



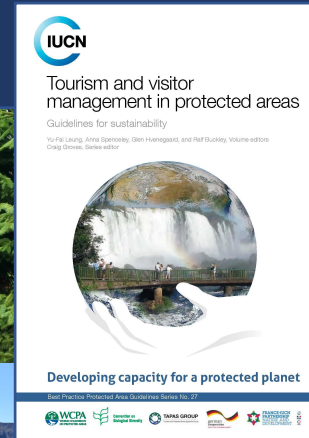
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**TAPAS GROUP**

Tourism and Protected Areas Specialist Group

# International Perspectives on Visitor Use Management from the New IUCN Best Practice Guidelines



*19 Dec 2018*



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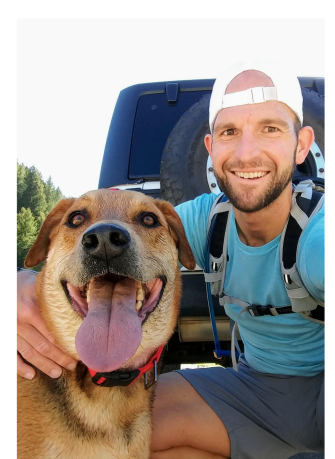
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Tourism and Protected Areas Specialist Group

**Laurel Harkness**  
Executive Director,  
SORP



**Jordan Smith**  
Secretary, SORP





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# TODAY'S PRESENTERS



**Yu-Fai Leung**  
leung@ncsu.edu



**Glen Hvenegaard**  
gth@ualberta.ca



**Debbie Mucha**  
debbie.mucha@gov.ab.ca



**Ivana Damnjanović**  
idamnjanovic@singidunum.ac.rs



# **TAPAS GROUP**

Tourism and Protected Areas Specialist Group



IUCN World Commission on Protected Areas (WCPA) Specialist Group  
Voluntary technical network  
Specialists on tourism and protected areas and areas of particular  
importance to biodiversity



We advocate for a future where tourism:

- Enhances the conservation integrity of protected area systems
- Improves human well-being
- Provides accessible, inspiring, safe and educational opportunities
- Environmentally, socio-cultural and economically sustainable experiences

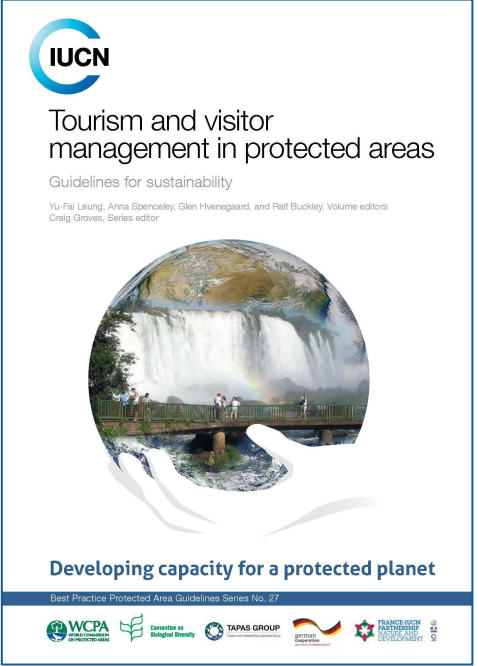
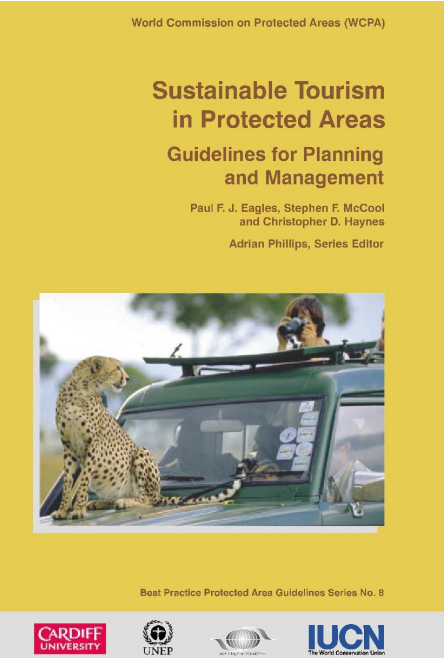




# What we do - knowledge



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## ***What we do – build capacity***



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## Presenting the new Visitor Use Management Framework VUM - Part 1

281 views

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# What we do – network



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# Our structure



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Strategy & fundraising: Anna Spenceley (Chair)



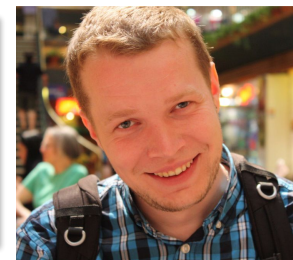
Communities & Heritage: Sue Snyman (Vice chair)  
Biodiversity: Yu-Fai Leung  
Economics: Barbara Engels



Knowledge development: Megan Epler Wood  
Capacity building: Thiago Souza



Membership: Sergey Shirokiy  
Communication: Jeremy Sampson  
IUCN focal point: Giulia Carbone





**Membership application:** <http://tinyurl.com/tapasmembership>



**Facebook:**

<https://www.facebook.com/pages/Tourism-and-Protected-Areas-Specialist-Group/122961127797095>



**LinkedIn:** <https://www.linkedin.com/groups?home=&gid=4735342>



**Slideshare:** <http://www.slideshare.net/planeta/tapasgroup>



**Wiki:** <http://planeta.wikispaces.com/tapas>



**Google+:** <https://plus.google.com/u/0/117973343043881234019/posts>



**IUCN-WCPA TAPAS Group Website:**

[http://www.iucn.org/about/work/programmes/gpap\\_home/gpap\\_capacity2/gpap\\_wcpapa/gpap\\_tourism/](http://www.iucn.org/about/work/programmes/gpap_home/gpap_capacity2/gpap_wcpapa/gpap_tourism/)



# This Webinar

- An overview of the new IUCN guidelines
- Two international case examples (Canada and Serbia)
- Trends and future outlooks
- Q&A





