





Nature Conservation Beyond 2010



MINISTRY OF THE ENVIRONMENT



ENVIRONMENTAL BOARD




Eesti Maaülikool
Estonian University of Life Sciences


May 27-29, 2010 Tallinn, Estonia




EAS
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Investing in your future




European Union
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counter
COUNTING PEOPLE, ANALYSING DATA

Tourist Flow Management in Natural Area: Concretes Applications of Counting Data



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Facts about Eco-counter







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Facts about Eco-counter



- Service Office in Canada since 2009
- Specialized on monitoring Pedestrian & Bikes
- Very proactive R&D department
- Over 3000 systems in 40 countries.
- 14 distributors: UK, Spain, Belgium, Ireland, Australia, New Zealand, Poland, Sweden, Norway, Finland, Italy, Lithuania.....
- High level of service



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How to Choose a Counter

Counting data have an important role: reliability and accuracy are fundamental

Important features to consider before choosing a counter:

1. Waterproofness
2. Reliability over time
3. Easy to use
4. Capital budget, but also operating costs
5. Accuracy: test before buying

All the counters are not equals



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How to Choose a Counter

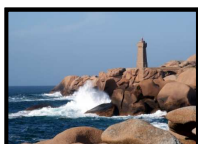
Counting data have an important role: reliability and accuracy are fundamental



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Eco-counter projects



We identify 3 different classes of projects:

1. Tourist Flow Managements:

- ✓ Parco Portofino: Counting Data as Daily Use
- ✓ Parco Adamello Brenta: Sustainable Mobility in Alpine Area

2. Research Project

- ✓ Malaga University: Land Carrying Capacity
- ✓ Nina: Wild Reindeers

3. National Networks

- ✓ Metsähallitus (Finland)
- ✓ Parc Nationaux de France (France)
 - Case study: Parc des Pyrenees



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Parco di Portofino






- Parco Portofino: 1.056 ha + Marine Protected Area
- Most important sites: urban (Portofino) and wild mediterranean coast.

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Parco di Portofino

Counting Data as Daily Use to:

- Find out the number of pedestrian visiting Natural Sites
- Follow touristic trends and improve strategy

2006

- **Quantity:** know how many tourist come into the Parc (estimation)
- Installation of one counter in the "most wanted" hiking trail (Pietre Strette)

2009

- Review strategy: needs of more information.
- **Spatial Distribution** of visitor: to monitor the entries and to understand the « most wanted » trails (boat access)

2009


- Monitor different users to find out **users' conflicts** (bicycle & pedestrian)
- Define and quantify user's types to **improve tourist knowledge and adapt strategies**

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Parco di Portofino

Counting Data as Daily Use to:

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Parco di Portofino

Value touristic flows to:

- Know the charge of pedestrian on Natural sites
- Create a database in order to manage studies

2009

- Improve Security and Regulamentation in Via dei Tubi

Next steps

- Protection of nature (nasting and breeding area)
- Improve general strategy to welcome visitors
- Communication towards local population and tourist

Contact and sources

- Form more information contact:
- Mr. Roberto Cavagnaro, r.cavagnaro@parcoportofino.it

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Parco di Portofino

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Parco Adamello Brenta




- Parco Adamello Brenta: 620kmq
- Most important sites: Brenta Group and Bears



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Parco Adamello Brenta




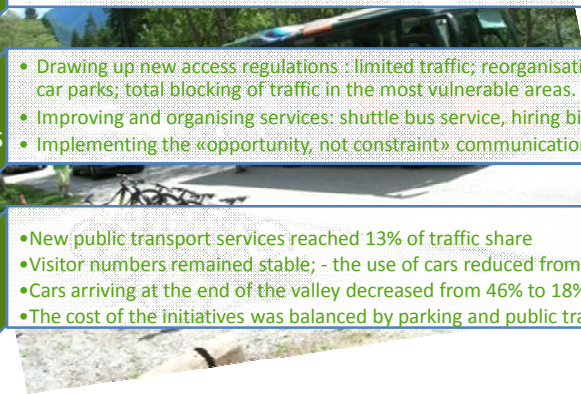
Sustainable Mobility in an Alpine Area

2003

Methods


Results

- The Park is “used” as locality for driving excursions during week end.
- Experiment management models of tourist flows (vehicle and pedestrian monitoring).
- Drawing up new access regulations : limited traffic; reorganisation of payment car parks; total blocking of traffic in the most vulnerable areas.
- Improving and organising services: shuttle bus service, hiring bikes.
- Implementing the «opportunity, not constraint» communication campaign.
- New public transport services reached 13% of traffic share
- Visitor numbers remained stable; - the use of cars reduced from 93% to 82%;
- Cars arriving at the end of the valley decreased from 46% to 18%;
- The cost of the initiatives was balanced by parking and public transport fees





