

# Visitor monitoring and policy instruments for social sustainability in tourism – Nordic perspectives

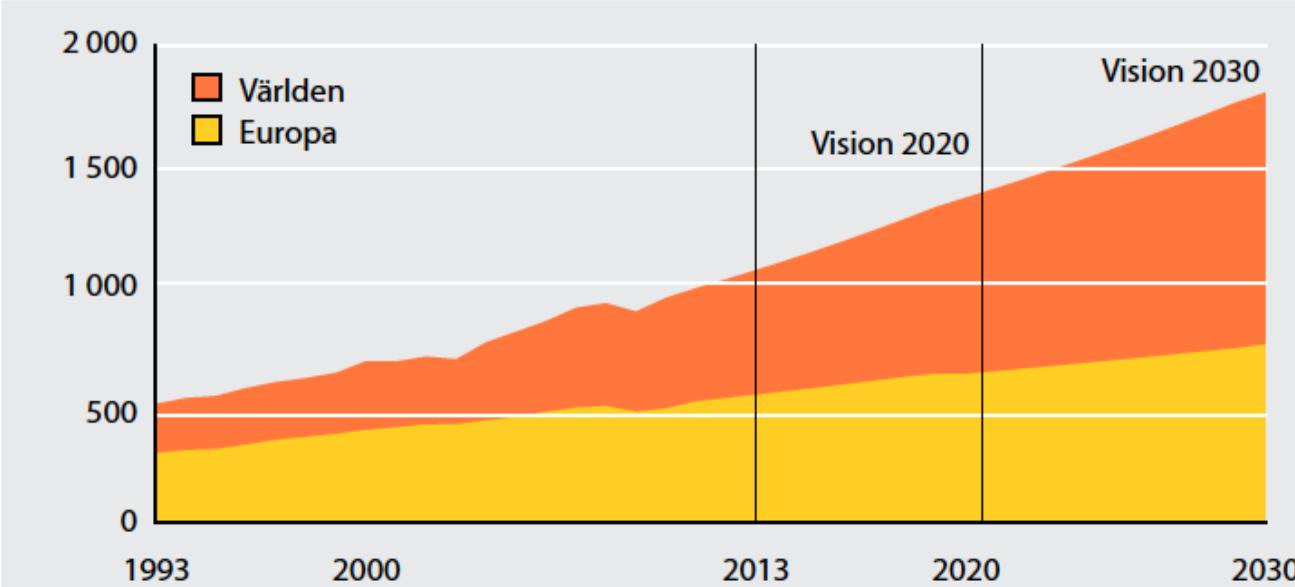
Workshop on Social Sustainability in Urban National Parks  
Tyresta National Park, 21.01.2019



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Mid-Sweden University  
Norwegian University of Life Science

