Workshop I: Visitor Monitoring and Management

Focus on visitor management

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Visitor management
9.6.2017, Bad Schandau
Workshop- Programme

- Visitor management – strategies and tactics: An overview
- Case studies and examples
  - Finland: brown bear monitoring results reflected to visitor management
  - Ireland: managing coastal tourism
  - Other examples
Visitor management – strategies and tactics: An rough overview from a scientist
(and not from a manager‘s perspective)

Arne Arnberger

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Visitor management
9.6.2017, Bad Schandau
Content

- Why? Definition and aims of visitor management
- Where and when? Targeting approaches, strategies
- What? Tactics of visitor management
  - (How, or how not? Examples)
- Conclusions
Visitor management - A definition

„Strategies and measures (practices, tactics) which influence visitors in their attitudes, decision making and behavior to minimize negative impacts on the subjects of protection and to maximize positive effects for parks and people.“

Focus: increasing the quality of the recreation experience

Aims of visitor management

- Ecological
- Economical
- Safety-related
- Political-administrative
- Cultural heritage preservation
- Ethic, socio-psychological, cultural, social justice

König 1998, modified
Where & When: Visit management starts at visitors’ home

- **Home** (Addressing target group)
- **Travel to** Destination (NP)
- **Travel from** Home

Activities
Service
Accommodation

Regulations & information, education
Information & education

Reach visitors before they arrive

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Arnberger 2015
Sustainable visitor management – Expectations are the key

**Modify expectations**
Visit = planned visit (except incidental visit)

Correct, understandable, easy accessible and **in time** information prevents from non fulfilled expectations and conflicts… … and assists in reducing litigation risks

**In Deardan & Rollins 2002**
## Where & When: Many places to start

<table>
<thead>
<tr>
<th>Target group</th>
<th>Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>Home</td>
</tr>
<tr>
<td>Child</td>
<td>Kindergarten</td>
</tr>
<tr>
<td>Worker</td>
<td>Workplace</td>
</tr>
<tr>
<td>Pupil/student</td>
<td>School/university</td>
</tr>
<tr>
<td>Member</td>
<td>Association</td>
</tr>
<tr>
<td>Tourist in NP-Region</td>
<td>Accommodations, Restaurants</td>
</tr>
<tr>
<td>Visitor in NP</td>
<td>National Park</td>
</tr>
</tbody>
</table>

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Sustainable visitor management – the child is the key

Parents → Child (Visitor of tomorrow) → Adult → Senior

<table>
<thead>
<tr>
<th>Friends</th>
<th>Environmental Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>Parents</td>
</tr>
<tr>
<td>Child</td>
<td>Adult</td>
</tr>
<tr>
<td>Adult</td>
<td>Senior</td>
</tr>
</tbody>
</table>

Visitor Mgmt.

Arnberger 2015
Strategies of visitor management

Strategies are basic approaches to achieve desirable management objectives

Reduce impact of use:
- Modify use (type, character - time)
- Disperse or concentrate use (resource capability; compatible activities; time of use (off-season); park unit vs. park system vs. park region)

Increase supply:
- Time (season, week, day) & space for recreation (park unit, park system; access)
- Amount and dimension of facilities

Increase durability of resource:
- Harden site, type of material
- Develop facilities & intensity of maintenance
Strategies of visitor management

Limit use:
- Amount of use, spatio-temporal, duration
- Type of use

Participation:
- Stakeholder involvement in time
- to speak to each other as equals

→ Resource space is limited (overlap of ecological and recreational functions)

→ Monitoring and planning (area zoning) prevents from conflicts

→ Effects of management measures on bordering area/region
Strategies of visitor management: reduce impact of use

Venice ➔ Spatial distribution of use; Subject of protection: local population

National Park ➔ Use concentration Subject of protection: nature

Arnberger 2005
Strategies of visitor management

Target groups:
- Each group has its own needs, behaviors
- Specific management

<table>
<thead>
<tr>
<th>Local population</th>
<th>Day tourists</th>
<th>Overnight tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional uses, every-day behavior/workplace</td>
<td>Weekend</td>
<td>Vacation</td>
</tr>
<tr>
<td>Very high local knowledge</td>
<td>Different needs</td>
<td>Expectations</td>
</tr>
<tr>
<td>Difficult to manage</td>
<td>High local knowledge</td>
<td>Low local knowledge</td>
</tr>
<tr>
<td></td>
<td>Moderate to manage</td>
<td>Easy to manage</td>
</tr>
</tbody>
</table>

Costs for visitors: (Social justice)
- Who is affected by visitor management measures?
- How many are affected?
- How affected?
Tactics/Measures of Visitor Management

Soft (indirect/psychological) measures:

- Targeted (Pre)Information & education, change in social norms; exemplary behavior, guided tours, persuasion
- Marketing & demarketing of the park; advertise underused areas & surroundings
- Facilities development, site design, services & alternatives (in- and outside the park); maintenance; zoning of area, use of replica
- Charge consistent and low fees (if any)

→ long-term perspective, unobtrusive, repetitions, feeling free, self-determination