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Parco Adamello Brenta



Sustainable Mobility in an Alpine Area





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Parco Adamello Brenta



Sustainable Mobility in an Alpine Area

2004
2006

Today

Contact & sources

- Counters (objectives figures) were employed to win difficulties with local tourist operators and local administration
- Various local municipalities requested the Park to implement similar projects
- Project extend in two more valleys

- One more project rise up (train).
- The whole territory of the Park involved and approve the project
- Exchange of know how with other Alpine Area (Paneveggio has started in 2008)
- Counters are employed to follow up the touristic trend and to build dashboard

- For more information contact:
- Mr. Matteo Viviani, Park director, matteo.viviani@pnab.it






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Parco Adamello Brenta




Sustainable Mobility in an Alpine Area






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Eco-counter projects




- 1. Tourist Flow Managements:**
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Malaga University



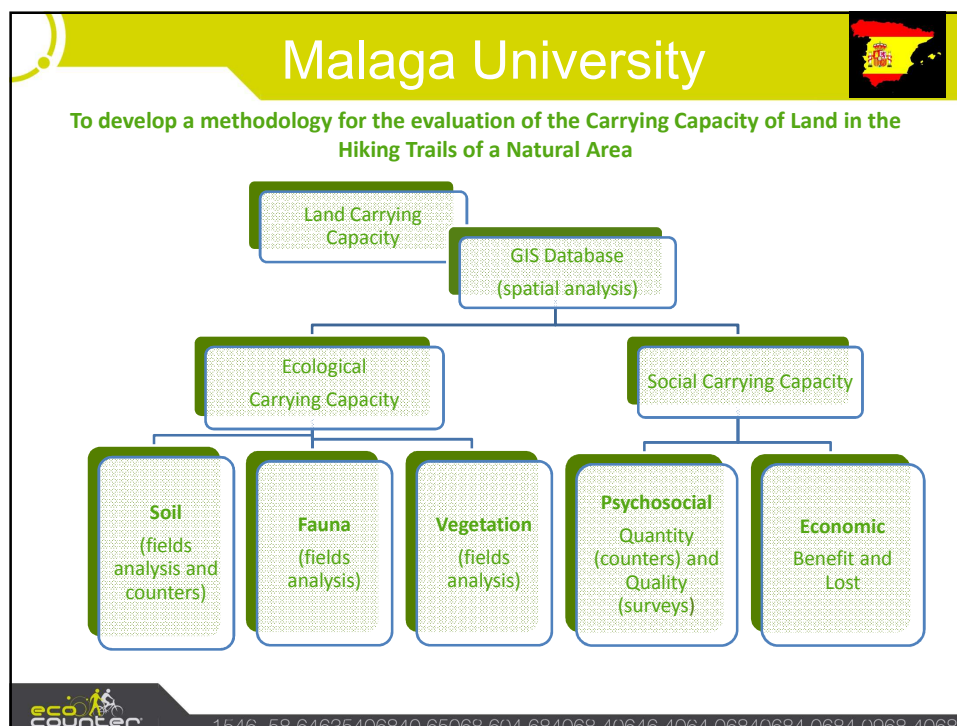
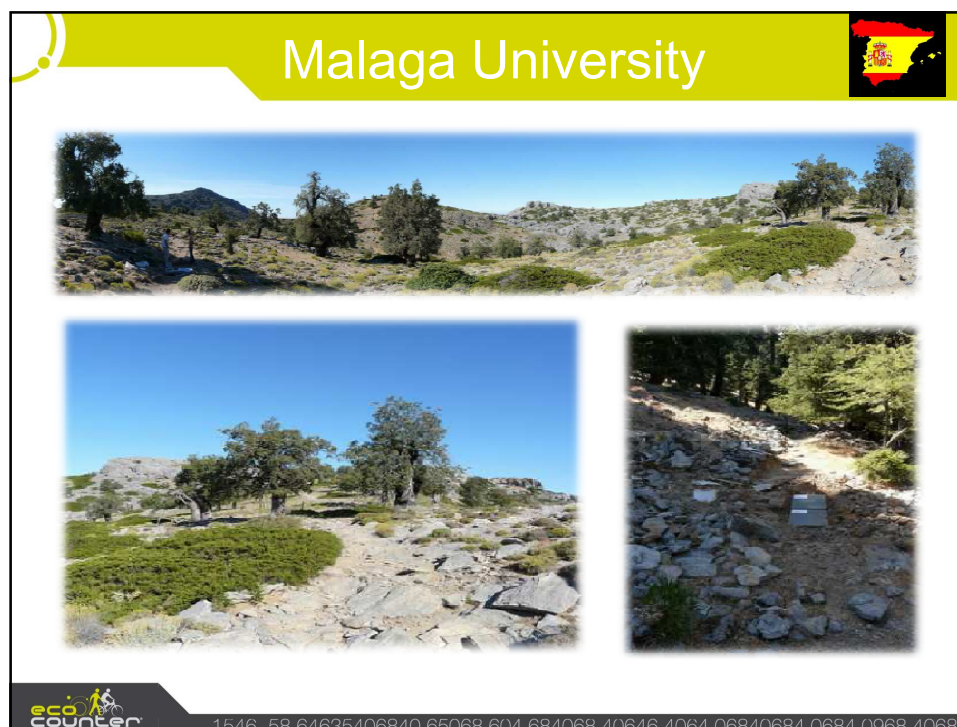
To develop a methodology for the evaluation of the Carrying Capacity of Land in the Hiking Trails of a Natural Area