# *Tourism and Visitor Management in Protected Areas: Guidelines for Sustainability (2018)*

<https://portals.iucn.org/library/node/47918>

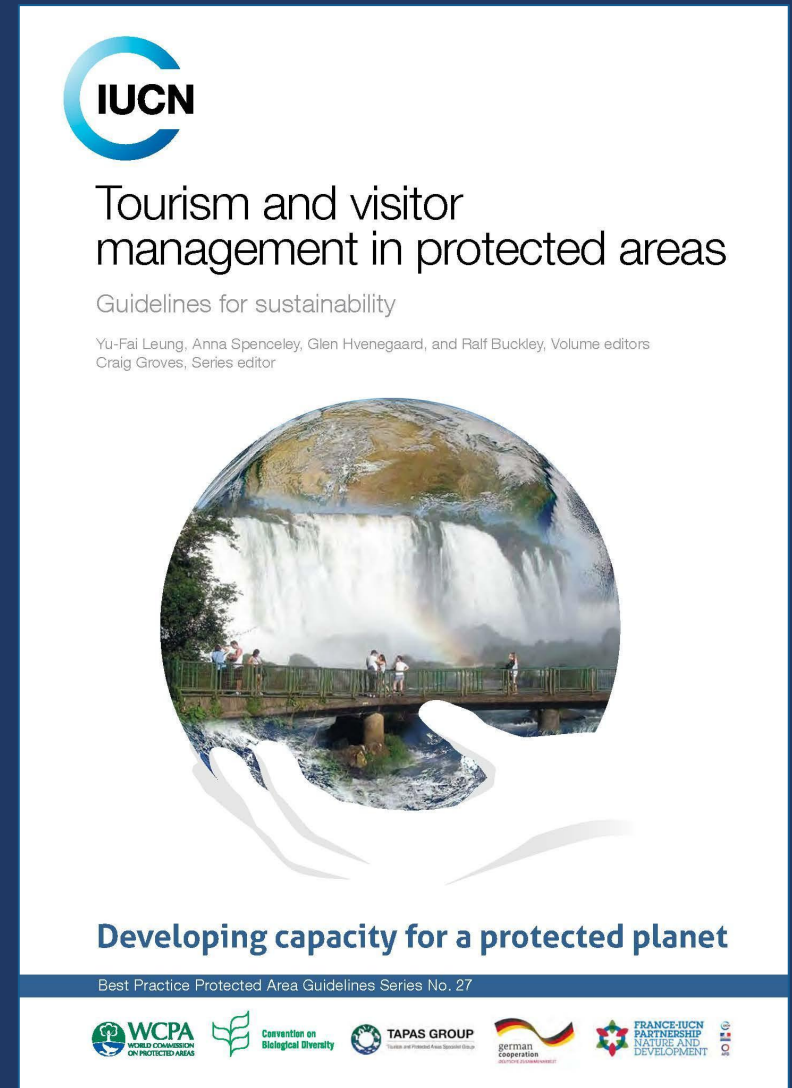
ST-BPG Editorial Team

Dr. Yu-Fai Leung, USA

Dr. Anna Spenceley, South Africa

Dr. Glen Hvenegaard, Canada

Dr. Ralf Buckley, Australia

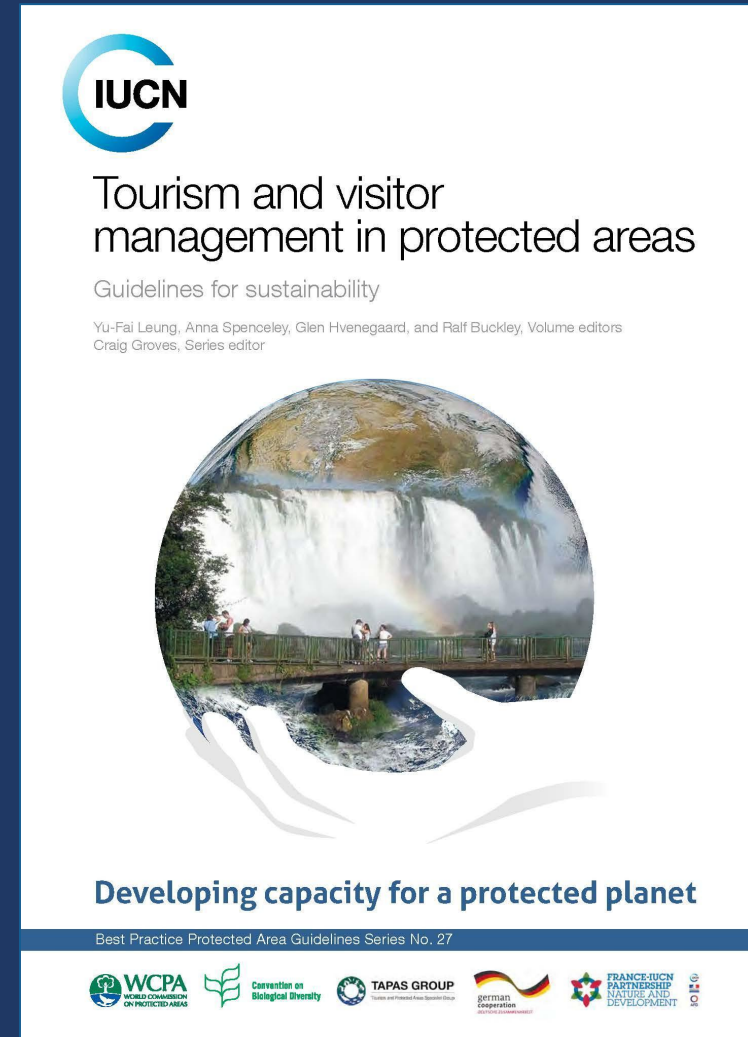


# Goals

- To provide a major update from the last edition
- To provide a key reference and training guide for protected area managers
- To engage TAPAS members and other stakeholders in knowledge sharing