# Tourism at global scale

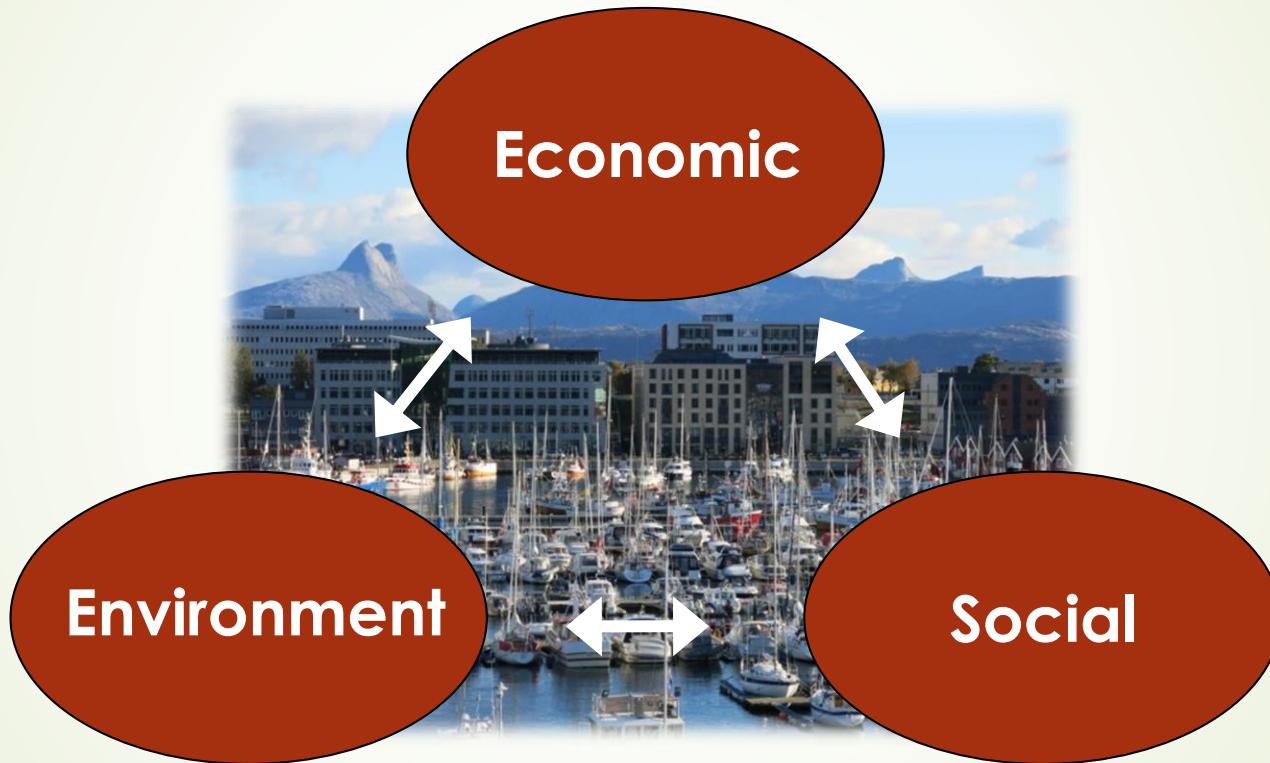
Internasjonale turistankomster (x1000)