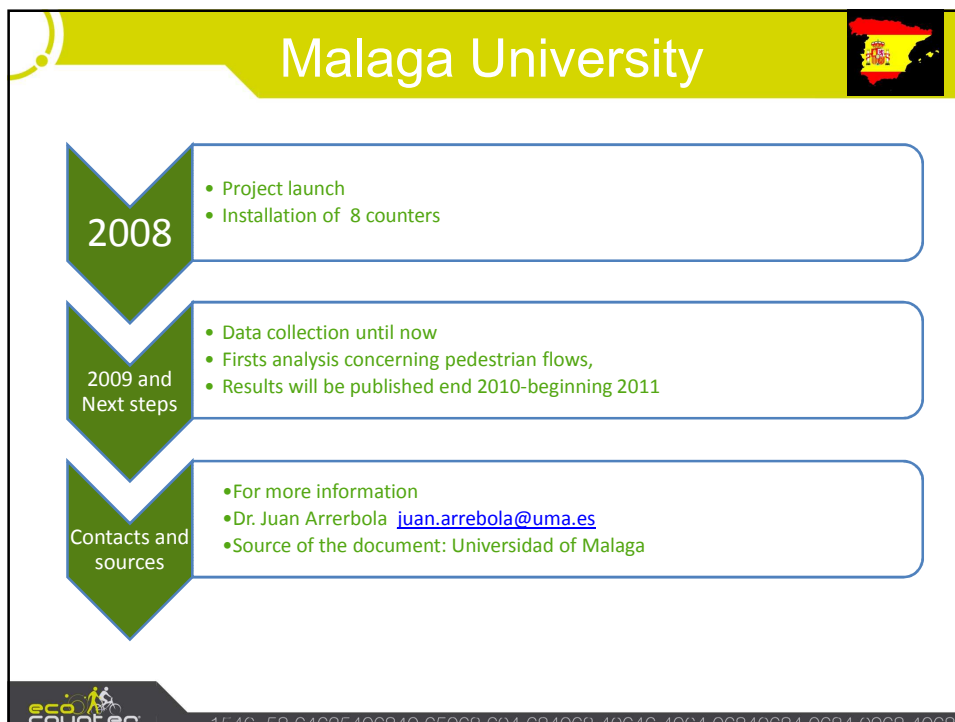
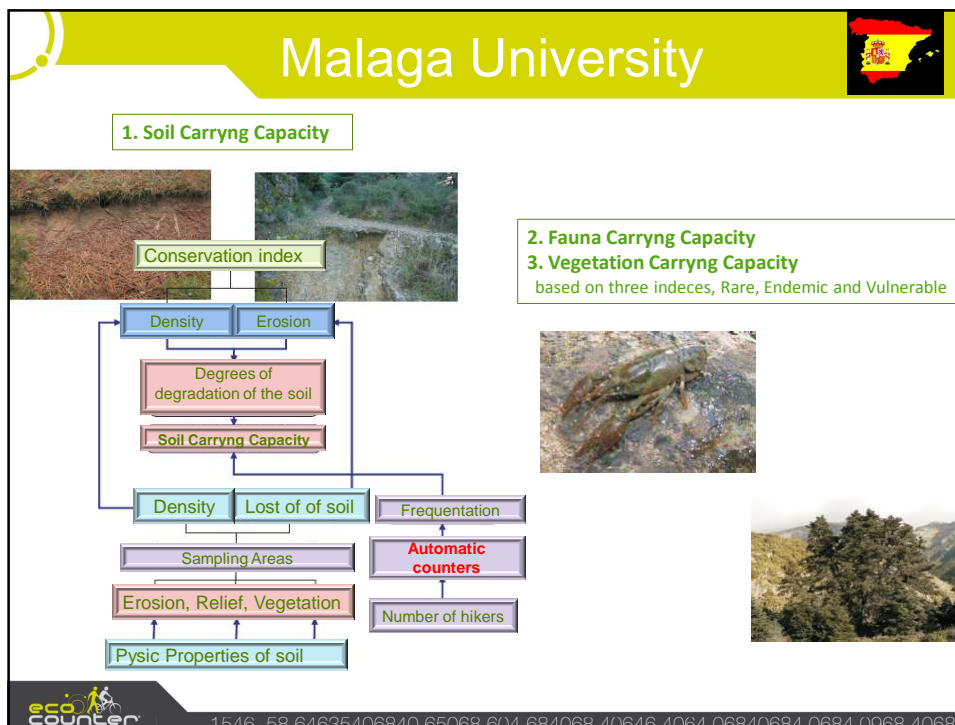


