

TOURIST FLOW MANAGEMENT IN NATURAL AREA: CONCRETES APPLICATIONS OF COUNTING DATA

Enrico Durbano

Ecocounter Ltd

Eco-counter is the world leader monitoring tourism flows in natural areas. Partnerships with clients have allowed creating innovative solutions to help natural sites managers.

With a global network of specialists in 30 countries, the company has developed a great understanding of the different problem related to managing tourism in protected areas.

Over 10 years ago, the first automatic counters were installed: they were solving a need to understand how many people were using a specific facility. This information was helping the day-to-day management: questions like where the work on the facility or quantify access in restricted areas should be solved.

Since then, leisure has considerably changed: natural areas become more and more popular. They now serve a dual role: protection and recreation. This can often cause conflicts.

Considering the evolution, natural areas managers need to have a better understanding of the visitors. Dashboards need to combine different types of information: how to combine data on visitors and environmental indicators? How to share data between different stakeholders? How to improve mobility in protected areas?

All the new needs are pushing manufacturers to improve technology: real-time access to the data, classification of the different types of users and direction of travel, improved software to analyze and share data.

In many European countries, counting data is used for very specific projects (environmental indicators, fauna protection, mobility) or large scale projects where many factors need to be considered (national, regional and local information). This presentation will overview different projects to show a case studies where counts data is being used.