

# European Charter for Sustainable Tourism in Protected Areas, How this concept can be used in our area ?

Dombås Thursday 21 August



# How to manage the challenges between tourism and the Purpose for Protection?



=Sustainable tourism

# Why work with tourism ?

- The tourism businesses and stakeholders did not participate when the management plan for the protected areas was made.
- Now we want to make a plan for sustainable tourism – and hope the tourism business will participate to decide the future.

# Tourism in the area

- **Visitors:** Most of them come to the area **because of the nature !!** But the municipalities are not always conscious about that
- Most tourism in core zone
- Total amount of beds in the area: about 7000
- Visitor pr night pr year: Sunndal : 32 000, Oppdal 211 000
- Hiking in NP – marked paths

# Tourism in the area

- 8 different municipalities, only 3 of them have a tourismplan
- Main places
  - » Lesja – Bjorli : ski resort area, begin to make plan
  - » Åndalsnes: Many tourists in summer, festival, climbing
  - » Sunndal: Already action-plan, fokus on the protected areas
  - » Nettet: Eikesdal, only summer, few people to plan tourism and people feel problems with the restrictions
  - » Oppdal: ski resort area, tourism plan
  - » Dovre: No plan, but many small hostels close to NP
  - » Folldal: Not NP in the municipality but protected landscape area

# Tourism in the area

- NATIONAL PARK
- Organized activities need licence
- Horse riding not allowed,
- Bicycling not allowed
- 16 tourism cabins, 400 beds
- 400 km marked trails for hiking
- Ski trails
- Musk-oxen safari, 16 businesses
- Hiking , marked paths and trails
- Botanical safari
- Fishing
- Hunting
- CORE ZONE
- Most of the accommodation
- Hiking
- Horse-riding
- Rafting/canoeing
- Mountain-climbing
- Skiing activities: Down-hill, cross-country
- Festivals
- Biking
- Visiting museums, attractions,
- 6 Visitor centres
- .....



8 kommuner og 4 fylker rundt Dovrefjell

# 10. Challenges:

1. Many different kind of actors – Each on`s role ?
2. Better cooperation management and tourism businesses
3. Huge area, many small businesses - difficult to coordinate
4. Tourism big business in some parts – very little in other parts
5. No common strategy
6. No common organizing of tourism
- 7.No common strategy of marketing
8. No common aims
9. Few perzons and money for organizing and developing
10. Tourism non-ecxisting part in national management until the last years ?



# What have been done in other countries ?

- Pan Park – Sverige, Fulufjället
- European charter Park – Finland
- Nature Parks in Europe

# European charter

- The European Charter for Sustainable tourism in protected Areas is a practical management tool for ensuring that tourism contributes to a balanced development of protected areas in Europe.
- Working in a partnership to make a vision and a strategy for developing tourism – Action Plan
- European Charter managed by the EUROPARC federation, a pan-European and non-governmental umbrella organization of protected areas in Europe
- The European Charter Network includes 58 protected areas in 7 European countries + 20 Candidate Charter Parks



# European Charter – Dovrefjell- Sunndalsfjella NP

- Project in the management of Dovrefjellådet
- Project group
- Project leader 50% working
- Planning 2005, started mai 2007
- Money from 4 counties and Directorate for Nature Management
- Member of Europarc Federation since 2003
- Try to certificate Dovrefjell- Sunndalsfjella as Charter Park

# What we have been doing

- Registered as a Candidate Charter Park
- Study trip Mercantour/Alpi Marittime
- Information about the European Charter project to involved partners including tourism businesses – Newsletter, meetings og conferences, personal contact...
- Information to tourism companies (200?)
- Visiting stakeholders (30)
- Common meetings
- Roll – up
- Interreg
- Network conferences Scotland, France/Italy
- Visitor survey – students

# Preparing – and information, some examples

- Information point
- New Path to Katthammeren
- Education for the musk-oxen guides
- NP-center
- New signs
- P-place og path Åmotan
- Maps



## Interrereg-project, "Parks & Benefits

- 1.nov 2008 – 31.jan 2012
- 9 countries, 19 participants
- Aim: Introduce and implement the European Charter for sustainable Tourism in protected areas in the BSR region



# Visitor survey –made by students

- Summer 2008
- Manual: Visitor Monitoring in nature areas
- We want to have as much information as possible about visitors , how guests use the area, needs..
- Cooperation NINA
- 2 students UMB Ås
- 400 intervjues
- Results spring 2009



# Advantage tourism businesses

- Better contact management and tourism
- European network
- New ideas and developing new products
- Offer about education
- Better income
- Common efforts
- Cooperation – more money for common marketing
- .....





# What we are going to do

Working groups , 4

Stakeholders, tourist office, management Dovrefjell and management of public authority....

- Make a 5 year strategy



Meetings

Agreement

Presentation of the strategy



Action Plan



Application Report EUROPARC FEDERATION



Verifyers and Certification

# Final Result - Aim

- Better planning by marking more paths, parking places, information
- Lead traffic from vulnerable areas
- Better quality for guests
- Better economical results in tourism business
- Better living conditions
- More knowledge about the protected area, both for guests and people living in the area

# Future ..



- Action Plan
  - Strategi tourism
    - Agreement
    - Cooperation management and local business
- Quality label – Dovrefjell – Sunndalsfjella NP
- Certification first European Charter Park in Norway 2010?
- Gouvernment – Reference area in Norway ?