Källa: UNWTO

# Sustainable tourism?

+ Income  
- Leakage

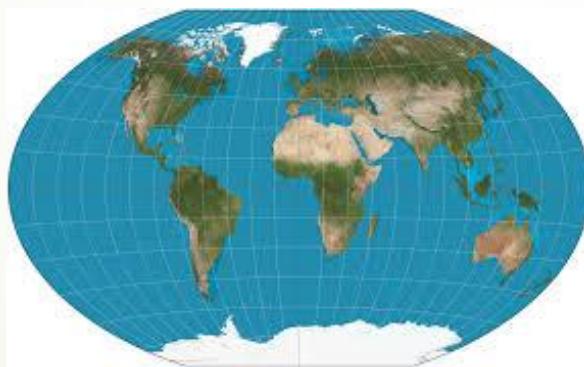


+ Awareness  
- Impact

+ Job opportunities  
- Crowding

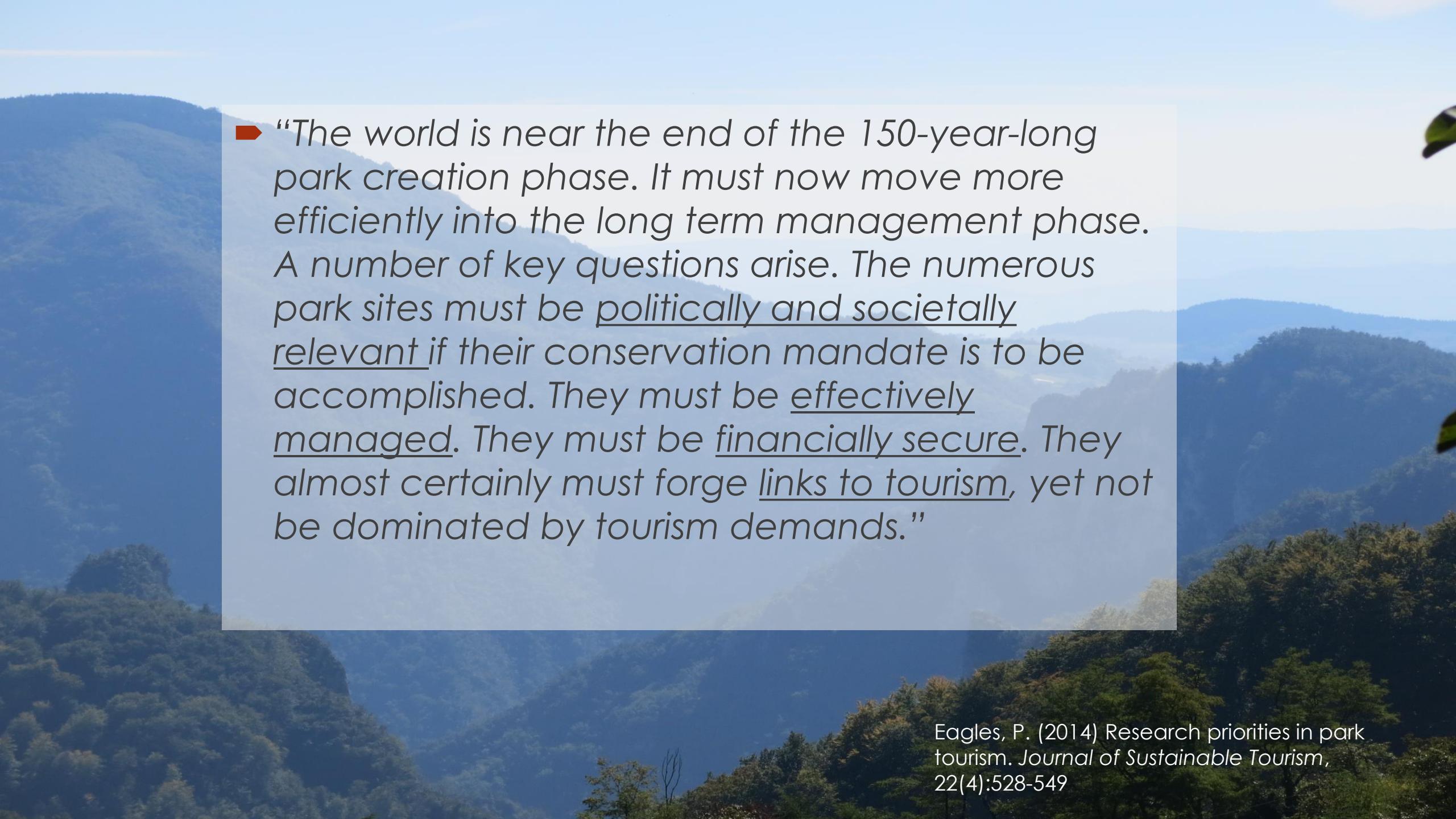
# Global magnitude of visits to protected areas\*

- US\$ 600 billion/y in direct in-country expenditure
- US\$ 250 billion/y in consumer surplus



