

Tourism in Protected Areas

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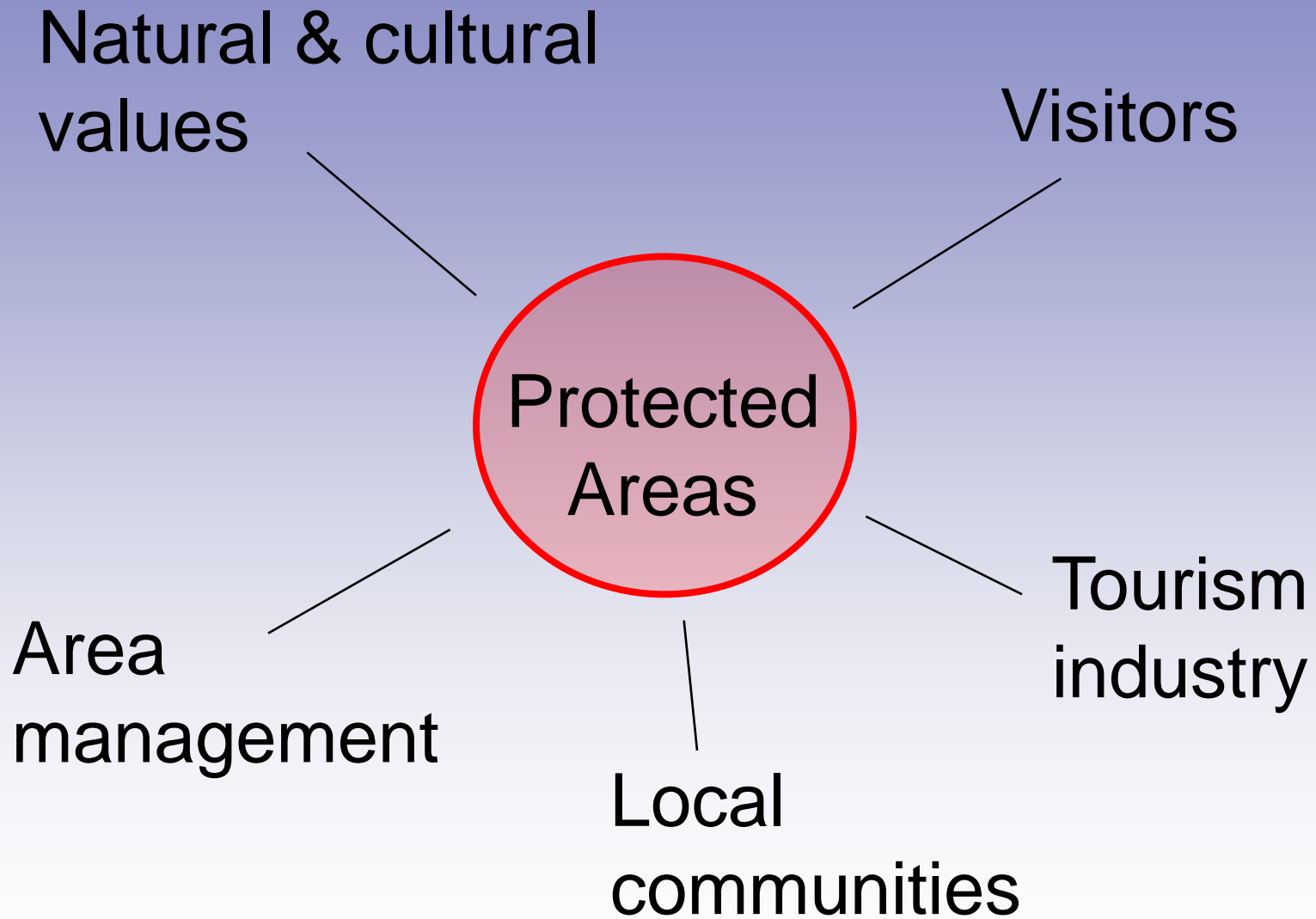


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The logo for 'Friluftsliv i förändring' features the text in a green, cursive font above the website address 'WWW.FRILUFTSFORSKNING.SE'.