Where ? Reserva de la Biosfera y Parque Natural Sierra de las Nieves (Andalucía)
Who ? Geography Departement of University of Malaga

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NINA

Visitor usage of the Dovrefjell area in relation to the wild reindeer's use.

Who is NINA? Norwegian Institute for Nature Research

Missions:


- responsible for long-term strategic research;
- commissioned applied research to facilitate the implementation of international conventions;
- decision-support systems and management tools, as well as enhancing public awareness and promoting conflict resolution;
- 190 employees in 7 agencies spread throughout Norway.

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NINA

Visitor usage of the Dovrefjell area in relation to the wild reindeer's use.




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NINA

Visitor usage of the Dovrefjell area in relation to the wild reindeer's use.

1952

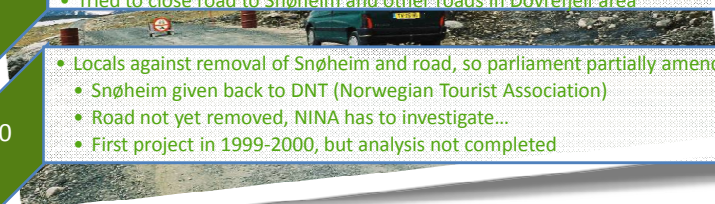
- Closed Snøheim (tourist hut) – built 1952, abandoned 2 YR later (War Area!)

1992

- Parliament tried to manage reindeer by law, controlling traffic and human activity
- Closed War Area in 1992 (but really in 2008): restoration project back to natural state
- Tried to close road to Snøheim and other roads in Dovrefjell area

2000



- Locals against removal of Snøheim and road, so parliament partially amends:
 - Snøheim given back to DNT (Norwegian Tourist Association)
 - Road not yet removed, NINA has to investigate...
 - First project in 1999-2000, but analysis not completed




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NINA

Visitor usage of the Dovrefjell area in relation to the wild reindeer's use.


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NINA

Visitor usage of the Dovrefjell area in relation to the wild reindeer's use.

2008

2009

2010





- Parliament: 1 M NOK (120 k€) / YR 2009 – 2012 for research aims
- 1) Wild Reindeer, 2) Flow management, 3) Social & Economy (but real needs are almost the double)

- Objective: to give an as precise as possible picture of the usage of Dovrefjell-Sunndalsfjella National Park and surrounding.
- Self-register boxes (visitors are by signs on the boxes asked to answer an questionnaire)
- Automatic counters to give a good overview of visitor flow (main entrances and routes).

- Cooperation with SNO (Statens Naturoppsyn) to extend the study areas (52 automatic counters)
- The main outcomes are:
 - Describing the recreational use of high-mountain areas (dynamic and spatial distribution)
 - Connecting these data to the areas' use and the GPS position of wild reindeer.


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NINA

Visitor usage of the Dovrefjell area in relation to the wild reindeer's use.



