Benefit Monitor (BM)

- how to measure economic and social benefits of tourism in protected areas

- definitionand purpose of a **BM**
- structure and elements
- necessary efforts
- experiences regarding surveys
- recommendations

Definition

A ***monitor*** is a tool which observes a system for any changes which may occur over time.

Purpose

A ***Benefit Monitor*** has a positive bias!

Thus you can use the ***BM*** besides the

- observation and controlling function

also for

- promotion and advertisement and for

- justification.

Structure of a BM

we might soon change to the new buzzword „CSR"

Due to still important idea of sustainability the **BM** should be structured into the three dimensions of

- ecological,
- economic and
- social

aspects.

Ecological benefits of Protected Areas (PA)

With regard to this dimension the PAs should highlight their merits concerning

- biodiversity,
- landscape character,
- etc.

PAs have plenty of information about that because these particularities are the reason for defining the PA.

Social benefits of Protected Areas (PA)

The main social benefits are that they provide

a basis for:

- recreation, health and well-being

- quality of life

- contribution to conservation of

  e.g. language, traditions or social cohesion

- etc.

Economic benefits of Protected Areas (PA)

To indicate economic effects seems to be as easy as the enumeration of the benefits of the other aspects. For instance:

- employment (jobs !)
- improving regional development
- higher levies (for government)
- regional marketing
- increased visibility of the region
- etc.

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But a Benefit-Monitor

- has not only to list the (possible, fictitive) benefits,

- but should show the changes over time.

This can be done only

by concrete data.

… not for each feature, but at least for some ..

Economic benefits

✓ • employment (jobs !)

?? • improving regional development
• higher levies (for government)
• regional marketing
• increased visibility of the region
• etc.

information about spendings are needed !

Necessary additional efforts

How many people ? ➔ **visitor counting (system)**

Information about spendings are needed ➔ **surveys, interviews**

Visitor Counting (System)

sounds easy, but:

• no general solution(s)

• with or without technical support:

  it is very expensive

• seem to be in practise often an

  "unsolvable" task

• ....

Visitor Surveys

deliver information about

- socio-economic structure
- catchment area of the PA
- knowledge, level of information
- opinions
- (spatial) behaviour, activities
- demand, expectations
- expenditures

of visitors

Experiences regarding visitor surveys

In 2010 were several surveys conducted:

- D - Müritz NP   = 1872 questionnaires
- D - SE-Rügen BR = 1255 questionnaires
- LV – Kemeri   = 834 questionnaires
- LT – Kurtuvenai   = 1038 questionnaires
- DK – Maribo   = 36 questionnaires

all with the same questionnaire.