Fulufjället National Park





Protected areas from a visitor perspective – seven key issues

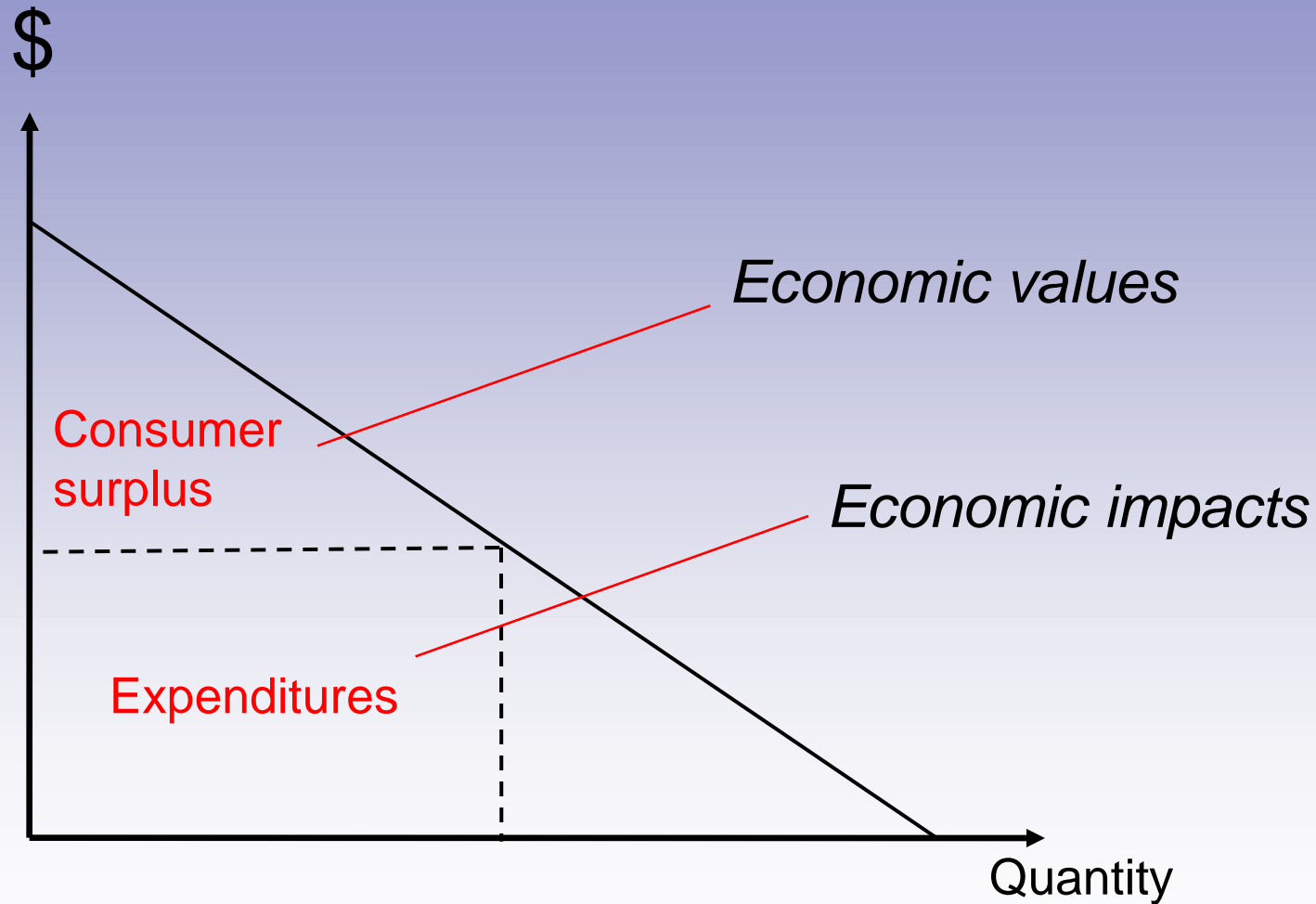
- Identification of contexts
- Outdoor recreation vs. commercial tourism
- Visitor monitoring
- Visitor management
- Protected areas as tourist attractions
- Supplier's co-operation
- Balancing different interests

1) Identification of contexts

- Category of protected area
- Consumer vs. producer perspective
- Organized vs. non-organized travel
- Legal situation
- Spatial location
- Recreation opportunities
- Attractions
- Local communities