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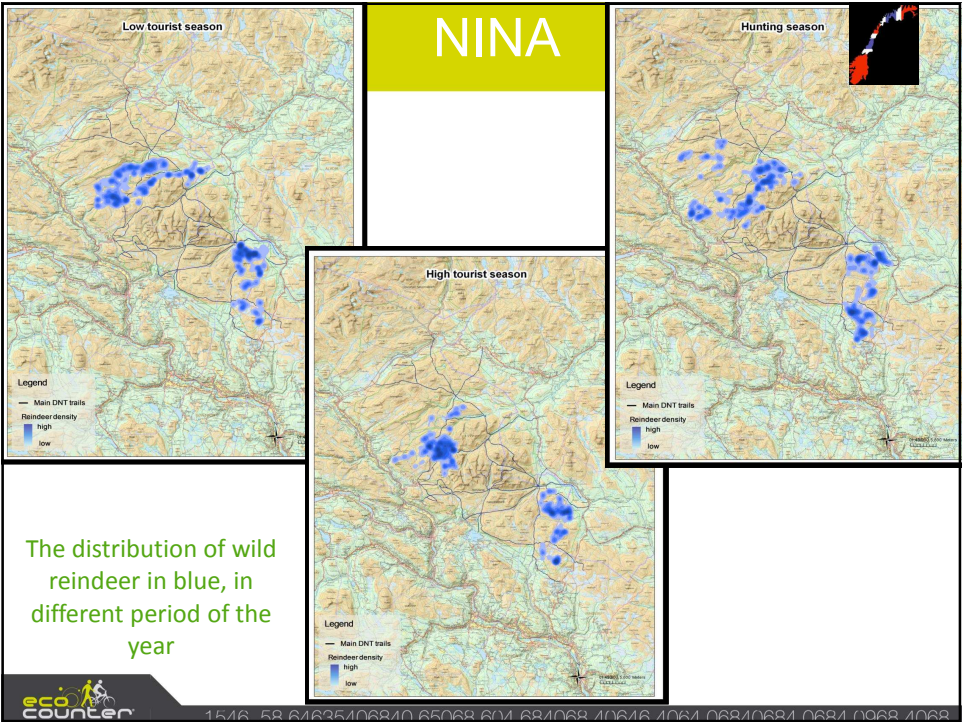
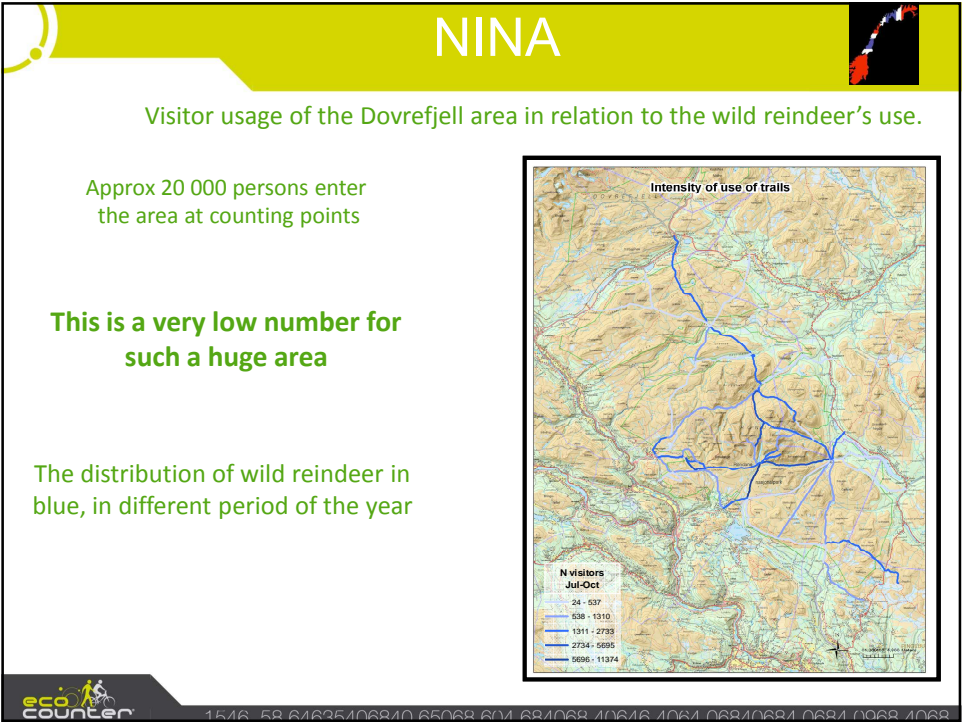
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NINA




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Eco-counter projects




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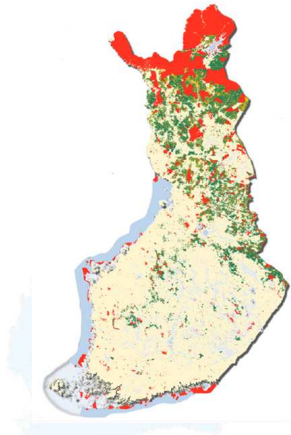
Metsähallitus




How to manage all the aspects of tourists flow by using a harmonised national method