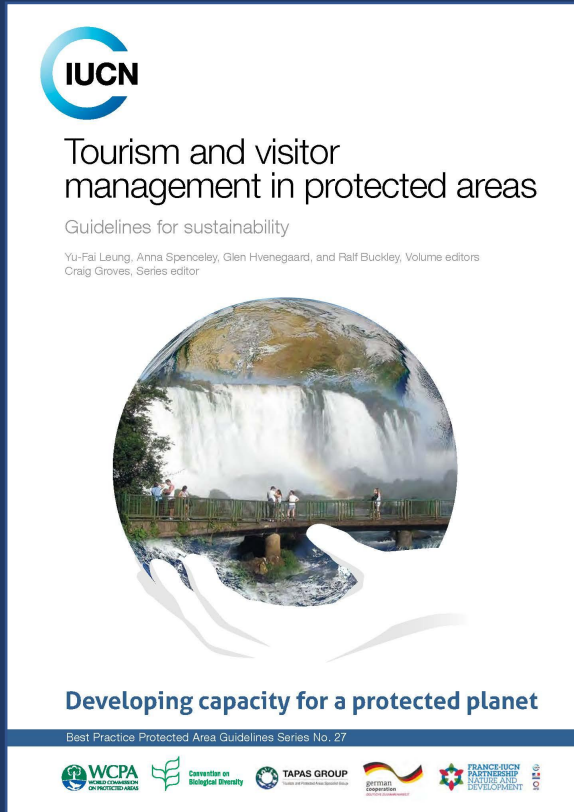
- IUCN Best Practice Protected Area Guidelines Series, No. 27
- Third edition (1992, 2002)
- English version released November 2018. French, German and Spanish versions in 2019
- 58 TAPAS and other contributors from 24 countries/territories
- Extensive review and editorial processes



<https://portals.iucn.org/library/node/47918>

# Seven Chapters

48 case boxes ♦ 24 “spotlight” best practices ♦ 57 countries represented



1. Tourism and visitation in protected areas: The sustainability challenge

2. The impacts of protected area tourism

3. Aligning management objectives with tourism impacts

4. Adaptive management for sustainable tourism

5. Capacity building for sustainable tourism management

6. Managing tourism revenues and costs to achieve conservation benefits

7. The future of protected area tourism




# Ten Principles of tourism and visitor management in protected areas (chapters 3 and 4)

1. Protected area objectives and values
2. Proactive planning
3. Managing changing conditions
4. Acceptability of impacts
5. Minimizing visitor-induced change
6. Multiple factors influencing impacts
7. Monitoring is essential
8. Technical information vs. value judgement
9. Engaging affected groups
10. Communication is key



Log in



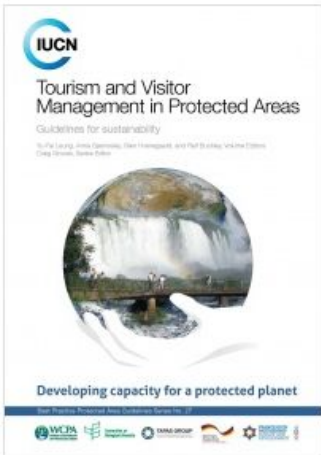
Page Discussion Read View source ▼

## Tourism and Visitor Management in Protected Areas - Guidelines for Sustainability

### Project Overview

A publication in the [IUCN Best Practice Protected Area Guidelines Series](#)

**Project sponsors:** *IUCN World Commission on Protected Areas, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf the Federal German Ministry of Economic Cooperation and Development (BMZ), and the French Ministry of Foreign Affairs and International Development. North Carolina State University Department of Parks, Recreation and Tourism Management provided significant in-kind support.*



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# ST-BPG

## Online Resource Directory

<https://go.ncsu.edu/iucn-sustainabletourism-bpg/>

### Online Database of Sustainable Tourism Guidelines and Resources

Search all contents of this website, including all online references cited in the 2017 Best Practice Guidelines Book and a global collection of guidelines, handbooks, manuals and other resources pertinent to sustainable tourism and visitor management in protected areas.

Search terms can include any combinations of:

- Topic keywords
- Authors or organizations
- Geographic scope

Search results with a 'PDF' prefix indicate an available PDF document. [Acrobat](#) or [Acrobat Reader](#) software program is required for viewing.

**For a full list of all documents contained in the database, visit**

- [Online Repository](#) (General Database)
- [Online Resources Referenced in the Book](#) **[Under Construction]**

### NEW RESOURCE SUGGESTIONS

If you would like to suggest a relevant guideline, manual or resource for this online database, please complete [the publication submission form](#).



Convention on  
Biological Diversity



Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

On behalf of  
BMZ



Federal Ministry  
for Economic Cooperation  
and Development





## Our Work

- + [IUCN Green List of Protected and Conserved Areas](#)
- + [Governance, equity and rights](#)
- + [Protected area solutions](#)
- [Capacity development](#)

### [MOOCs](#)

[World Database on Protected Areas](#)

- + [PROJECTS](#)
- + [Newsletter](#)
- [Regions](#)
- + [EVENTS](#)

## MOOCs

**PAPACO has been running Massive Open Online Courses (MOOC) for professionals dedicated to protected areas and conservation since 2015. The four MOOCs available have already reached over 18,000 participants! All courses are open to all, for free and successful participants will receive a certificate.**

### What are MOOCs?

By definition, a MOOC is a course taking place entirely online, it is free of charge and anybody can participate, whether you are a professional or merely interested in one of the topics covered by the courses.

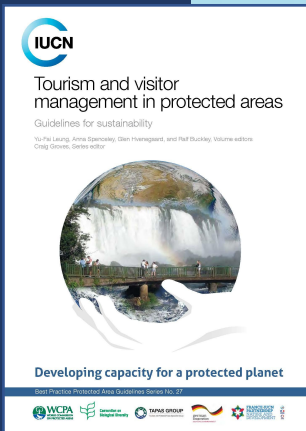
### MOOC: Protected area management in Africa



This is a general course on protected area management. It covers the basics of what protected area management entails, and gives you an overview of the different aspects involved in this practice. This course will help you learn about conservation challenges in Africa and how protected areas can help face them, from a local to international levels. These topics are explored using best practices from the WCPA, and case studies from the field coming from all over the African continent. [More info on](#)

[our MOOC on PA management and enrolment.](#)