2) Outdoor recreation vs. commercial tourism

Economic values and impacts



3) Visitor monitoring

Visitor monitoring at Fulufjället

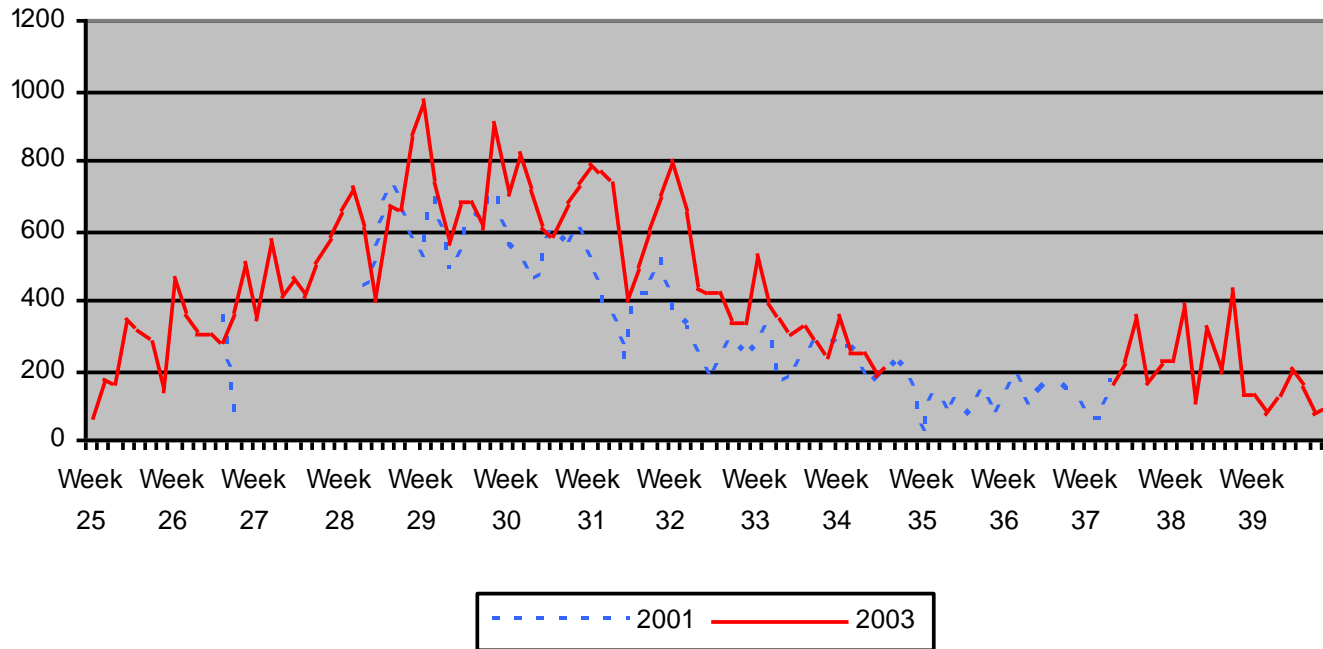