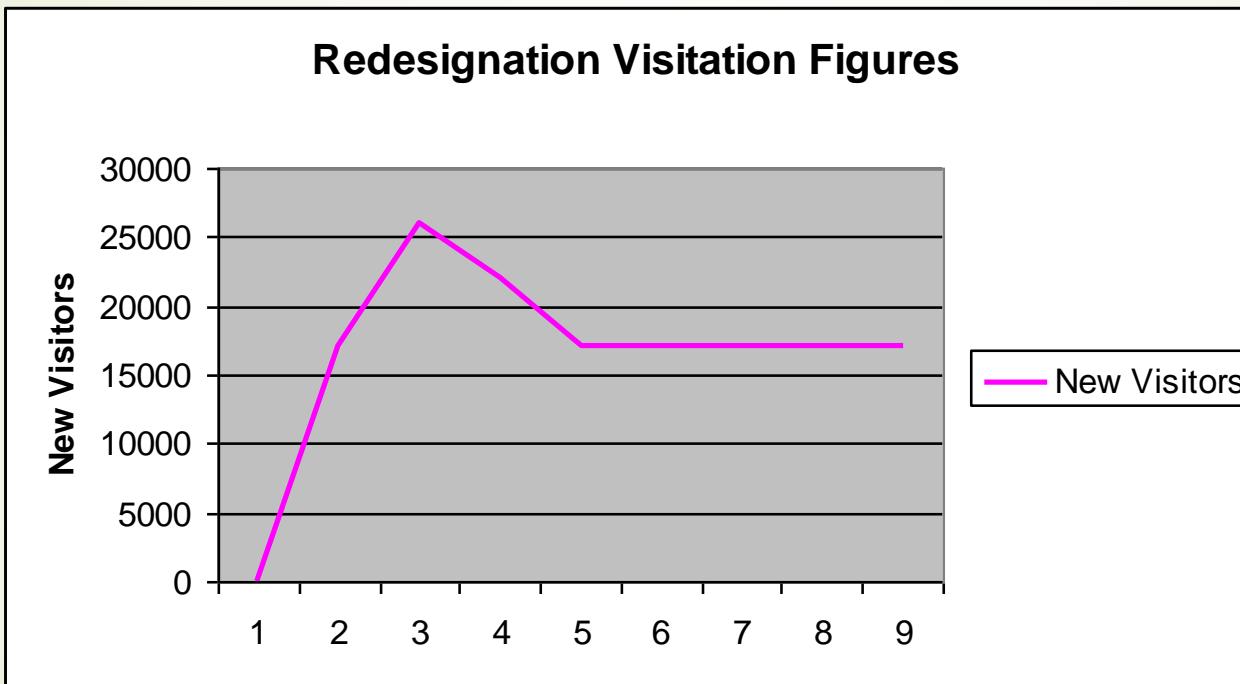
2663 studies in 51 countries

\* Balmford A, Green JMH, Anderson M, Beresford J, Huang C, Naidoo R, et al. (2015) Walk on the Wild Side: Estimating the Global Magnitude of Visits to Protected Areas. PLoS Biol 13(2): e1002074. doi:10.1371/journal.pbio.1002074



► “The world is near the end of the 150-year-long park creation phase. It must now move more efficiently into the long term management phase. A number of key questions arise. The numerous park sites must be politically and societally relevant if their conservation mandate is to be accomplished. They must be effectively managed. They must be financially secure. They almost certainly must forge links to tourism, yet not be dominated by tourism demands.”

# What's in a name?



Weiler & Seidl (2004). What's in a Name? Extracting Econometric Drivers to Assess The Impact of National Park Designation. *Journal of Regional Science*, 44(2): 245–262.

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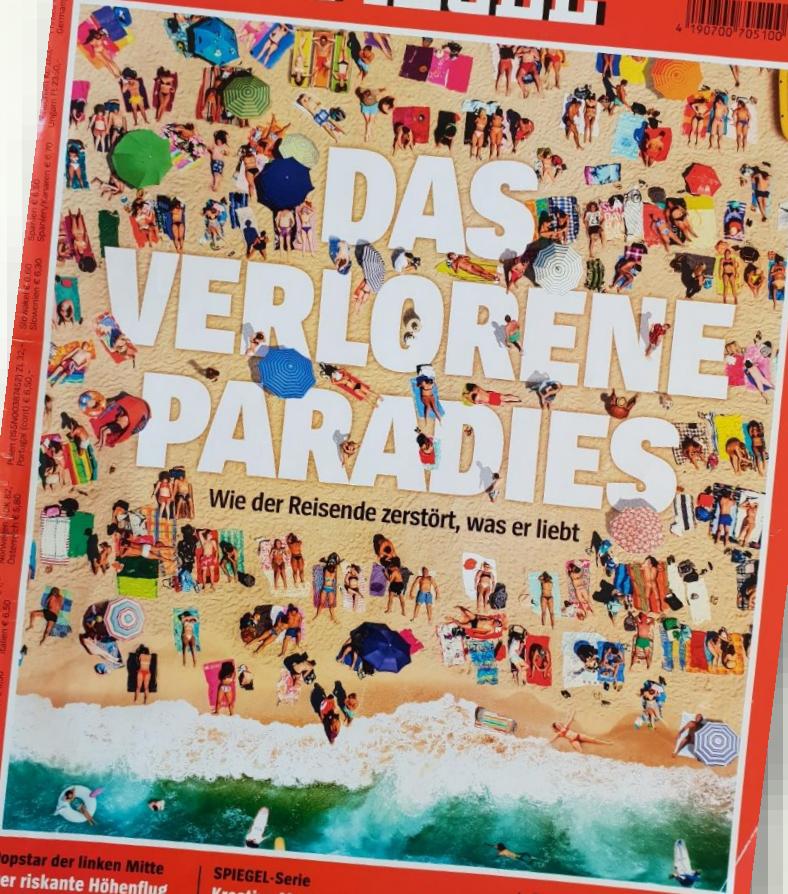
# DER SPIEGEL