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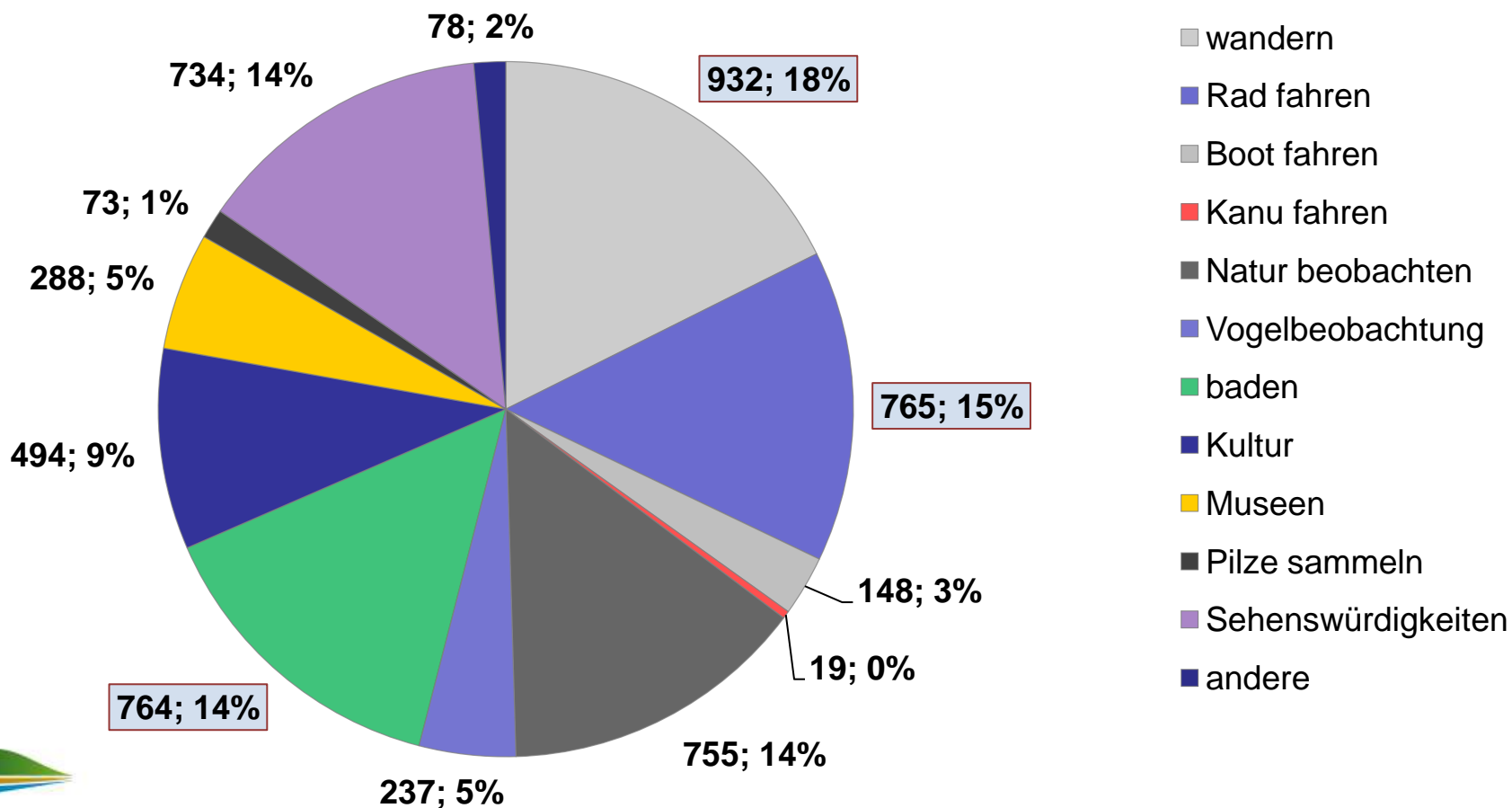
„*Common*" *visitor survey* (1)

Each PA will have now a nice and
informative report with the results
of its survey.

Due to the common questionnaire
the results are comparable.

„*Common*" *visitor survey* *(2) – Example of results SE-Rügen BR*

Weitere Aktivitäten der Besucher während des Aufenthaltes

Pie chart legend:
- wandern
- Rad fahren
- Boot fahren
- Kanu fahren
- Natur beobachten
- Vogelbeobachtung
- baden
- Kultur
- Museen
- Pilze sammeln
- Sehenswürdigkeiten
- andere

Chart values:
- 932; 18%
- 765; 15%
- 148; 3%
- 19; 0%
- 755; 14%
- 237; 5%
- 764; 14%
- 494; 9%
- 288; 5%
- 73; 1%
- 734; 14%
- 78; 2%

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„Common" visitor survey (3) – Example of results SE-Rügen BR

Ranking of Activities

Activity	Value
wandern	932
Rad fahren	765
baden	764
Natur beobachten	755
Sehenswürdigke..	734
Kultur	494
Museen	288
Vogelbeobachtung	237
Boot fahren	148
Pilze sammeln	73
Kanu fahren	19
andere	78