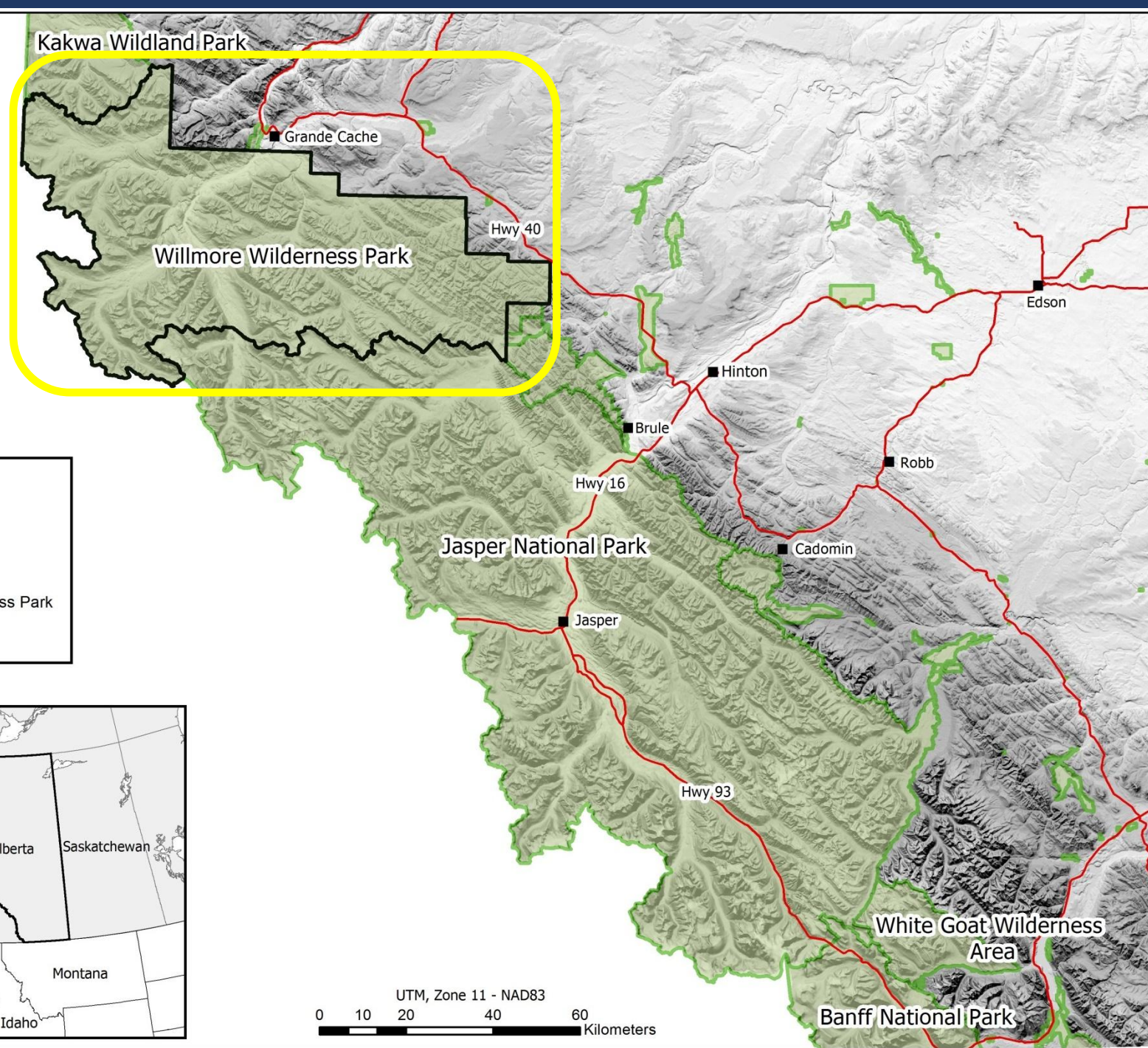
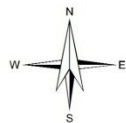




# Visitor Monitoring Using Multiple Techniques: Willmore Wilderness Park (Canada) Alberta, Canada

**Debbie Mucha**





### Landbase

- Community
- Major Road
- Willmore Wilderness Park
- Protected Areas

### Location Map



UTM, Zone 11 - NAD83  
0 10 20 40 60 Kilometers



# Purpose

- Address the need for acquiring a better understanding of users/visitors in the Willmore Wilderness Park, Alberta, Canada





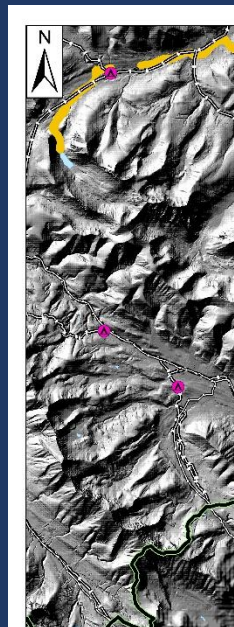
# Research Objectives

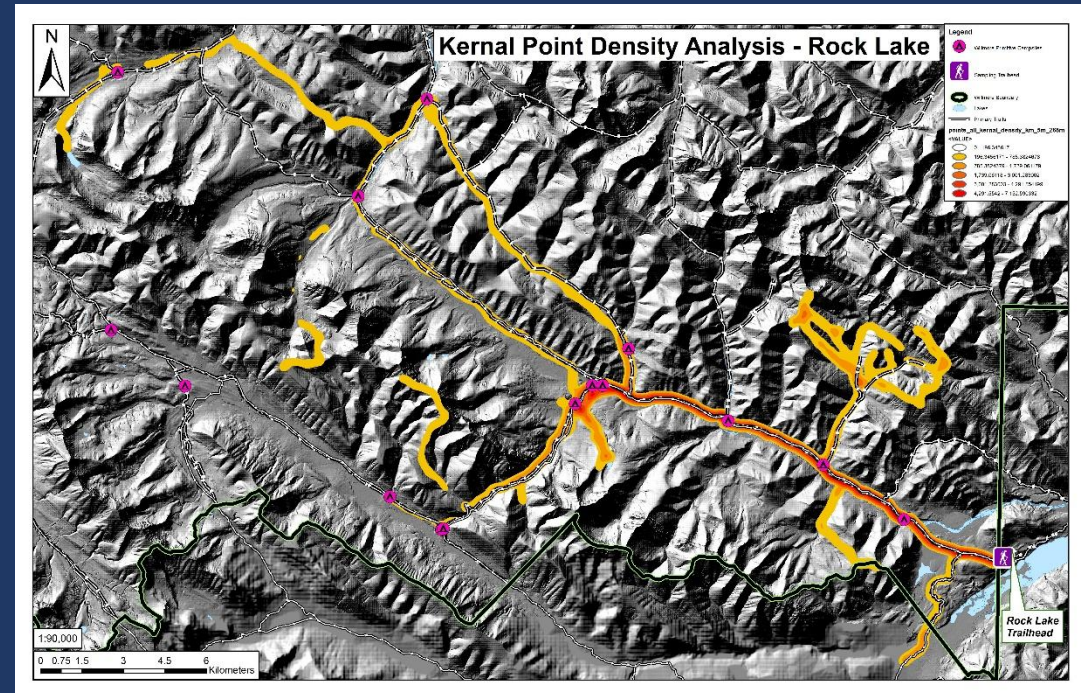
Research Questions	Study Instrument
• What is the visitation level in Willmore Wilderness Park?	• Trail cameras at the four main Alberta staging areas
• What are the visitor characteristics (demographics), motivations, level of knowledge of the park, and park management preferences of Willmore users?	• Trail survey and in-depth mail survey
• What are the spatial patterns of visitor use?	• GPS tracksticks and trail survey
• What are the trip characteristics and the main activities of Willmore users?	• Trail survey and in-depth mail survey
• What is the relationship (sense of place) between visitors and the park?	• In-depth mail survey and interviews (in-person/telephone)