Nr. 33 / 11.8.2018  
Deutschland € 5,10



## DAS VERLÖRENE PARADIES

Wie der Reisende zerstört, was er liebt



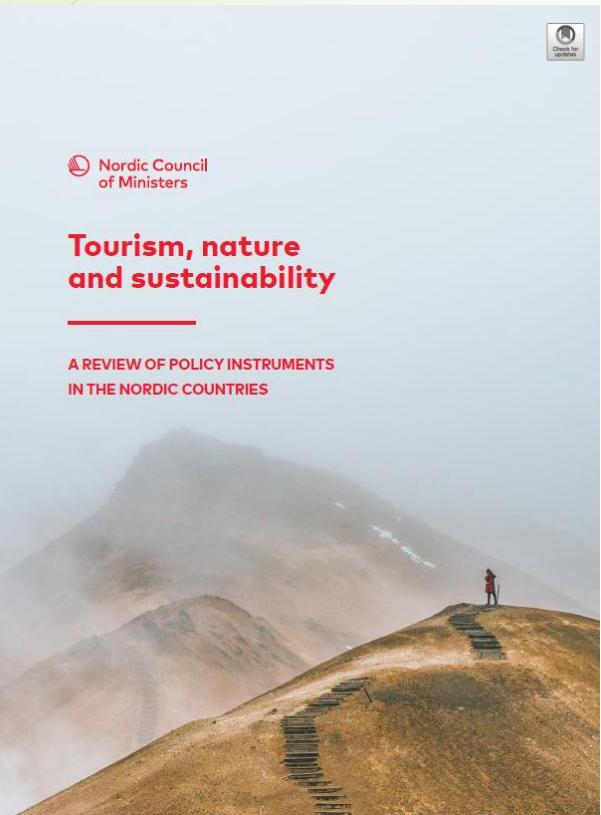
Popstar der linken Mitte  
Der riskante Höhenflug  
des Robert Habeck

SPIEGEL-Serie  
Kreative Methode gegen die  
Wohnungsnot: Leben in der Riesen-WG

Erwachsen werden  
Nach dem Schulabschluss:  
Freiheit oder Pflichtjahr?

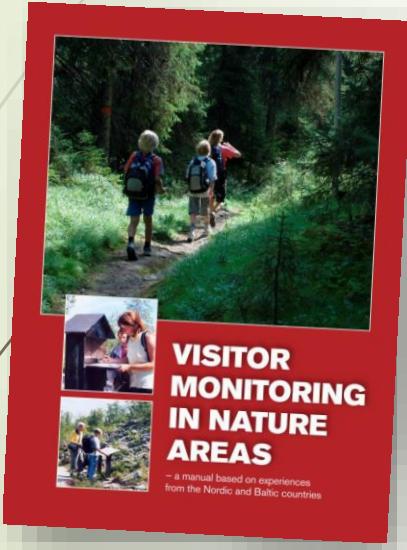


# Policy instruments



- ✓ Public-private collaboration
- ✓ Adaptive management strategies (zoning, traffic regulations, information, guiding)
- ✓ Dispersion of visitors (marketing, infrastructure)
- **Challenges...**
  - Administration of user fees
  - Concessions and licenses (vs. Right of Public Access, NGOs)
- **Commitment to policies that take environmental, social and economic dimensions equally into considerations.**

Øian, H., Fredman, P., Sandell, K., Sæbørsdóttir, A.D., Tyrväinen, L. Jensen, F.S. 2018. *Tourism, nature and sustainability: A review of policy instruments in the Nordic countries*. Nordic Council of Ministers, TemaNord, 2018:534, Copenhagen, 99 p.



**Visitor monitoring** [Besökarundersökningar (besöksräkningar och/eller besökarstudier), Friluftsovervågning/Gentagne besøgsstudier, Kävijäseuranta, Lankytojūstebésena, Külastajate seire, Brukar-/ferdselovervaking eller gjentakande brukarundersøking]



# Why visitor monitoring

- ▶ Management of natural areas
- ▶ Planning
- ▶ Resource allocation
- ▶ Public accountability
- ▶ Enhancing visitor experiences
- ▶ Marketing and interpretation
- ▶ Legislative and legal requirements
- ▶ Research and simulations

# Data collection approaches

	Number of visits	Visitation patterns	Attitudes / behaviors	Non- visitors
Visitor counting	X	X		
On-site surveys		X	X	
Population surveys	(X)	X	X	X