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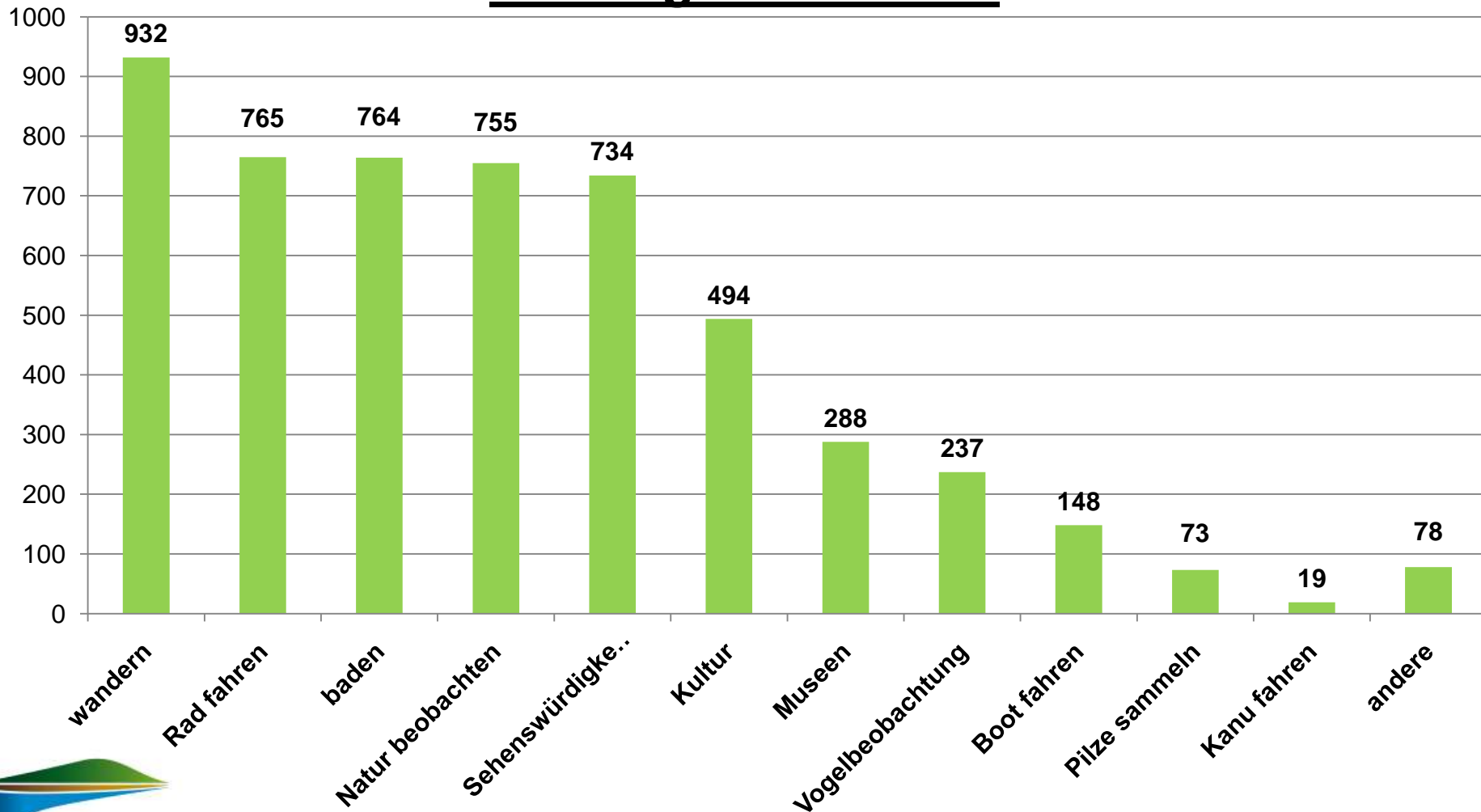
„Common" visitor survey (4) – Example of results SE-Rügen BR

Type of Accommodation

Legend:
- Hotel
- Gasthof
- Camping/Wohnwagen
- Jugendherberge
- Bekannte/Verwandte
- Ferienhaus/-wohnung