Metsähallitus, Natural Heritage Services

- ✓ 35 National Parks
- ✓ 7 National Hiking Areas
- ✓ 2 Wilderness Areas
- ✓ 8 860 km²
- ✓ Almost 1,8 million visitors in 2008





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Metsähallitus

How to manage all the aspects of tourists flow by using a harmonised national method

Organising Visitor Monitoring in Metshallitus

- ✓ More than 800 counting sites!
 - automatic counters
 - manual counting
 - visitor points,....
- ✓ Visitor survey each 5 years
- ✓ Metsähallitus guidelines harmonised with Nordic-Baltic guidelines
- ✓ Network of expert in visitor monitoring

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Metsähallitus

How to manage all the aspects of tourists flow by using a harmonised national method

The key of the success: ASTA Central Data Base System

SURVEYS AT

- protected and recreational areas
- visitor service points
- nature tourism enterprises
- nature tourism enterprises with cooperation agreement, annually



CONTINUOUS FEEDBACK AT

- visitor service points
- outdoors.fi-webpages

VISITS AT

- protected and recreational areas
- visitor service points
- outdoors.fi-webpages

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Metsähallitus

How to manage all the aspects of tourists flow by using a harmonised national method

Importance of the protected area	Kurjenrahka NP 2007		Southern Finland 2007		Whole country 2007	
	n	%	n	%	n	%
your trip's only or the most important destination	244	90	1 489	65	2 163	62
one among other intended destinations	16	6	712	27	1 017	29
a non-planned destination along your route	11	4	207	8	299	9
Total	271	100	2 408	100	3 479	100

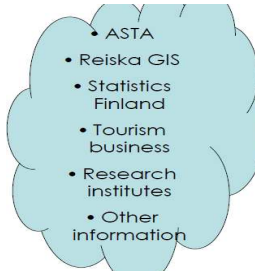
Some outputs from ASTA: national trends are possible !

Visitors	2006	2007	2008
Number of visits in visitor centres and customer service points	775 000	798 000	859 000
Number of visits in national parks (34)	1 490 000	1 590 000	1 756 000
Number of visits in national hiking areas (7)	337 000	350 000	347 000
Number of visits in Outdoors.fi (luontoon.fi)	1 700 000	2 500 000	2 500 000
Number of visitors in groups using NHS interpretation services	52 300	61 000	40 000
Average visitor satisfaction (scale 1-5)	4.27	4.27	4.23

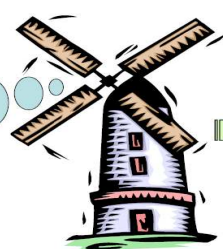
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Metsähallitus


Use of visitor information in planning and monitoring



Demand and supply information



Analysis, planning processes, participation



Conclusions

ASTA
Reiska GIS
Statistics Finland
Tourism business
Research institutes
Other information

Strategies
Management plans
Planning and monitoring for sustainable nature tourism
State of the Parks and Management Effectiveness Evaluation

Contacts & sources

- Thanks to the author of the document, Mrs Liisa Kajala liisa.kajala@metsa.fi and Joël Erkkonen joel.erkkonen@metsa.fi
- Source of the document: Metsähallitus 2009 Europarc Presentation

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Parc Nationaux de France

Parc Nationaux de France: one country, one method

Who is PNF?

- Create by a law in 2006, but became operating in 2008
- 30 people working

Missions:

- ✓ Linking and supporting the 10 French National Parks
- ✓ Managing certain shared services (improving public tenders)
- ✓ Managing national and international communications
- ✓ Sharing data and experiences






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Parc Nationaux de France

And Concerning Tourism Flows Management

- No hierarchy between PNF and National Parks
- Central role to establish guidelines

1996
2001

- Each 5 years, all the National Parks edit surveys (quantity and quality)
- Each Park is totally autonomous concerning methods
- More advanced ones share know how

2006

- 5 parks established a Common Protocol
- Public tender apply this guidelines

2011

- Unic methodology and unic public tender for quality and quantity data + Heritage Management.
- Common point for all the NP: they have automatic counters (average 15 per parc). The first step to build a national database could be easy.