# Policies need visitor monitoring!

## ► Environmental

- National environmental objectives: 6 out of 16 have “goals” related to outdoor recreation (Levande sjöar och vattendrag; Myllrande våtmarker; Levande skogar; Ett rikt odlingslandskap; Storslagen fjällmiljö; God bebyggd miljö; Ett rikt växt- och djurliv)
- Governmental Writ 2001 (Regeringens skrivelse, 2001/02:173): En samlad naturvårdspolitik
- “Protect, Preserve, Present” – A program for a better utilization and management of protected areas, 2005-2015 (new period is planned)

## ► Outdoor recreation (*friluftsliv*)

- National policy for outdoor recreation (2012)

## ► Forest

- Social values in forests

## ► Public health

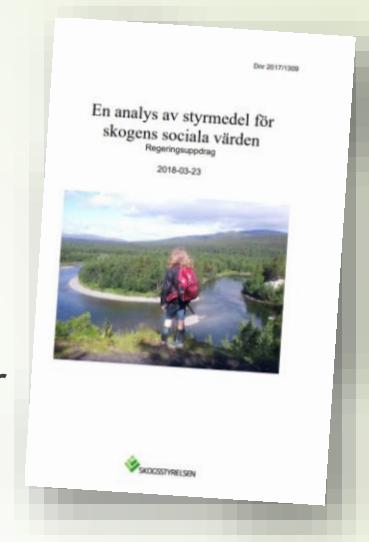
- Inclusion

## ► Physical planning / living conditions

- Municipality level
- Marine planning

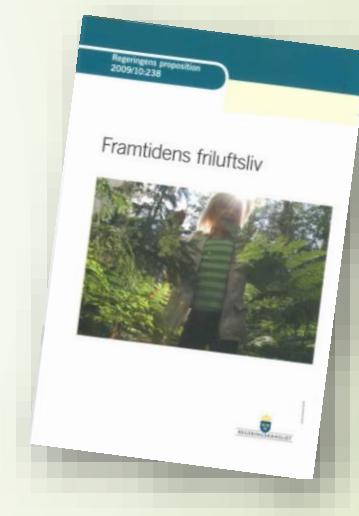
# Social values in forests

*"Skogsstyrelsen har statistikprodukter för samtliga delområden med undantag för sociala frågor i skogsbruket. Vid ett flertal tillfällen har försökt gjorts att identifiera och ta fram statistik för sociala frågor. Detta har dock misslyckats på grund av svårigheter i att hitta relevanta variabler."*



# National outdoor recreation goals

1. Nature is accessible to all
2. Focus on individual and non-profit engagement
3. Uphold the Right of Public Access
4. A sustainable use of resources should consider outdoor recreation as a public interest
5. Local municipalities have a large responsibility for urban proximate nature
6. Outdoor recreation contributes to regional development and growth
7. Protected areas are great assets to outdoor recreation
8. Outdoor recreation has a significant role in education
9. Physical activity and relaxation supports public health
10. Decisions about outdoor recreation are based on sound knowledge





## 10. Decisions about outdoor recreation are based on sound knowledge

- ▶ An outdoor recreation research network is established which supports the diversity in the field
- ▶ Outdoor recreation statistics should meet the demands of society
- ▶ Organizations, public agencies, municipalities, landowners and businesses should have good knowledge of outdoor recreation
- ▶ Outdoor recreation research and statistics is communicated and contextualized

2015



2019



# National surveys on outdoor recreation in Sweden

## ► National postal survey (2007)

- Friluftsliv i förändring research program
- Postal survey (n=4700)



## ► National panel survey (2014)

- Evaluate OR goals and environmental objectives
- On-line panel survey (n=12x700)



## ► National postal survey (2018)

- Evaluate OR goals and environmental objectives
- Postal survey (n=21000)