Data labels:
- 52; 5%
- 324; 29%
- 20; 2%
- 72; 6%
- 4; 0%
- 47; 4%
- 619; 54%

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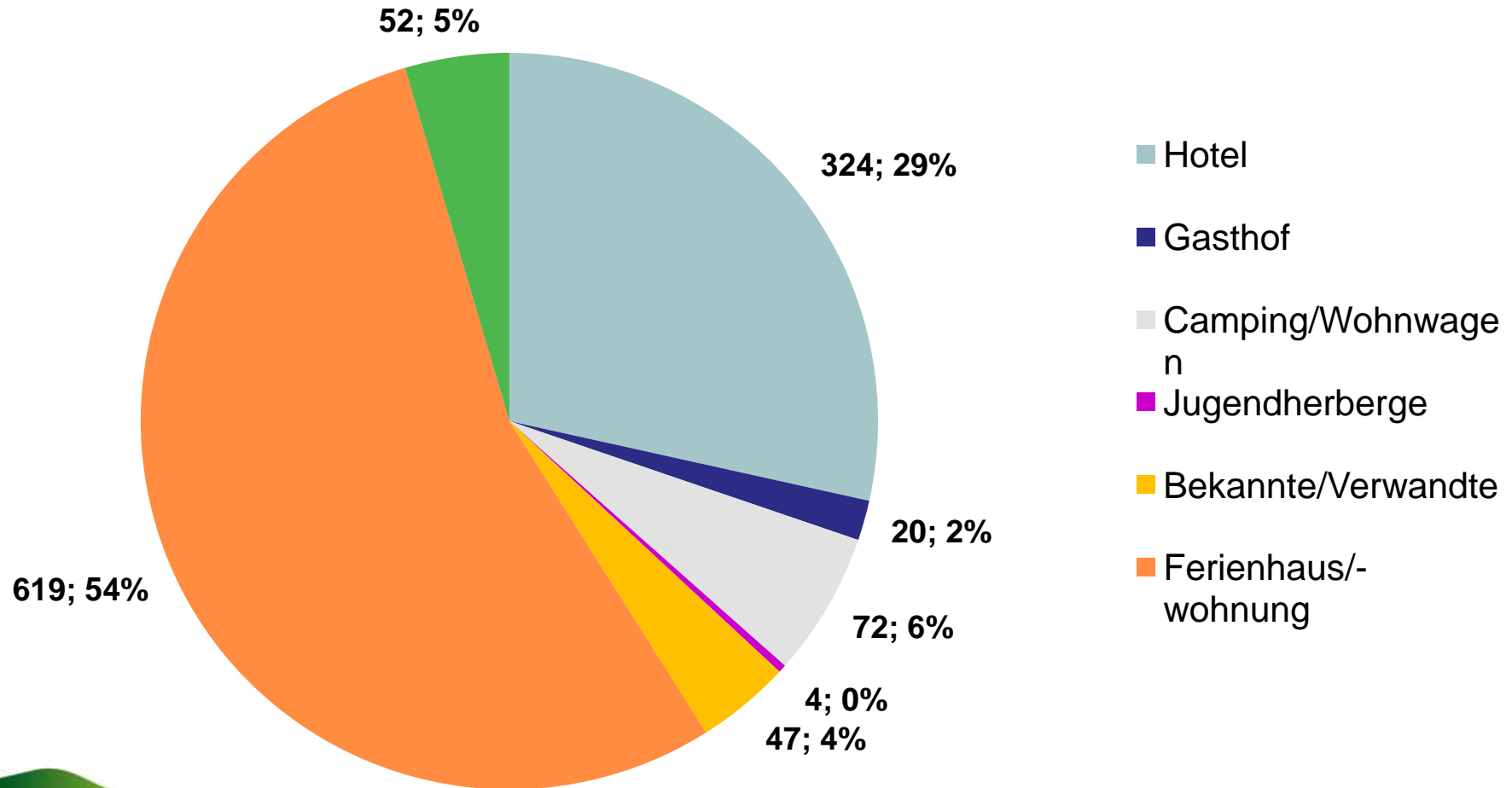
„Common" visitor survey (5) – Example of results SE-Rügen BR

Means of transport to reach the destination

Value	Category
936; 78%	Auto
156; 13%	Zug
38; 3%	Fahrrad
25; 2%	Wohnmobil
21; 2%	Schiff/Boot
17; 1%	Linienbus
11; 1%	Reisebus
3; 0%	sonstige

Legend:
- Auto
- Reisebus
- Linienbus
- Zug
- Fahrrad
- Wohnmobil
- Schiff/Boot
- sonstige

