



PARKS & BENEFITS
Baltic protected areas and tourism

Transferable model of training programmes & seminar curriculum



Introduction

The present curriculum was developed to provide a transferable model to protected areas across the Baltic Sea Region focusing on sustainable tourism and visitor management. Protected area staff and stakeholders within and surrounding the protected areas have been defined as main target groups, among them i.e. tourism stakeholder, NGOs, communities and the park management itself.

The following seminars are not necessarily designed as coherent courses. They might well be considered as specialized courses for specific target groups. Being a transferable model this curriculum needs to be adapted to the local needs and experiences depending on the level on which you start from.

Aims & outcomes

Achievement of higher levelled competences

Professional competence:

- Willingness and ability to solve problems and tasks independently and to evaluate results, based on professional knowledge and skills

Methodological skills:

- Willingness and ability to a procedure, which is goal-oriented, according to a plan in the processing of tasks and problems (for example, in planning the working steps).

Communication Skills:

- Willingness and ability to understand and implement communicative situations. This includes to perceive, understand and represent own- and the partners intentions and needs.

Knowledge in following theme-relevant sections

Sustainable tourism

- Introduction
- Tour operating
- Accommodations
- Transport and mobility
- Nature interpretation
- Quality standards
- Eco labels for tourism businesses
- Implementing the European Charter for Sustainable Tourism in Protected Areas
- Economical effects
- Marketing and media

Visitor Management

- Visitor monitoring instruments
- Visitor guidance instruments
- Visitor restrictions Methods

Junior Ranger Programme



Curriculum with seminars in detail

A) Sustainable Tourism

1. Protected Areas & sustainable tourism – an introduction	
Type / duration	1 day workshop
Target group	local businesses, communities
Learning target	<ul style="list-style-type: none">▪ Improve your knowledge about the concept of sustainable tourism based on the principles of the European Charter of Sustainable Tourism for protected areas▪ learn about the principles of sustainability (ecological, economic and socio-cultural aspects) to be implemented into the planning, development and management of sustainable tourism in protected areas▪ Learn about tourism-related opportunities and risks for protected areas and the local population▪ Learn about nature conservation: objectives, needs and risks▪ Get knowledge of about from which organisation/initiative can be referred to for further information
Learning methods	Input presentations, moderated discussions
Content	<ol style="list-style-type: none">1. Introduction to nature conservation: types and role of protected areas, visitor management2. Nature conservation organisations and their criteria, classifications and guidelines (i.e. IUCN, UNESCO, Natura 2000, national classifications)3. Basic concept of sustainable tourism in protected areas (i.e. types, principles, mission & problems)5. Best Practice: European Charter for sustainable tourism in protected areas6. Best Practise: “Nationalparkgemeinden” (which criteria have to be fulfilled to get the status?)



2. Protected Areas & sustainable tourism – tour operating

Type / duration	2 day workshop
Target group	Tourism businesses & associations, communities, tour operators
Learning target	<ul style="list-style-type: none">▪ Get knowledge about the tour operating market▪ Get knowledge about how to approach tour operators▪ Get knowledge about how to develop & market tourism products▪ Learn about the benefits of involving tour operators at an early stage
Learning methods	input presentations, moderated discussions
Content	<ol style="list-style-type: none">1. Tour operating – introduction into general conditions, trends2. Stages of tour product development (analysing, planning, realization)3. Types of tourism4. Market research in tourism >> Studying demands & analysing target group needs5. Ways of developing sustainable tourism in PA6. Price formation7. Advertising & supplying information on the tour product8. Fundraising9. Exchange with tour operators



3. Sustainability and accommodation

Type / duration	2 day workshop
Target groups	Tourism stakeholders, protected area staff, local businesses
Learning aims	<ul style="list-style-type: none">- Get knowledge of what sustainability is all about- Get knowledge of how to achieve sustainability- Get knowledge of how to build and work environmentally-friendly and resource-saving- Get knowledge of the main eco labels and the national (star) classifications- Learn about the ecological impact caused by buildings
Learning methods	Input presentation, moderated discussions, know how exchange among participants
Content	<ol style="list-style-type: none">1. Sustainability and sustainable tourism – an introduction2. Environmentally-friendly and resource-saving constructions in sensitive areas3. Analysing the ecological impacts caused by accommodation infrastructure4. Eco labels in the Baltic Sea Region5. National (star) classifications6. Best practise examples