Hendee et al., 1990, modified
Tactics/measures of visitor management

Hard (direct) measures:

• Regulations, prohibitions, dos & don‘ts, impose sanctions (fines & social norm strategy)

• Measures: Commercial limitations, high taxes, high entrance fees; permits, fences, trail and area closures for specific uses (temporarily, permanent),

➡ Fines & sanctions: controlling efforts (high costs)
➡ Acceptance of hard measures requires careful monitoring
➡ Visitor burden, social justice
➡ Difficulties of trail closures because of other land uses (forestry, drinking water management…)

Hendee et al., 1990, modified
Tactics/measures of visitor management

**Soft (indirect/psychological) measures: Decision making**
(Design, soft suggestions, education and information):

1rst Choice
(Long-term effectiveness)

**Hard (direct) measures: Behavior**
(law enforcement, regulations, strong suggestions):

2nd Choice
(If high danger/threat of subject of protection: 1rst Choice!)

Hendee et al., 1990; Manning & Anderson, 2012
Tactics/measures of visitor management

Sophisticated visitor management

Visitor monitoring is the foundation for management
Discussion

What to do? **Sophisticated visitor management**

- Visitor monitoring is the foundation for management
- Understanding “Why visitors behave the way they do”
Visitor management – visitor satisfaction with management

Ohio State Nature Parks

1=unacceptable, 5=excellent (Alexander, 1994)
Visitor management
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Visitor management experiences

- Management experiences referring to visitor management measures often not published; or US-based literature
- If published, then often published in national languages, grey literature
- Lack of cooperation between research and management; national parks as visitor management field laboratories
- Learning from high-use sites (indoor, cities)
- Lack of standardised evaluations of management measures
- Lack of information what went wrong
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Limit use</th>
<th>Increase supply</th>
<th>Reduce the impact of use</th>
<th>Harden resource/experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information/education</td>
<td>Promote alternative sites &amp; use times</td>
<td>Inform visitors of the range of rec. opportunities available</td>
<td>Promote alternative, resistant sites &amp; use times; Inform visitors of (un)acceptable behaviour</td>
<td>Inform visitors on current conditions (i.e., trampled vegetation)</td>
</tr>
<tr>
<td>Rationing allocation</td>
<td>Set capacity; reservation or lottery system; fees</td>
<td>n.a.</td>
<td>n.a.</td>
<td>n.a.</td>
</tr>
<tr>
<td>Rules/regulations</td>
<td>Set capacity; permit; limit group size</td>
<td>Extend time that area is open to visitor use</td>
<td>Prohibit high-impact uses &amp; behaviour; limit group size</td>
<td>n.a.</td>
</tr>
<tr>
<td>Law enforcement</td>
<td>Presence of uniformed ranger; fines; permit</td>
<td>n.a.</td>
<td>Presence of uniformed ranger; warn, fines</td>
<td>n.a.</td>
</tr>
<tr>
<td>Zoning</td>
<td>Zones for low and no use</td>
<td>Zone alternative sites for higher use</td>
<td>Zone area for low-impact uses only</td>
<td>n.a.</td>
</tr>
<tr>
<td>Facility development/design/maintenance</td>
<td>Reduce access Improve access to alternative sites; parking lot limitation</td>
<td>Improve access to, attractions, facilities &amp; services in alternative/new areas</td>
<td>Provide facilities &amp; services for low-impact uses only; locate facilities on impact-resistant areas</td>
<td>Locate facilities on durable vegetation Viewing platforms, boardwalks, rehabilitate impacted areas</td>
</tr>
</tbody>
</table>
Evaluation of a trail relocation at the Lynx enclosure in the Bavarian Forest NP

Mid August 2015 – Beginning of September 2015:
On-site interviews with 302 visitors on 11 days
Conclusions

- There is no one-size-fits-all recipe for visitor management
- It requires a lot of resources (staff, time, visitor mgmt. concept/framework, responsibilities…)
- Visitor management is **creative** work and an adaptive process
- Combine visitor management strategies and tactics, focus on indirect measures; strategies and tactics can address multiple problems
- Check the total costs, in particular of restrictive direct measures
- Manage the cause of the problem
- (Nearly) each visitor is a guided visitor
- Define and understand the target group; assess the impacts of mgmt. on this group, communication and participation are important
Conclusions

- Visitor management bases on visitor monitoring
- Evaluate the effects of management (incl. undesirable/ unintended consequences) in- and outside the park
- Integrate park surroundings
- Partnerships with private companies, associations, outdoor fitters…
- Cooperations needed with partners outside the park, incl. administrations, gateway communities, regional and local politicians, spatial planning, NGOs …
- Participation in decision making re. local/regional developments regarding settlement, traffic and tourism development, new energies, …
Conclusions

Visitor management is not an annoying duty, it helps minimising impacts and maximising benefits!

And makes fun!

Thank you!
The Eighth International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas

Novi Sad (Serbia)

http://www.dgt.uns.ac.rs/mmv8/
SAVE THE DATE!

International Conference on Landscape & Human Health: Forests, Parks and Green Care

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  IUFRO
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