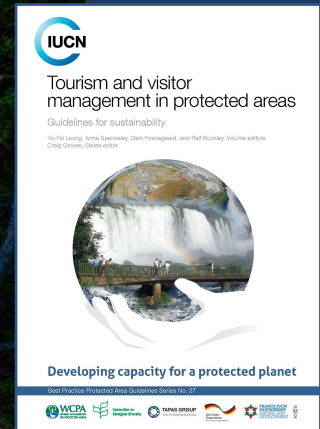
# Importance of Visitor Monitoring

- Ecological considerations/impacts (e.g., bear habitat – wildlife conflicts, species at risk)
  - Help plan staffing, patrols, & enforcement
  - Facilities/infrastructure/trailheads
  - Human Footprint: Trails/camps
  - Visitor/user experience (e.g., solitude)
  - Communications (e.g., education, key messages)
- 
- A topographic map of a mountainous region, likely in the Canadian Rockies. A yellow line traces a trail route through the terrain. Several pink diamond-shaped markers are placed along the trail, indicating specific points of interest such as trailheads, camps, or facilities. A north arrow is visible in the upper left corner of the map.





# Ivana Damnjanović









Administrative division of Sandžak region:

○ - Municipalities of Sandžak within Serbia:

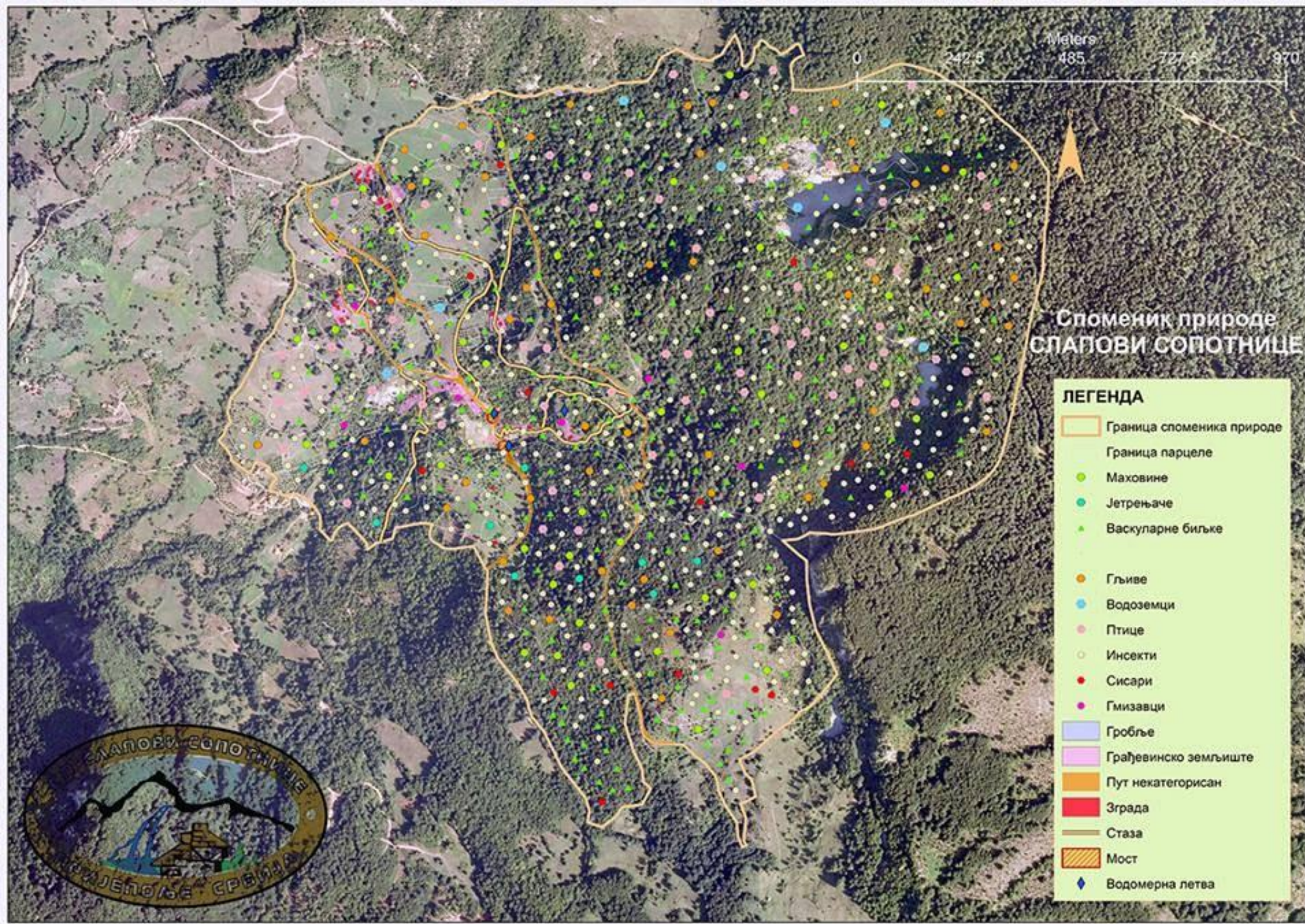
1. Novi Pazar
2. Tutin
3. Sjenica
4. Prijepolje
5. Nova Varoš
6. Priboj