2001 Visitor study → *baseline data*

2002 National park designation

2003 Visitor study → *Short term effects of NP designation*

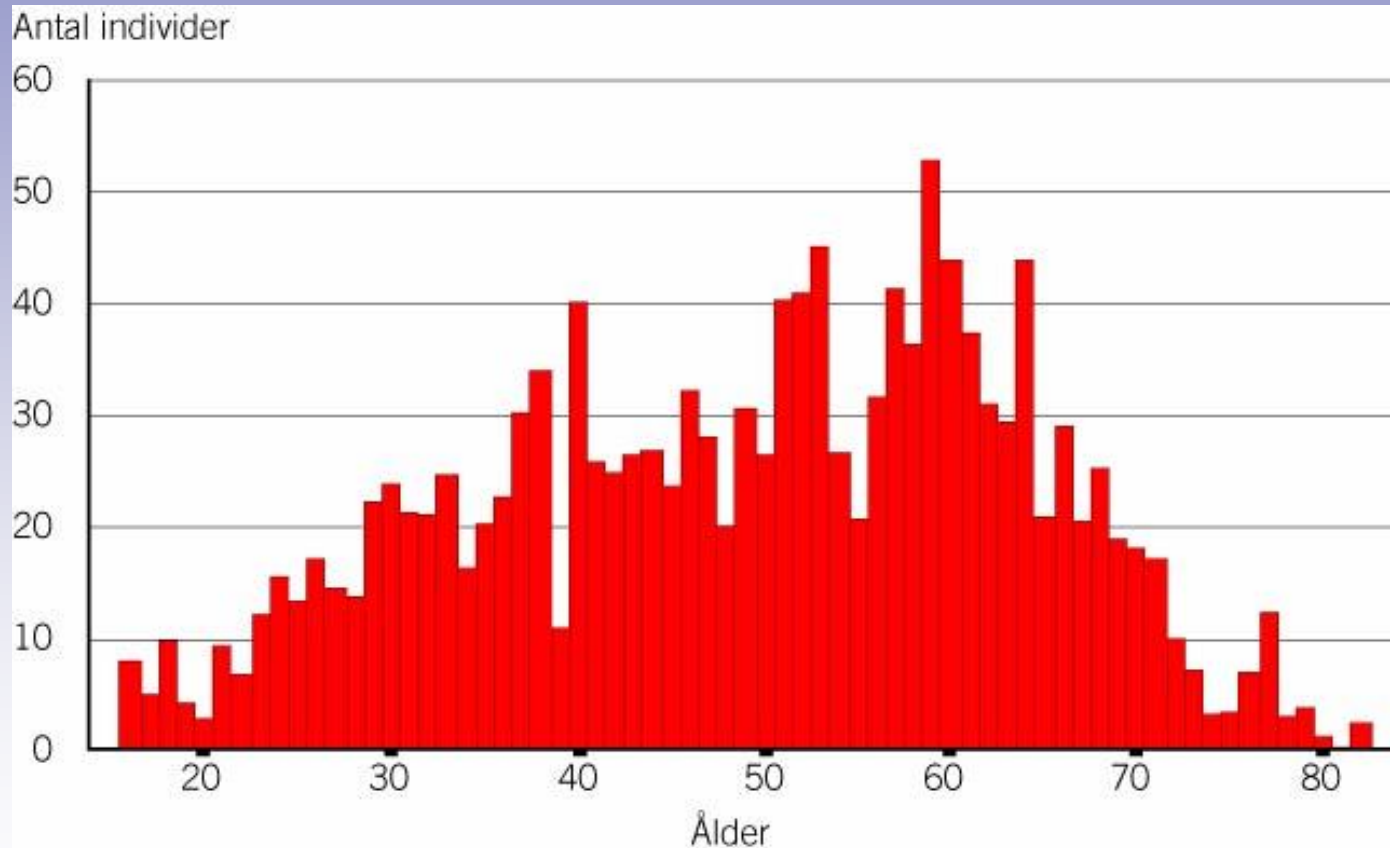
