Sustainable Tourism in Biosphere Reserves in Central and Eastern Europe

Tourism Management Plans for Biosphere Reserves

Ecological Tourism in Europe - E.T.E. e.V.
What is a Tourism Management Plan?

• a written, circulated and approved document;

• describes a biosphere reserve and the problems and opportunities regarding the conservation of biodiversity and sounded tourism development;

• enables nature conservation management;

• is not static, but dynamic, it’s updated at regular intervals;

• involves all key stakeholders in planning and implementation.
What is a Tourism Management Plan?

Together with all stakeholders it involves

- assessing and recording the conditions of a biosphere reserve and its tourism activities;

- evaluating current and projected needs and threats; especially threats from tourism activities; and

- developing strategies and planning specific activities designed to address those threats.
The purpose of Tourism Management Plans

To determine:

• an appropriate balance between biodiversity and tourism;
• how the biosphere reserve’s resources may be preserved and used;
• how biosphere reserves may provide people with benefits;
• how biosphere reserves can be considered in a broader regional context; and
• how public participation can be achieved in decision-making and in the planning process.
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8 Steps towards a Tourism Management Plan
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Step 1   Getting started
Step 2   Identifying & working with key stakeholders
Step 3   Baseline information
Step 4   Vision & goals
Step 5   Objectives & work programme
Step 6   Impact Assessment & Impact Management
Step 7   Monitoring & review
Step 8   Approval & implementation
8 Steps towards a Tourism Management Plan

Step 1:
Getting Started
Step 1: Getting Started

The MAB Concept of Biosphere Reserves
and the Ecosystem Approach

The three functions of biosphere reserves

- Conservation of biodiversity (ecosystems, species, genes)
- Development in association with environment
- Logistic support: International network for research and monitoring
Step 1: Getting Started

- The MAP Biosphere Reserves and the Eco-System Approach
- Convention on Biological Diversity
- Strategy for the integrated management of land, water and natural resources
- Promoting conservation and sustainable use
- CBD-Guidelines on Biodiversity and Tourism Development

Basis & Guidelines for Tourism Management Planning
Step 1: Getting Started

The Tourism Management Plan (TMP)

• What is a TMP and why produce one?
• What length should the TMP be and what timescale should it cover?
• What geographical area is to be included within the plan?
• Who should write the plan and who will use it?
Step 1: Getting Started

The Planning Process

• Logical process - step by step
• Collecting of key information
• Identifying priorities and objectives
• Recording resources, work and events
• Enable further evaluation
• Measure outcomes and compare them with expectations and targets
• Comparison and harmonisation of TMP with other regional plans
Step 1: Getting Started

Aspects of the Planning Process

- Baseline Information
- Notification
- Decision Making
- Approval
- Implementation
- Monitoring
- Evaluation
- Stakeholder Involvement

Tourism Management Plan
8 Steps towards a Tourism Management Plan

Step 2: Identifying & Working with Key Stakeholders
Step 2: Identifying & Working with Key Stakeholders

- Who should be involved in the preparation of the TMP?
- How should preparation begin and how will it be managed?
- What differences do stakeholders make to the content of the TMP?
- Notification Process
- Making clear the ownership and other responsibilities involved in the plan
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Step 3:
Baseline Information
Step 3: Baseline Information

A Collecting Information

B Assessing Threats and Opportunities

C Data Collection
Step 3: Baseline Information

A Collecting Information on:

- Ecological, economic, social and historic aspects
- Tourism and tourism management
- Legal framework
Step 3: Baseline Information

B Assessing Threats and Opportunities

- What are the threats, especially those caused by tourism activities?
- How do we agree on what they are?
- What are the current negative and positive impacts of tourism activities?
Step 3: Baseline Information

C Organisation of Data Collection

• Who will collect the data needed for decision-making?

• How/ who will analyse the collected data?

• How will the data be presented to stakeholders and a broader public?
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Step 4:

Visions & Goals
Step 4: Vision & Goals

- **Multi-stakeholder process**
- **Based on baseline information**
- **Identifying and agreeing on long-term perspectives for biodiversity conservation and tourism development**
- **Vision: Where do we want to be in ten years?**
- **Which steps should we take to reach this vision?**

(...objectives)
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Step 5:
Objectives and Work Programme
Step 5: Objectives & Work Programme

Setting Objectives

• Breaking down the long-term vision into strategies and measures;
• Objectives provide solutions to identified threats; and
• Identify opportunities for sound tourism development;
• How do you set objectives?
• Which measures have already been undertaken?
Step 5: Objectives & Work Programme

Setting the Work Programme

- Identify and agree on activities and measures to reach the objectives
- Agree on responsibilities for each task
- Layout of operational planning:
  - Budget
  - Organisation
  - Staff
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Step 6:
Impact Assessment & Impact Management
Step 6: Impact Assessment & Impact Management

Objectives and work programme proposals should provide:

- Background information
- Impact Assessment
- Indicators for monitoring and evaluation

Impact Assessment and Impact Management should

- Be based on international guidelines
- Use internationally accepted planning instruments, e.g. LAC, SWOT
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Step 7:
Monitoring & Review
Step 7: Monitoring & Review

Assessment of the effectiveness of the work undertaken

- What are the advantages of ongoing monitoring and reviewing?
- Monitoring = constant collection of data needed to evaluate the activities and measures of the work plan
- Review = Evaluation of achievements and failures through their comparison with the visions, goals and expectations
- Internal and external evaluation
Step 7: Monitoring & Review

Organisation of Monitoring and Review

• Who will undertake the review?

• What are the consequences of reviewing and who makes the decisions about them?

• How can the stakeholders be involved in monitoring and reviewing?
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Step 8: Approval & Implementation
Step 8: Approval & Implementation

Approval

• Who authorises the plan?
• How should the plan be presented?

Implementation

• Monitoring and Evaluation
• Feedback
• Corrective actions in time
Step 8: Approval & Implementation

Adaptive Management:

Continually asked questions

• Where is this protected area heading?
• How is it going to get there?
• What specific tasks must be accomplished over the planning period?
• What additional activities are most important in furthering success?
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The Tourism Management Plan Format
The Tourism Management Plan Format

0. The Executive Summary

1. Background
   1.1 Introduction
   1.2 Biodiversity and Tourism Development
   1.3 Planning Process

2. General Introduction and Description of the BR
   2.1 Location and site boundaries
   2.2 Natural Resources and Landscape
   2.3 History
The Tourism Management Plan Format

4. Baseline Information
   4.1 Natural features
   4.2 Socio-economic features
   4.3 Human uses: Tourism and others and the interaction
   4.4. Legal framework

5. Assessment of Resources, Uses and Threats
   5.1. Current threats to biodiversity through tourism and other activities
   5.2. Potentials and opportunities for sustainable tourism development
The Tourism Management Plan Format

6. Vision and Goals
   6.1. Overall vision for sound tourism development in the BR:
   6.2. Development strategies

7. Objectives
   7.1. Objective 1: Improving visitor information
   7.2. Objective 2: Promotion of regional products
   7.3. ...
The Tourism Management Plan Format

8. Implementation

8.1 Management strategies and their correspondence to other plans
8.2 Zoning and prescriptions
8.3 Work plan of Activities and Measures
8.4 Impact Management

9. Monitoring and Review

9.1 Monitoring: Indicators
9.2 The annual review - progress towards objectives
9.3 The five year review of the management plan
Tourism Management Planning is about managing people and planning with people!
Thank you! 😊