# On-site visitor monitoring in Sweden

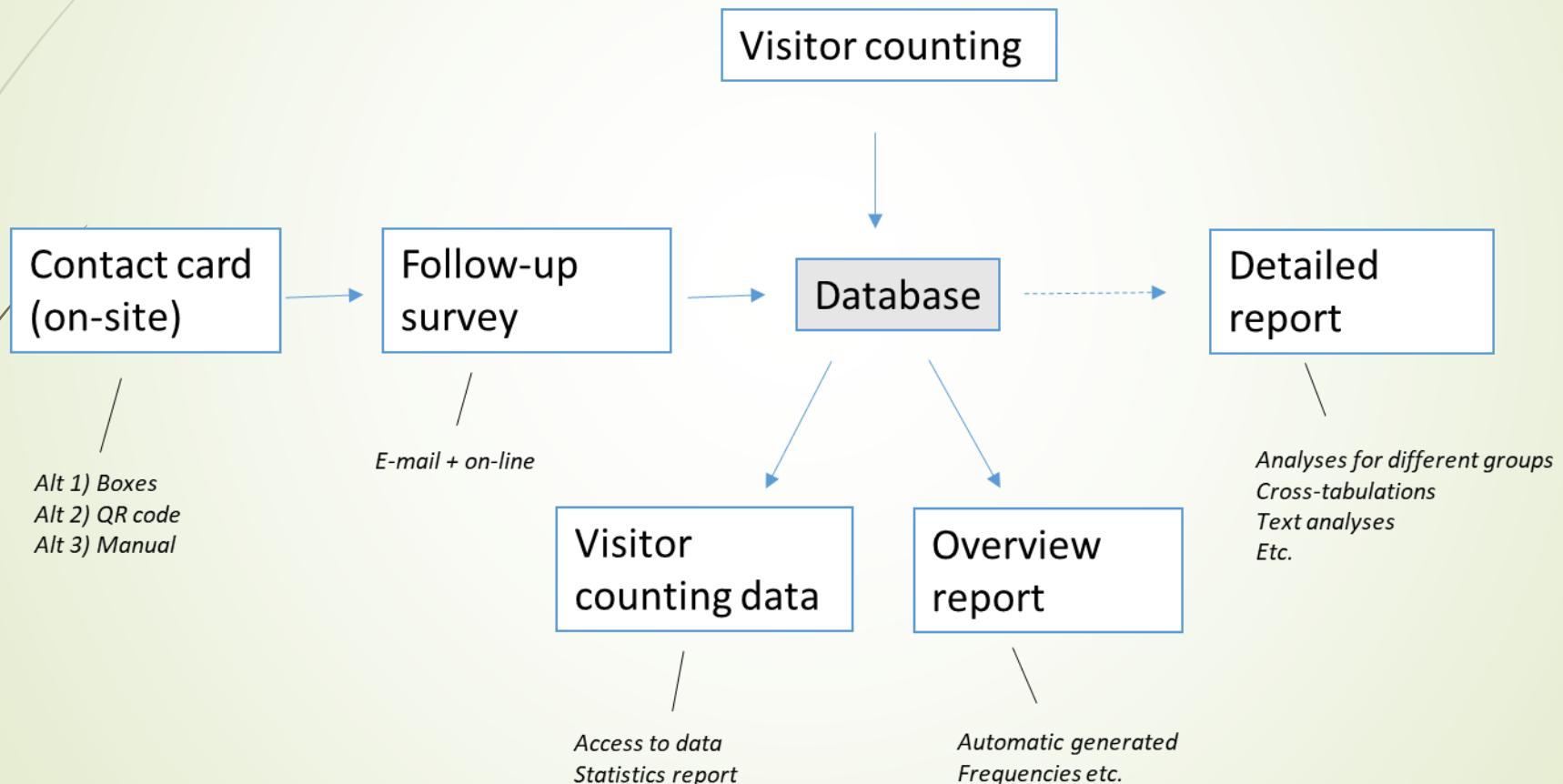
- ▶ Mainly in protected areas
- ▶ Some ambitions, but difficult to implement systematic visitor monitoring at the national level (Naturvårdsverket, Havs- och vattenmyndigheten)
- ▶ Some local initiatives (Länsstyrelser, kommuner)
- ▶ Research projects



Figur 4. Antal passeringar vid ringleden till Njupeskär perioden 9 juni-22 september (dygnsvärden).



# Model for systematic visitor counting and on-site surveys





MMV10

BIOTOUR

# 10<sup>th</sup> International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas (MMV)

Lillehammer, Norway, August 24 – 27, 2020

*Managing outdoor recreation experiences in the Anthropocene  
– Resources, markets, innovations*

Facebook: [fb.me/MMV10norway](https://fb.me/MMV10norway)

E-mail: [mmv10@nmbu.no](mailto:mmv10@nmbu.no)

More information: [www.nmbu.no/en/events/mmv10](http://www.nmbu.no/en/events/mmv10)

**Conference hosts:** The Norwegian University of Life Sciences (NMBU), Norwegian Institute for Nature Research (NINA), Inland Norway University of Applied Sciences (INN), BIOTOUR.

**TACK!**

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