○ - Municipalities of Sandžak within Montenegro:

1. Pljevlja
2. Bijelo Polje
3. Berane
4. Andrijevica
5. Plav
6. Rožaje











WDPA ID

**388811**

Reported Area

**2.09 km<sup>2</sup>****i Data Provider****European Environment Agency (EEA)**

Management Effectiveness Evaluations

No information available

Attributes

Original Name

**Slapovi Sopotnice**

English Designation

**Natural Monument**

IUCN Management Category

**III**

Status

Designated

Type of Designation

National

Status Year

2005

Sublocation

Governance Type

Federal or national ministry or agency

Management Authority

Institute for Nature Conservation of Serbia



# Clearly Stated Management Goals



mountaineering club  
KAMENA GORA

Natural monument  
SOPOTNICA FALLS

Management plan  
for the year 2017



Prijepolje, November 2016



Management authority: MOUNTINEERING CLUB „KAMENA GORA“, PRIJEPOLJE, SERBIA

## MANAGEMENT PLAN 2010-2019

NATURAL MONUMENT „SOPOTNICA WATERFALLS“



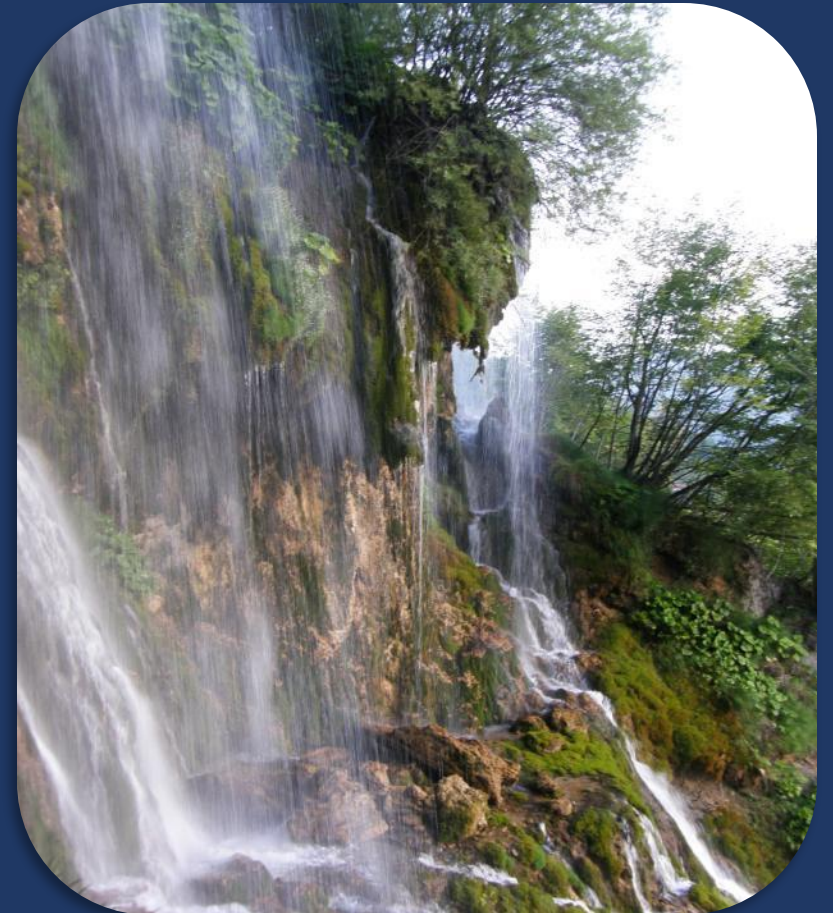
Prijepolje, 2009

# The Role of Tourism in Management Goals

## *LONG-TERM PROTECTION, CONSERVATION, IMPROVEMENT AND SUSTAINABLE DEVELOPMENT GOALS*

*“Long-term goals of protection, preservation, improvement and sustainable development of the Nature Monument "Sopotnica waterfalls" are based on the protection of biological, geological, geomorphological, hydrological and landscape diversity and the total monumental heritage with the implementation of the necessary measures for remediation and reconstruction of sensitive ecosystems, active protection measures;*

*sustainable tourism, recreation and agriculture, promotion of traditional production and healthy food and inclusion of the population in all aspects of management, protection and development of a wider area”.*





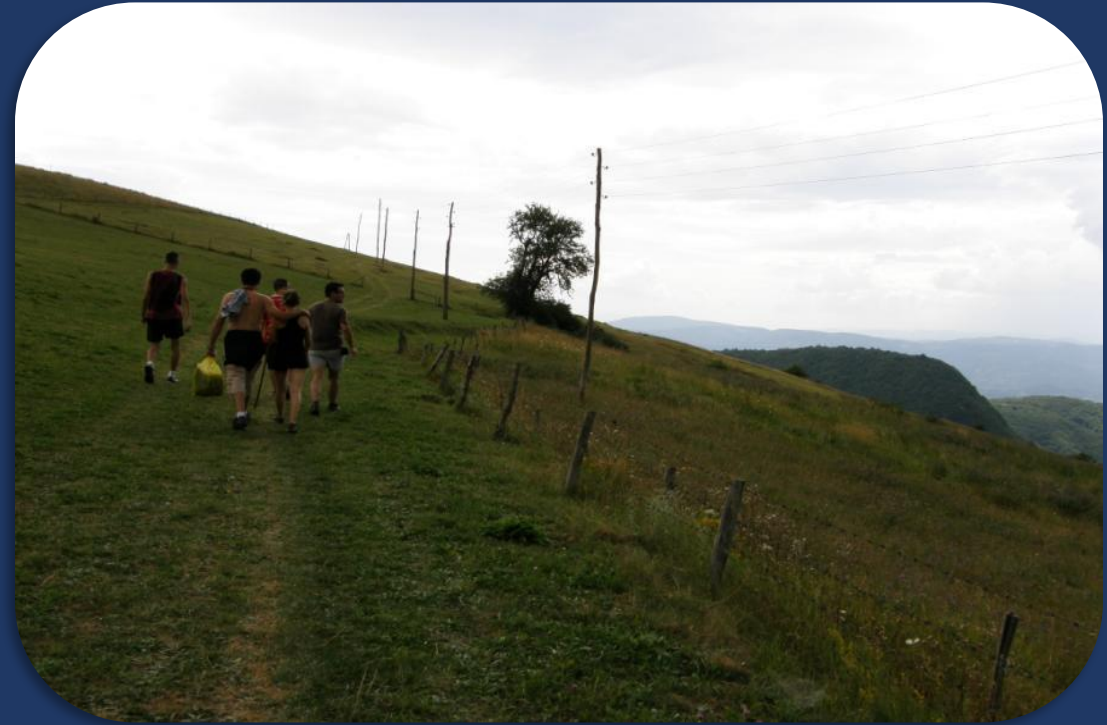
# The Role of Tourism in Management Goals