2005 Interviews tourism entrepreneurs

Njupeskar waterfall old trail

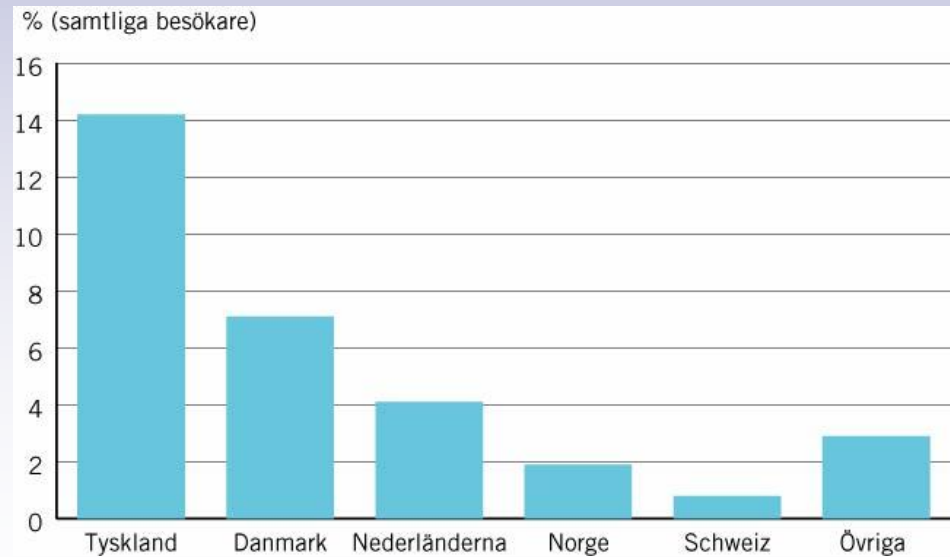
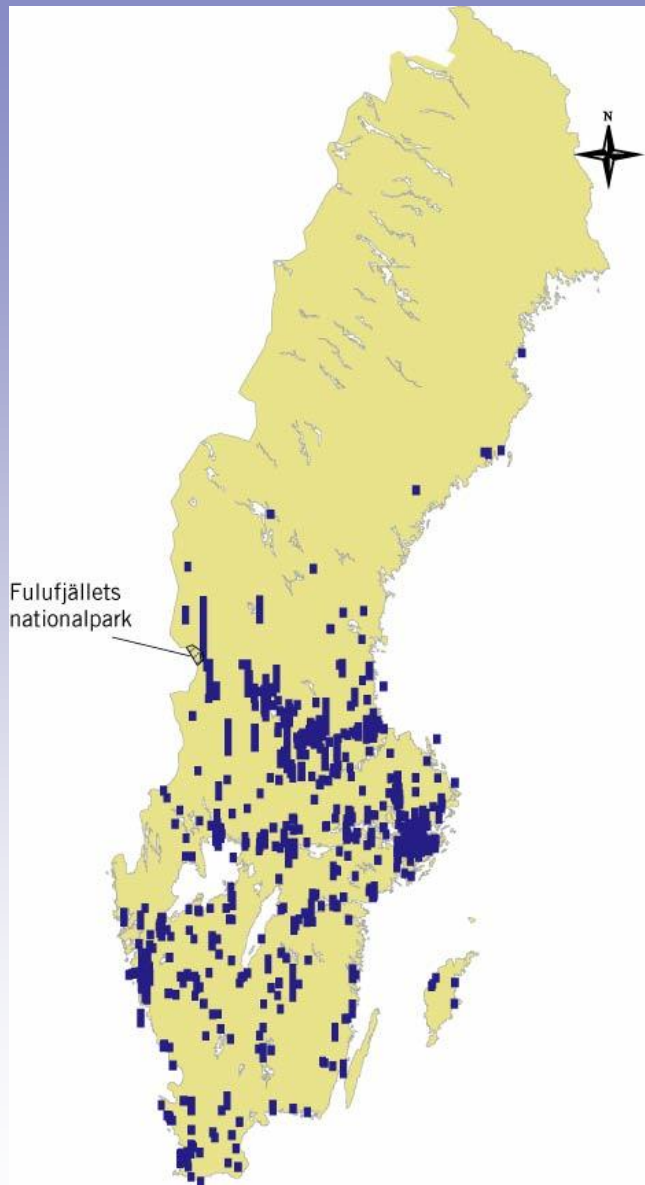