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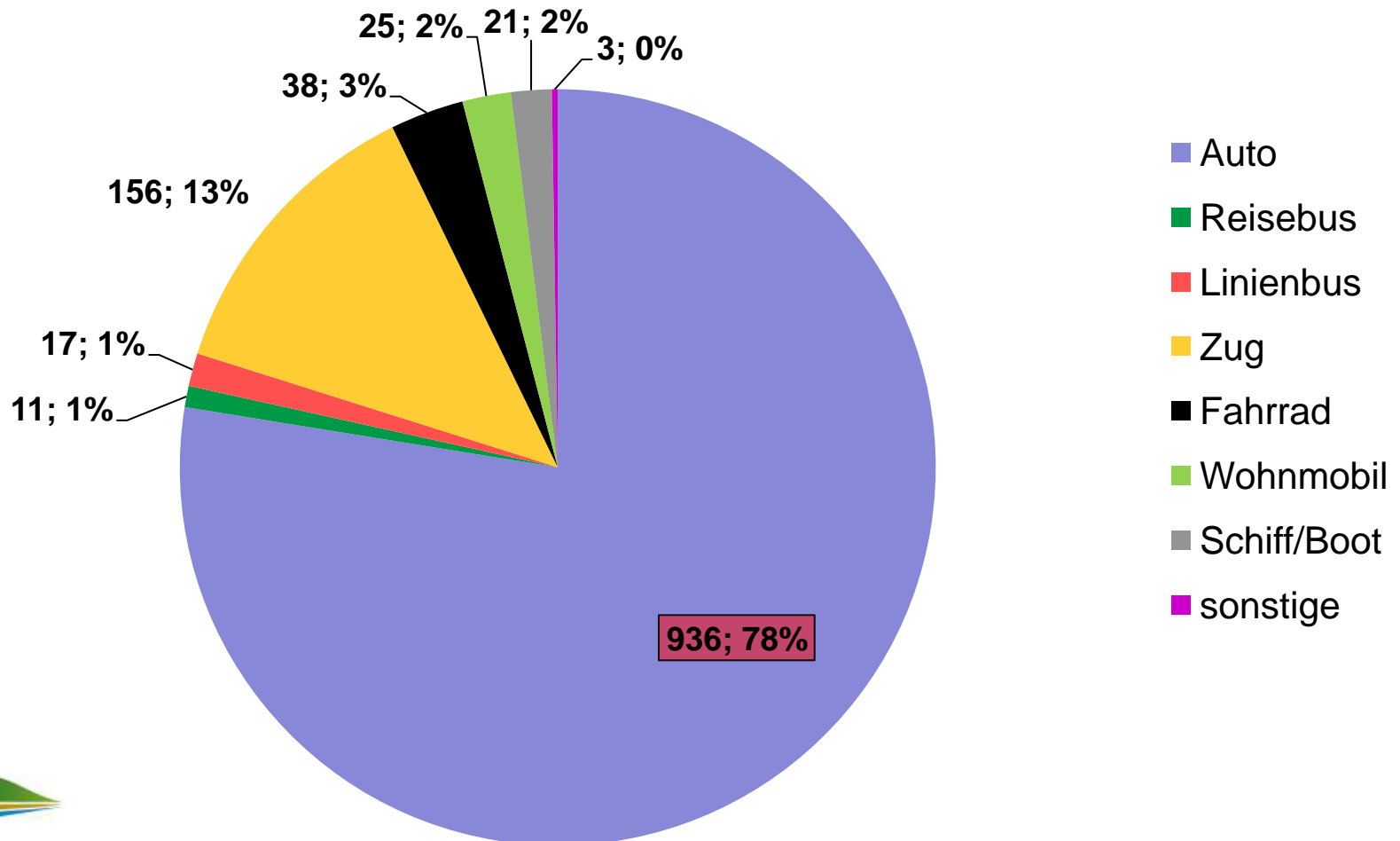
„Common" visitor survey *(6) – Example of results SE-Rügen BR*