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Parc Nationaux de France



Parc Pyrénées:

- ✓ 206 300 ha
- ✓ 40 000 habitants
- ✓ Most important sites: 6 valleys each one with his specificities


Central Database Case study: Parc des Pyrénées

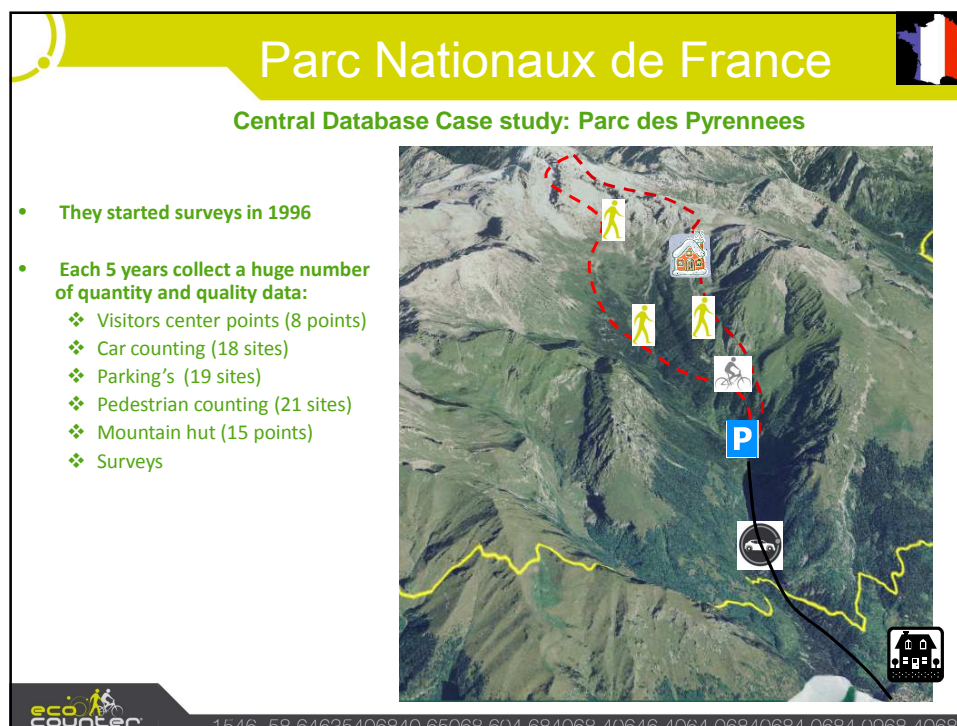
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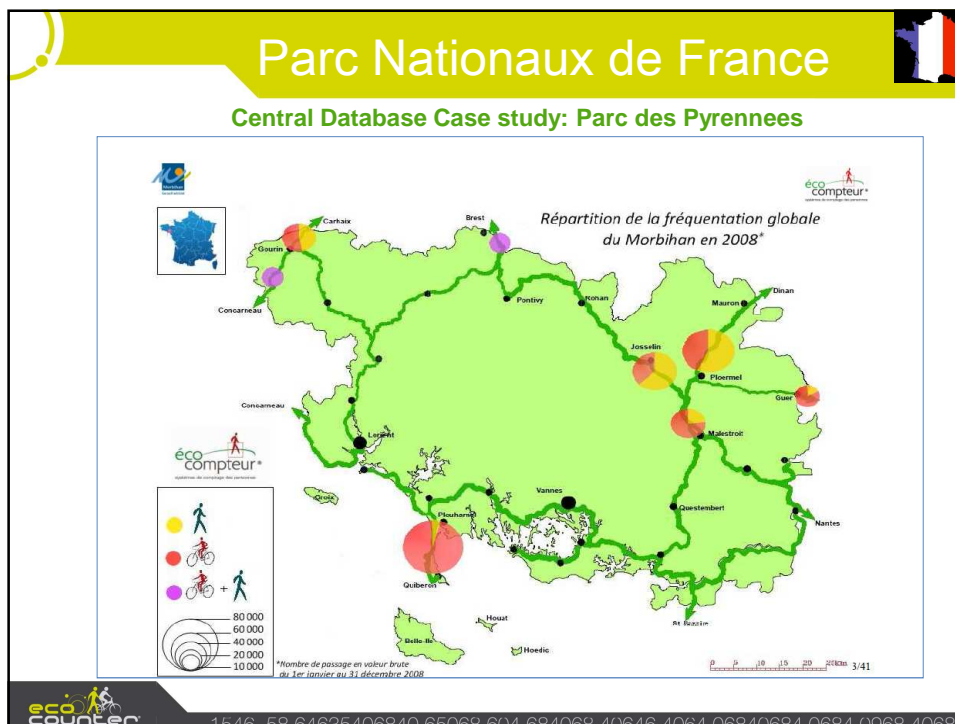
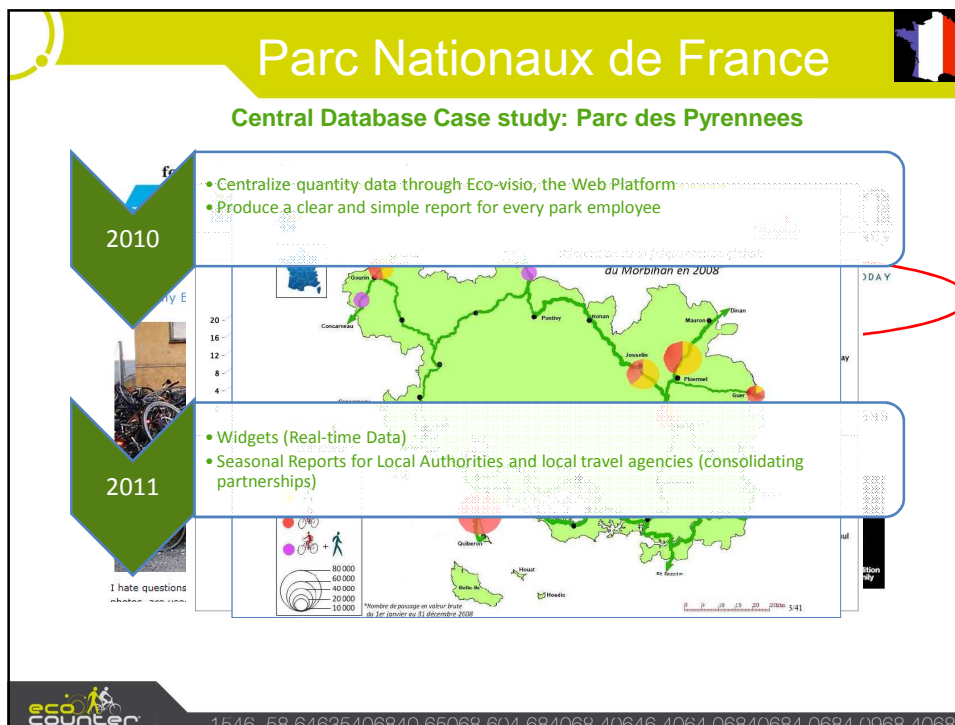
Parc Nationaux de France