+ 40% visitors

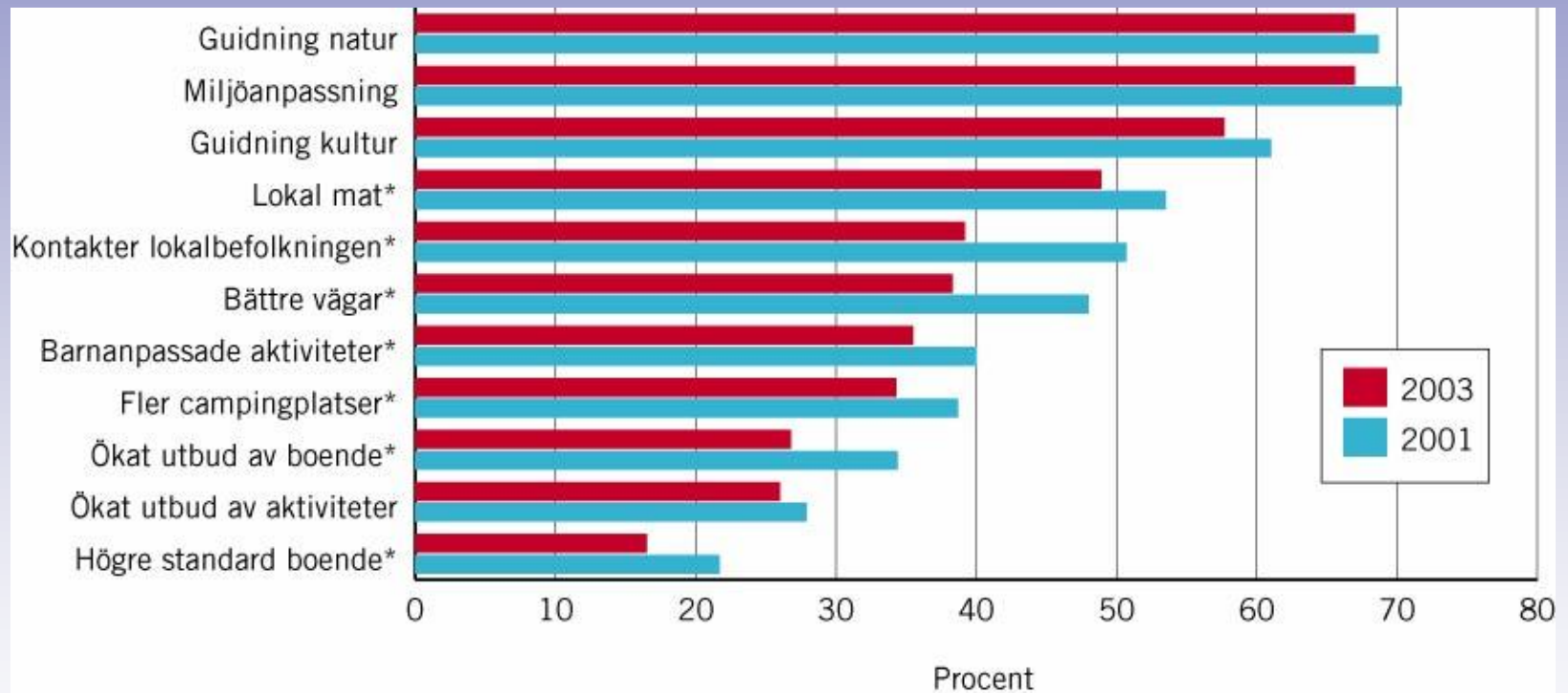
Age structure

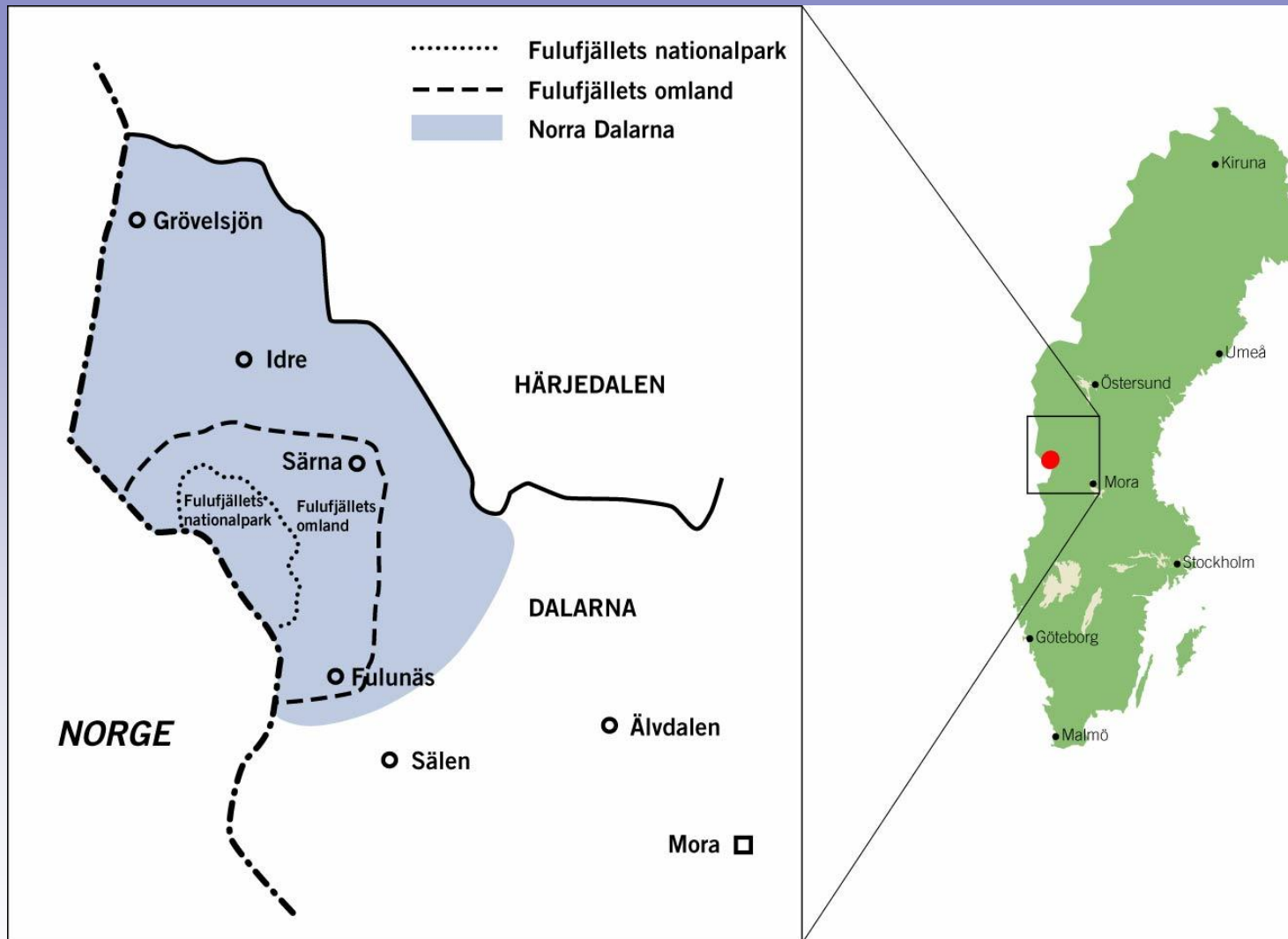


Visitor's origin



Demand for tourism development

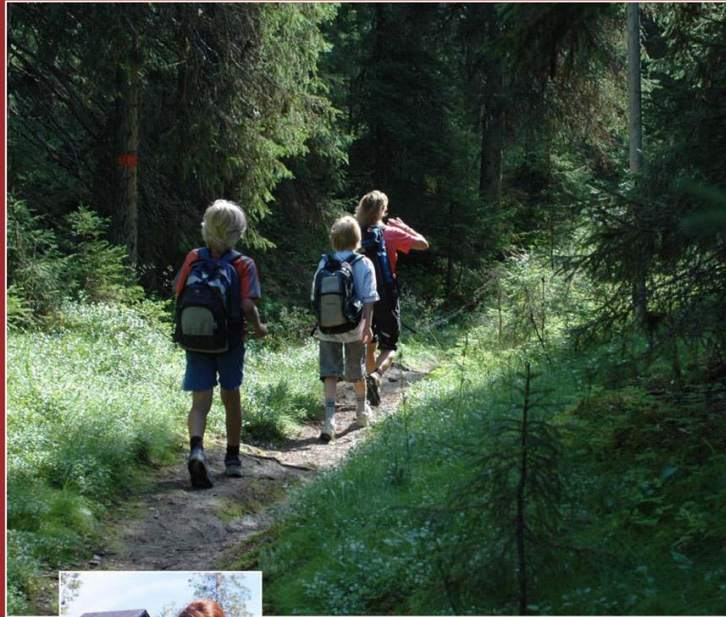




Visitor expenditures by geographical location

	Average expenditure	Visitors reporting expenditure	Total expenditures
Fulufjället NP	208 SEK	45.5%	4.98 MSEK
Gateway area (outside FNP)	1022 SEK	31.6%	11.6 MSEK
Region (outside gateway area)	1985 SEK	52.8%	41.3 MSEK
Sweden (outside region)	4275 SEK	50.9%	74.4 MSEK

1 US\$ ≈ 8 SEK



VISITOR MONITORING IN NATURE AREAS

– a manual based on experiences
from the Nordic and Baltic countries

Available in May 2007

www.naturvardsverket.se

4) Visitor management



Recreation Opportunity Spectrum

Tabell 43. Schematisk fördelning av zonerna längs en kontinuerlig skala. Efter Naturvårdsverkets skötselplan för Fulufjällets nationalpark (Naturvårdsverket, 2002)