*2 prerequisites for tourism:*

- *sustainable*
- *ecotourism*

*stakeholders/ partners:*

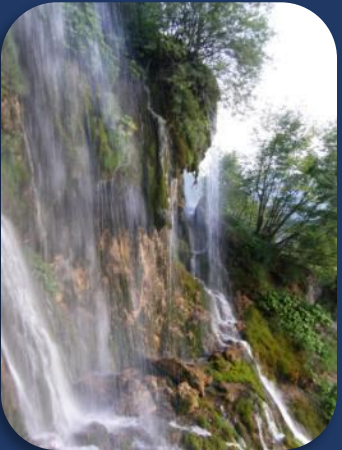
- *local farms and micro businesses*
- *state government (ministry, institute for nature protection)*
- *local authorities*
- *education institutions (universities, research institutes)*



# The Need for Visitor Use Management

Key questions in tourism provision: management and values

- *how to manage visitors,*
- *how to organize eco-destination in order to preserve it and*
- *provide tourism experience:*
  - *the sense of closeness with nature and*
  - *temporary integration into the local community,*
- *how to build tourist accommodation (“eco-lodge” model & criteria)*





# The Basis: Monitoring

- 2 rangers (live in and nearby protected area)
- 1 coordinator (local; renowned country alpinist and mountaineer)
- introduction of world best practices
- no “copy-paste” approach – adaptation to “modest circumstances”

# Communication and Education as a Principle:

*“Promoting ideas and plans for ecotourism development, as well as training people, are an inevitable need and task for all those who create and implement a policy of developing a tourism economy”.*





# Zoning: 1





# Zoning: 2



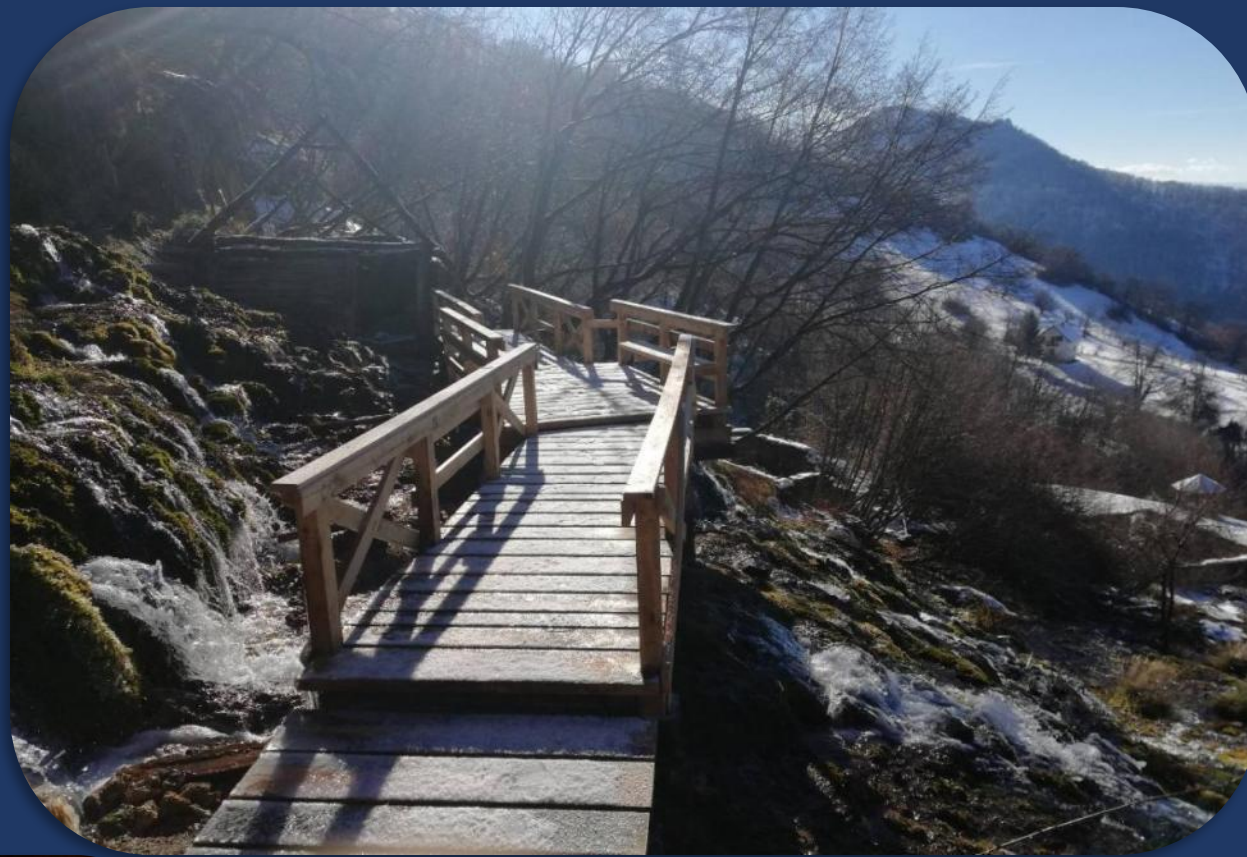


# Zoning: 3





# Hardening





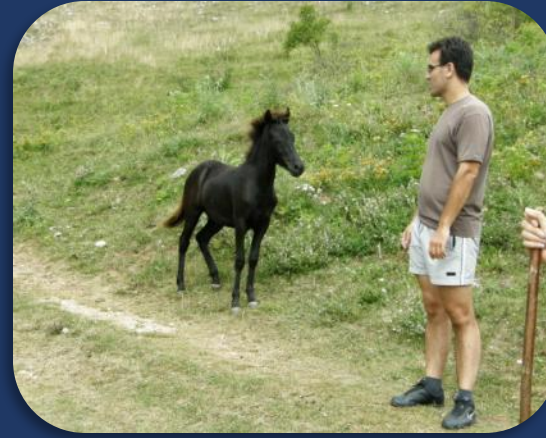
# Recreation Opportunity Spectrum (ROS)