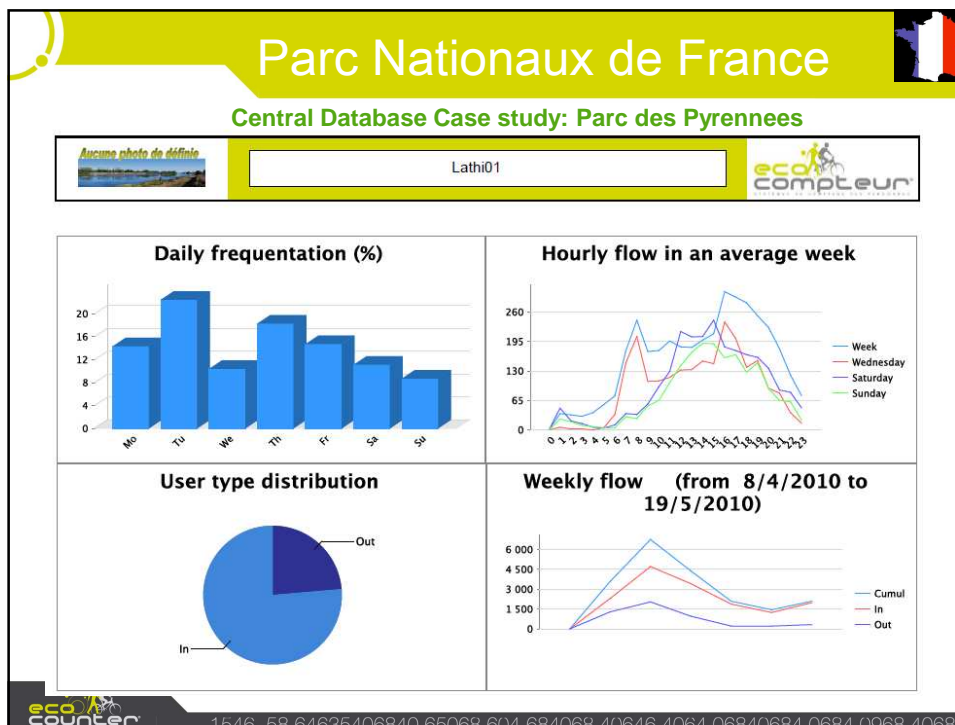
Central Database Case study: Parc des Pyrénées




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And More.....

Drawiński Park Narodowy




Bonifacio – Lavezzi Island – Acces Management

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And More.....


Drawiński Park Narodowy



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And More.....

Czech- Swiss National Park



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And More.....





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Nature Conservation Beyond 2010

Many thanks for your attention!



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COUNTING PEOPLE, ANALYSING DATA



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