Faktorer	Zon 1	Zon 2	Zon 3	Zon 4
Grad av mänsklig påverkan	Låg	←—————→		Hög
Servicegrad	Låg	←—————→		Hög
Spår av andra besökare	Få	←—————→		Flera
Möten med andra besökare	Få	←—————→		Många
Sannolikhet att uppleva avskildhet	Hög	←—————→		Måttlig / låg
Sannolikhet att uppleva stillhet	Hög	←—————→		Måttlig / låg
Sannolikhet att uppleva orörd natur	Hög	←—————→		Måttlig / låg



I. Wilderness zone

II. Low-intensity activity zone

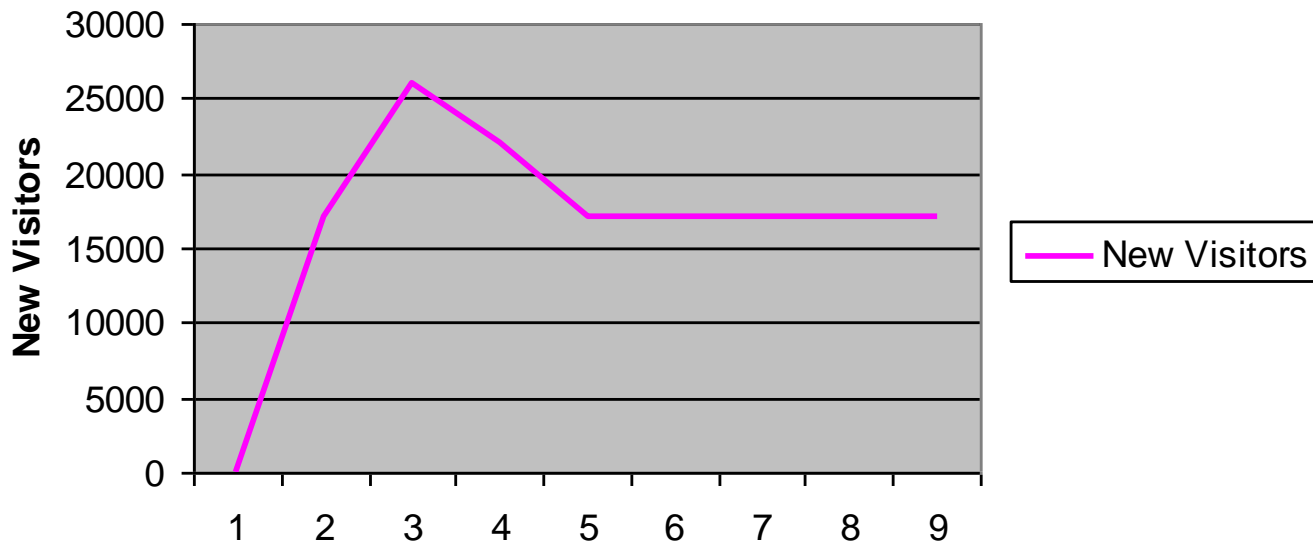
III. High-intensity activity zone

IV. Development zone

5) Protected areas as tourist attractions



Redesignation Visitation Figures



Weiler, Seidl & Weeks (2002): What's In A Name. The Impact of National Park Designation

Knowledge of Protection Status, Effect on Travel Decision (Fulufjället NP)

Protection status had an effect on the travel decision	44.2%
The area was more attractive to visit because of protection status	28.7%

The experience economy*



** Pine, B.J. & Gilmore, J.H. 1999. The experience Economy*

NATURENS BÄSTA



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6) Supplier's co-operation



FULUFJÄLLSRINGEN



”Fulufjället gateway
region” tourism
development project



”Fulufjällsringen”
tourism network

In depth interviews with tourism entrepreneurs in Fulufjället gateway region

- “Lifestyle” businesses
- “Experience” and “quality” driven
- All agree with various “principles of sustainable tourism”
- All claim the National Park is positive for their business, but few concrete examples
- Authorities and park managers need better knowledge of tourism

7) Balancing different interests

Identification and mitigation of conflicts

- Inter activity
- Intra activity
- Managers
- Other resource users

Conclusions

- Protected areas as suppliers of outdoor recreation and tourism attractions – opportunities and dilemmas
- Need to focus on visitor experiences (and learn from them)
- Management and business co-operation
- Need for knowledge – well trained staff, education and research

Future trends

- Public participation
- New technologies
- Globalization
- Diversification
- Commercialization
- Competition from other leisure activities / amusement
- Social and economic change
- Climate change