Walks outside the PA



Collecting herbs



Domestic animals encounters



Photo-safari



Local products tasting



Local cooking classes



Agricultural activities



# Recreation Opportunity Spectrum (ROS)



Local traditions and religion



Immersion in local lifestyle



Activities at visitor center/ Mountain lodge



# Reducing Impacts – Dispersing Use



Being one with nature – less visited locations



Being one with nature – less visited seasons



# Soft vs. Hard Enforcement



## Participation & Volunteering



# Indicators and Quality Standards



РЕПУБЛИКА СРБИЈА  
Министарство  
заштите животне средине  
REPUBLIC OF SERBIA  
Ministry of  
Environmental Protection

INSTITUTE  
FOR NATURE  
CONSERVATION  
OF SERBIA



ЗАВОД ЗА  
ЗАШТИТУ  
ПРИРОДЕ  
СРБИЈЕ



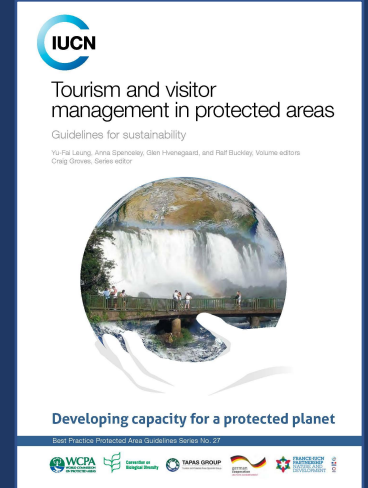
Institute of Public Health of Serbia  
"Dr Milan Jovanovic Batut"





# The Future of Protected Area Tourism

## Glen Hvenegaard





# Why is tourism so critical?

- Potential negative impacts
- Potential positive impacts
- Visitor experiences are fundamental
- In order to be sustainable, tourism must contribute to conservation



# Sustainable Tourism Comes of Age

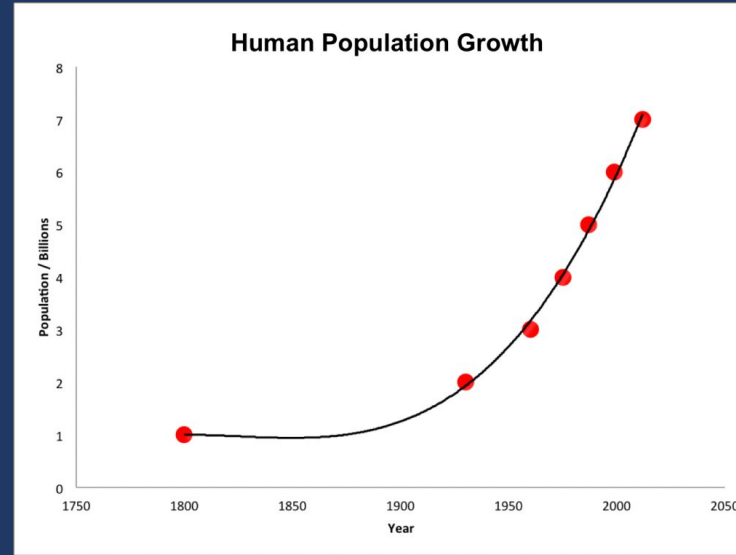


- UN General Assembly 2014: poverty eradication, community development, and biodiversity protection (A/RES/69/233)
- CBD 2014: park agencies “to engage in partnerships with the tourism industry”
- UN Sustainable Development goals: sustainable tourism contributes
- World Tourism Organization: 10-Yr Framework features sustainable tourism
- 2017: UN International Year of Sustainable Tourism for Development



# Future Trends

- Population growth
- Increasing consumption





# Future Trends

- Urbanization
- Demographic change





# Future Trends

- Legal developments
- Climate change



# Future Trends

- Terrorism, last chance tourism, transportation
- New technologies, preferences





# Best Practices

- Planning and policy
  - Supportive policy, appropriate design, zoning, monitoring, organizations



# Best Practices

- Community and communication
  - Linkages, partnerships, citizen science, interpretation, engagement, capacity building





# Best Practices

- Financial
  - Business skills, marketing data
  - Fee structure, appropriate concessions
  - Sharing benefits





# Final Notes

## Yu-Fai Leung







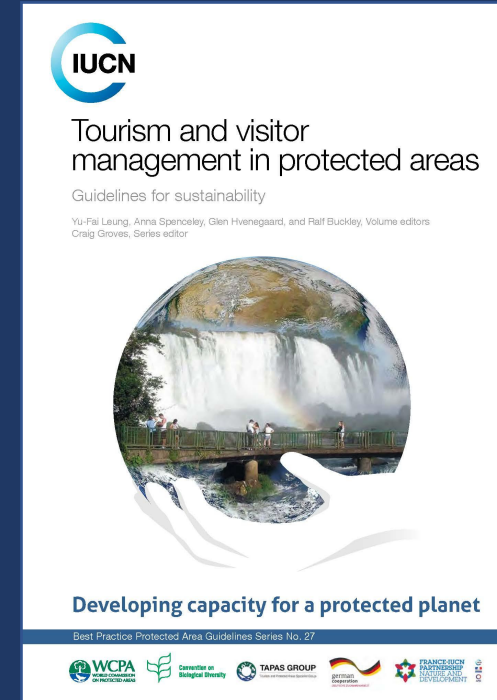
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# QUESTIONS?



Type your question in the **QUESTION** pane  
in the Control Panel.



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# THANK YOU!

## 2019 National Outdoor Recreation Conference Rapid City, South Dakota – May 6-9



[WWW.RECPRO.ORG](http://WWW.RECPRO.ORG)