4. Sustainability and transport/mobility

Type	2 day workshop
Target groups	Tourism stakeholders, protected area staff, local businesses, staff of public transport companies
Learning aims	<ul style="list-style-type: none">▪ Get knowledge of what sustainability is all about▪ Get knowledge of the ecological impact caused by transport facilities▪ Get knowledge of how public transport & multimodal offers can be implemented in a sustainable way▪ Get knowledge of how to market offers
Learning methods	input presentation, interactive discussion and questions, World Café method
Content	<ol style="list-style-type: none">1. Sustainability and sustainable tourism – an introduction2. Analysing the ecological impacts caused by transport infrastructure & offers3. Public transport in protected areas: opportunities and risks4. Developing product offers (incl. multimodal offers/ ticketing5. Management of the transportation network / parking places inside the protected area and in the surrounding area: problems and potential solutions



	6. Best practise examples (incl. excursion)
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5. Sustainability and Education: nature interpretation	
Type / duration	2 day workshop
Target groups	Rangers, protected area staff, tourism stakeholder, teachers
Learning aims	<ul style="list-style-type: none">▪ Get acquainted with the term nature interpretation▪ Get knowledge of how to develop offers and products for specific target groups▪ Learn how to market these offers
Learning methods	Input presentation, World café, interactive discussions and questions
Content	<ol style="list-style-type: none">1. Nature interpretation and environmental education: an introduction2. Classification of target groups: needs and demands3. Development of target group oriented concepts (incl. methodology and didactics)4. Practical skills & awareness training (esxcursion)5. Product development & event organisation6. Developing marketing strategies7. Best Practise example: Junior Ranger programme / project weeks for school classes

6. Sustainable tourism & quality standards	
Type	Workshop
Duration	1 day
Target groups	Protected area staff, tourism businesses
Learning aims	Get knowledge about eco labels that are in place in the BSR Get knowledge about how to develop products & market them
Learning methods	Input lecture, interactive questions and discussion
Content	<ol style="list-style-type: none">1. Sustainable tourism vs. ecotourism – an introduction2. Certification and labelling as quality promise3. Introduction of existing quality standards (i.e. VISIT standard, Global Sustainable Tourism Criteria, European Ecotourism Labelling Standard)4. Eco labels in practice in the BSR5. Best practices for promoting certification among partner tourism businesses (i.e. Charter Part II, Müritz National Park partner model)



7. Sustainable tourism: eco labels for tourism businesses

Type / duration	1 day workshop
Target groups	Tourism businesses
Learning aims	<ul style="list-style-type: none">▪ Learn about the role of eco labels▪ Learn about eco labels that are in place in the BSR▪ Get knowledge of how to develop products & how to market them
Learning methods	Input presentations, interactive moderated discussions
Content	<ol style="list-style-type: none">1. Certification and labelling as quality promise2. Overview on certification programmes3. How to get certified4. What are the limitations5. Costs

8. Sustainability and Education: European Charter for Sustainable Tourism in Protected Areas

Type / duration	1 day seminar
Target groups	Staff employed at protected area, administrations, nature conservation agencies, NGOs, consultants etc.
Learning aims	<ul style="list-style-type: none">▪ Learn about the European Charter – background, idea, how to be certified, the different aspect of the certification process, tourism action plans, involvement of local tourism business and tour operators, balanced use of protected areas, etc.▪ Learn about how to improve the experience of the visitors, the benefits for tourism business, and the protection of the nature valued within the areas by using the European Charter for Sustainable Tourism in protected areas▪ Transfer knowledge and experiences on how to implement the Charter on local level
Learning methods	Input presentations, interactive moderated discussions
Content	<ol style="list-style-type: none">1. EUROPARC at a glance2. Introduction of Charter Part I & II3. How to implement the Charter at local level (among others: setting up a strong partnership, developing a strategic approach, monitor and managing impacts, linking business and biodiversity etc.)4. Best Practise examples



