

Sometimes things go wrong –
bad practice in nature tourism

**How to define indicators and tools to analyse (or to plan)
tourism structure and development (or t. marketing) in PAs**

Two fields need to be covered:

A

Impact of tourism on PAs.

B

Role of PAs in tourism of the surrounding area.



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Impact of tourism

Schizophrenic evaluation of tourism

**+
Tourism is an option to generate income
for people in (lesser developed / border) areas.**

**+
Consequently, tourism can contribute to raise
the acceptance for conservation measures
and restrictions caused by these.**



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Impact of tourism

Schizophrenic evaluation of tourism

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**Tourism is a threat
to habitats in and around PAs.**

IS THIS TRUE?



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Impact of tourism

Schizophrenic evaluation of tourism

Is tourism a threat?

Is one of the negative impacts like

_ segmentation of habitats through new infrastructure

_ increasing number of people in and around PAs

a result of tourism development?

Is this all about tourism or are we talking about

_ leisure facilities

_ sport facilities and events

for people living within a one-day distance?



Impact of tourism

Schizophrenic evaluation of tourism

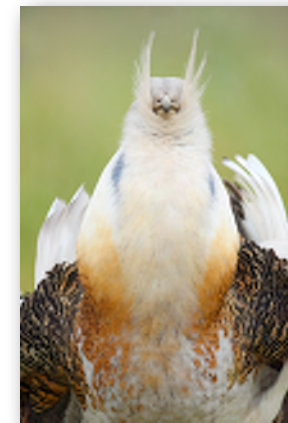
Is tourism a threat?

Do we probably mean recreational associations (horse riding, cycling, sailing...)?

Do we include people staying in their weekend residences?

Do all these people spend money in the area – or are they just spending their leisure time there?

And does all this have an effect on the local labour market?



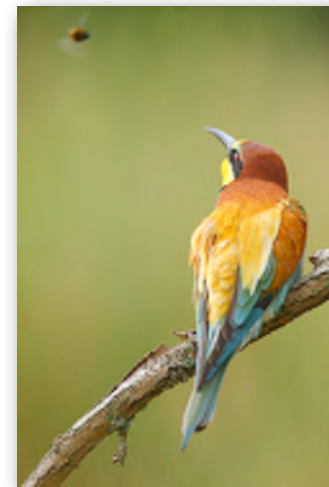
Impact of tourism

A summarizing question:

Are these threats, described in many studies and papers, caused by tourism?

**IF NO,
the conservation sector's arguments as well as
the wording concerning tourism have to become
more precise / realistic.**

**IF YES,
the strategy (and the marketing) for tourism
has to be actively co-steered by the conservation sector.**



Role of PAs in tourism

The management of PAs requires public money / state money.

Permanently.

How can this money be earned by the state?

Right: Through nature tourism.

THAT'S THE POINT WHERE THE TROUBLES BEGIN.



Role of PAs in tourism

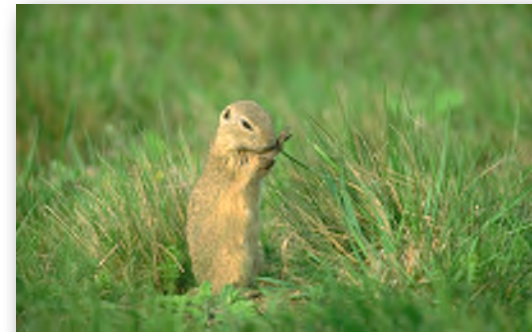
Origin of problem no.1:

Secure the cash cows in the PA for the state:

- _ Accomodation(s) at the best places
- _ Restaurant(s), youth hostels, camping sites...
- _ Souvenir shops
- _ Merchandising
- _ Boat / bike rental stations

(Worst case: plus hunting, fishing, logging licences)

Leave the rest for the locals.



Role of PAs in tourism

Origin of problem no.2:

Take the money where it's easy to find:

- _ Entrance fees
- _ Programme fees
- _ Overnight taxes
- _ Licenses



Role of PAs in tourism

The result?

- + Permanent income, (partial) return on investment for the state**
- Disintegration of the PA (authority) from the local society**
- No effect on sustainable tourism**
- No constructive cooperation levels with the touristic stakeholders**
- Taxes and fees collected only from visitors who spend money in the area, not from those who stay for a few hours (individual traffic...)**



Role of PAs in tourism

Some names coming to your mind?

Good names, high reputation – but only outside the country...



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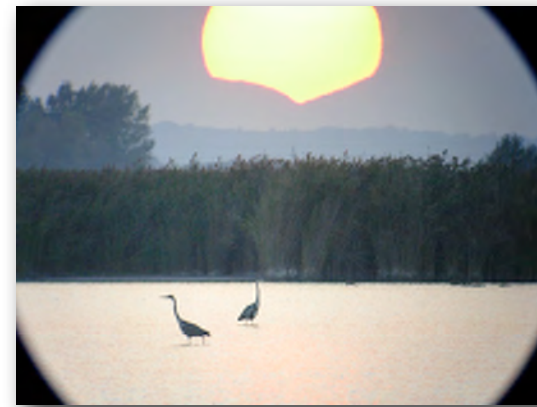
ANY SOLUTIONS?

No copy / paste approach, but a handful of proven and tested tools:

**Position PAs as a player in tourism development:
Deliver content for marketing the surrounding area (USP!).
Define the role of the PA within regional tourism.**

**Design nature tourism programmes for those target groups
that are ready to spend time in the area.**

**Create benefits for overnight guests
(that are not available for stopover visitors).**



Role of PAs in tourism

THANK YOU FOR YOUR ATTENTION !



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