Means of transport within the region

144; 6%
149; 7%
17; 1%
675; 30%
680; 31%
17; 1%
202; 9%
342; 15%

Auto
Reisebus
Linienbus
Zug
Fahrrad
Wohnmobil
Schiff/Boot
sonstige

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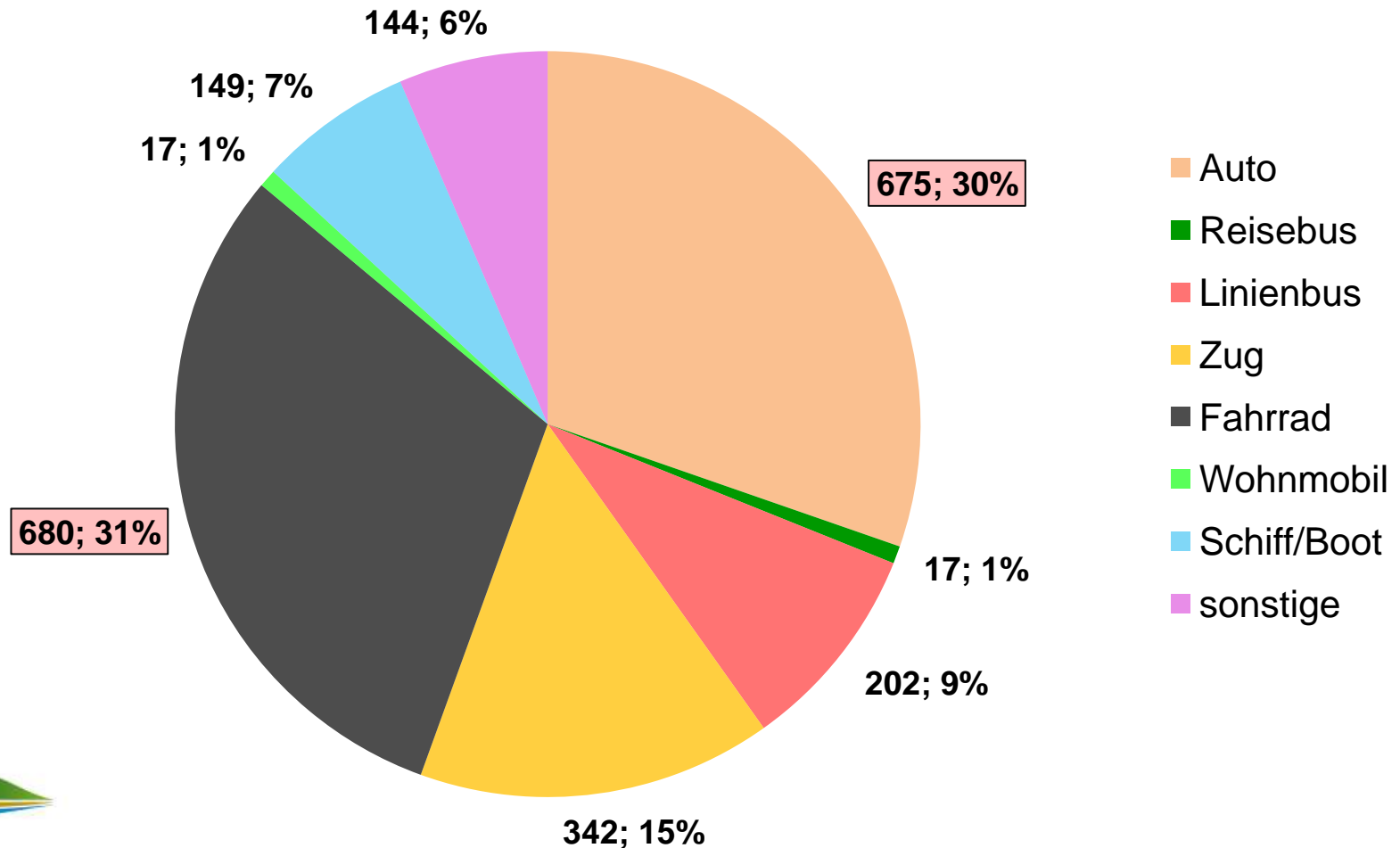
„*Common" visitor survey* (7)

Due to the common questionnaire
the results are comparable.

But

what are the new insights by comparisation
?

… that every PA has its own specific visitors
due to the local/regional situation !

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„*Common" visitor survey* (8)

Thus:

For **comparability** we can reduce the complexity of the questionnaire.

→ less effort and less costs

→ improves the possibility that the survey can be conducted regularly

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„*Common*" *visitor survey* – *economic effects (1)*

But: For **economic benefits** we still need
a "longer" version.

4.1 How much did you spend or are you planning to spend in the region and in the protected area **per day and per person** for the following points (in national currency)? (please mark applicable currency: DKK, EEK, EUR, LTL, LVL, NOK)

accommodation	_____	entrance fees for events (cinema, concerts, theatres, sports)	_____
self-catering	_____	entrance fees for museums and tourism attractions	_____
restaurants, cafes,		leasing of equipment for leisure time activities	
snack stand	_____	(bike and canoe rental etc)	_____
visitor's tax	_____	guided tours (city walks, hiking, boat, cycling, horse carriage)	_____
parking fees	_____	yacht and boat charter	_____
public transport	_____	seminar fees	_____
souvenirs	_____	please list single costs over 200€ (or similar to national currency)	_____
shopping	_____		_____
incentive cards	_____		_____

other _____ _____

„Common" visitor survey – economic effects (2)

The questionnaire delivers the expenditures of visitors.

By knowledge of the number of visitors we can calculate the turnover !

That is a nice and usually a big amount of money ! … usually impressive !
… and helpful for promotion and justification.

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„*Common*" *visitor survey* – *economic effects (3)*

- But concrete data showing the relevance of tourism for regional economy/development

  - by indicators like contribution to "net product"
    or "social income" or "job equivalence" –
  are very complex and difficult to calculate or
  need additional information by other studies !

- Such necessary additional data are not transferable between countries and they are
  not available in most countries.

Conclusions (1)

- A **Benefit Monitor** is a useful tool for promotion and justification purposes.

Conclusions *(2)*

- The *Benefit Monitor*

  has to be run permanently.

- The information can be used for all kinds
  of media:
  in flyers, in the internet, for specific
  presentations, depending on target groups.

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Thanks a lot
for your kind attention.