9. Protected Areas & their economical, ecological and social effects

Type / duration	2 day workshop
Target groups	Tourism stakeholder, communities, protected area staff, citizens
Learning aims	<ul style="list-style-type: none">- Get knowledge about the contributions of the tourism to the local and regional development- Learn how to calculate economical impacts and benefits- Learn about the possibilities of using revenues coming from tourism to finance the measures of management in protected areas
Learning methods	Input presentations, interactive moderated discussions, group work
Content	<ol style="list-style-type: none">1. Potentiality of endogenous development2. Economic diversification3. Increase of the regional autonomy4. Current trends5. Benefit Monitor elaborated by the University of Greifswald6. Further calculation methods: Job Method7. Introduction of the Protected Areas Benefits Assessment Tool

10. Protected areas & sustainable tourism: marketing strategies

Type / duration	2 day seminar
Target groups	Tourism stakeholders, protected area staff, communities, local businesses
Learning aims	<ul style="list-style-type: none">- Get knowledge about target group's needs and demands for products in nature tourism segment- Get knowledge of how to<ul style="list-style-type: none">▪ manage market research▪ develop and market USP▪ create a unique style for the protected area▪ market tourism products with a small marketing budget▪ develop tourism products and product packages▪ sell tourism products to tourism operators
Learning methods	Input presentation, moderated discussions and know-how exchange
Content	<ol style="list-style-type: none">1. PA brand definition2. Overview on target groups of respective protected areas3. Topic related and target group oriented marketing approaches4. Development of tourism products and product packages5. Marketing and media: target group relevant media & interactions with mass media6. Developing USP7. Development of own marketing strategies for selected target groups



	(photo & video products, internet sites, fora etc.)
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B) Visitor management

1. Visitor Monitoring Instruments

Type	1 day seminar
Target groups	Protected area staff
Learning aims	<ul style="list-style-type: none">- Get knowledge of the latest initiatives and techniques to monitor the visitor flow- Learn about challenges and solutions (Best practices)- Get knowledge of how to make use of visitor monitoring data / information and how to evaluate the results- Be trained on how to communicate the results effectively
Learning methods	Input presentation, interactive moderated discussions
Content	<ol style="list-style-type: none">1. Visitor monitoring status and trends2. Measuring visitor flows3. Control and follow-up of visitor management measures in protected areas4. Overview of monitoring instruments

2. Visitor Guidance Instruments

Type	1 day seminar
Target groups	Protected area staff
Learning aims	<ul style="list-style-type: none">▪ Get knowledge of different types of guidance instruments▪ Get knowledge of new trends: IT-based products▪ Get knowledge of related topics: visitor monitoring, restriction
Learning methods	input presentation, interactive moderated discussions
Content	<ol style="list-style-type: none">1. Introduction of different guidance instruments: hardware and software2. IT-based products3. Visitor Guidance and disabled people4. Visitor monitoring and its relation to guidance5. Visitor restriction methods and their relations to guidance6. New trends in visitor guidance



3. Visitor Restrictions Methods	
Type	1 day seminar
Target groups	Protected area staff
Learning aims	<p>To get acquainted with the concept of carrying capacity</p> <p>To get knowledge of</p> <ul style="list-style-type: none">▪ how to define the carrying capacity▪ the tools which allow the management of the flow of visitors in a sustainable way▪ restriction methods: pro's & con's▪ which method to apply best
Learning methods	input presentation, interactive moderated discussions
Content	<ol style="list-style-type: none">1. Modelling of the relationships between tourism and protected areas relying on the concept of tourist carrying capacity2. Components of carrying capacity (physical, psychological, economical)3. Interest of the concept (global vision, tools of awareness raising, tools for planning)4. Best practise: field trip5. Planning and management of visitor flows6. Zoning and area closures7. Visitor number:<ul style="list-style-type: none">▪ Control and restriction of visitor number,▪ lessening of visitor impact,▪ awareness raising and education of the visitors8. Tourism marketing9. Technical requirements



C) Junior Ranger Programme

Junior Ranger (EUROPARC)	
Type / duration	---- Day Workshop incl. excursions
Target groups	Children and teenager (but mostly 7-12 years), continuous offer for children, living near to the protected area, compact programme package for schools, families on site and in the internet
Learning aims	<ul style="list-style-type: none">- To inspire children for nature and protected areas by fascinating interactive education offers- To get acquainted with the work of rangers- To get acquainted with the protected area- To get knowledge of how to behave environmentally friendly
Learning methods	Input presentation, hands on experience
Content	<ol style="list-style-type: none">1. Environment and Nature2. Sustainability3. Ranger4. Biota



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