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



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# Theme: Eco labels in the Baltic Sea Region

## Results:

- ❖ Exchange of experiences on eco-labels
- ❖ Definition of minimum criteria, which an eco-label should cover
- ❖ A short guide towards certification and labelling for PA managers
- ❖ A simple user's guide to ecolabels & certification for tourism businesses





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# Theme: Benefit monitor





## Theme: Benefit monitor

- ❖ visitor survey: development and application of common methodology within the Parks of the project
- ❖ visitor numbers and spendings as basis to calculate the economic benefit for the regions
- ❖ in the case of Müritz National Park:
  - ❖ 2004: 628 job-equivalents (survey Uni Munich)
  - ❖ 2010: 651 job-equivalents (survey Uni Greifswald)

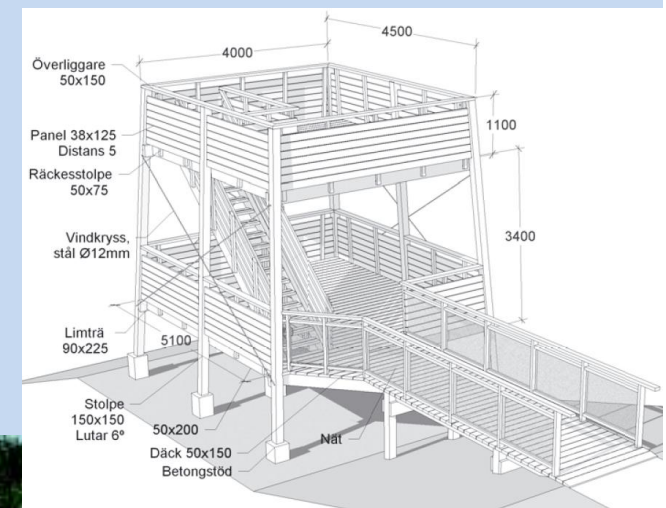


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# Theme: Investments

- ❖ Accessibility for all
- ❖ Visitor monitoring
- ❖ ICT solutions and GPS systems



>> 3 joint investment plans / overview about different solutions for PAs



# Theme: Investments



The screenshot shows the website for Müritz-Nationalpark. The header includes navigation links like 'Seite drucken', 'English', 'Suche', and 'RSS-Feeds', along with the park's logo. The main content area is titled 'GPS-Erlebnistouren' and contains text about various hiking and cycling tours available in the park. A sidebar on the left lists navigation options, with 'Urlaub' highlighted. A photograph on the right shows a hand holding a GPS device in a forest setting.

Seite drucken English Suche RSS-Feeds Müritz-Nationalpark

- Startseite
- Natur
- Weltnaturerbe
- Urlaub**
- Ich möchte
- Anfahrt
- Mobilität vor Ort
- Besuchereinrichtungen
- Familientouren
- GPS-Erlebnistouren**
  - Abstecher zum Fischadler
  - Dünenweg

## GPS-Erlebnistouren

Für die Besucher des Müritz-Nationalparks stehen unterschiedliche Erlebnistouren zur Auswahl: Wandertouren und Radtour. Diese führen Sie auf Wunsch entlang der Wege zu den Schätzen der Natur und weiteren attraktiven Punkten im Nationalpark.

Das Faltblatt "GPS-Erlebnistouren Müritz-Nationalpark" als PDF erhalten Sie hier.

In den Informationshäusern in Boek, Schwarzenhof und Federow können Sie sich GPS-Guides (je nach Verfügbarkeit) ausleihen.

## Tourenüberblick

- Weg zum Mühlensee
- Zum Käflingsbergturm
- Weg zum Eulenhof





## Summing up and looking forward

- # Charter is implemented in the BSR
- # many (more) tourism stakeholders are now involved in the PA's work
- # role of PA's is strengthened in their regions and in the BSR
- # 7 out of 8 participating protected areas awarded the Charter certificate
- # Follow-up project in BSR in new EU funding period is not likely

>> **get your guide to  
sustainable tourism in PAs  
incl. all project issues**



Here you can find us:  
**[www.parksandbenefits.net](http://www.parksandbenefits.net)**

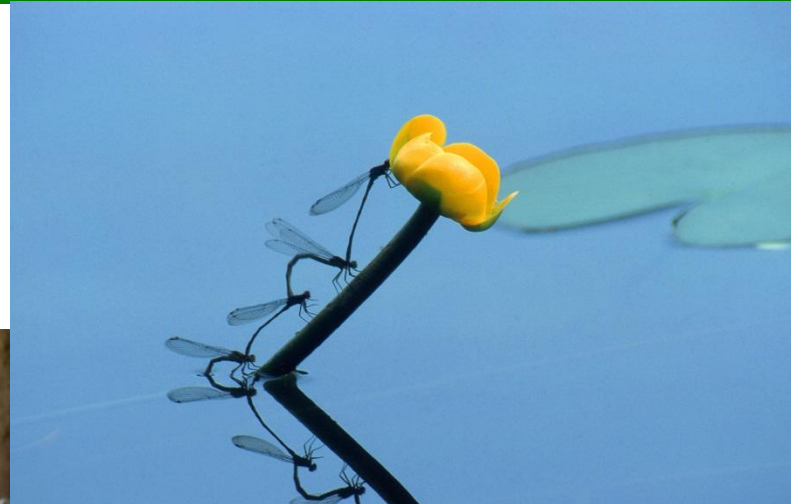




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# Finally ...

## Thank you for your attention!



Müritz-  
Nationalpark

