

VIMOMA

Experience design and nature conservation via **V**isitor **M**onitoring and **M**anagement in protected areas

10.11.2023

Jagiellonian University,
Matej Bel University,
CEEweb for Biodiversity,
Mendel University in Brno,
University of Novi Sad

- Visegrad Fund

This project has received funding from the Visegrad Fund under grant agreement No. 22210176

CONSORTIUM

The consortium is formed of experts in fields of nature-based tourism from different countries:

- **Poland** - Jagiellonian University (Faculty of Geography and Geology, Institute of Geography and Spatial Management);
- **Serbia** - University of Novi Sad (Faculty of Sciences, Department of Geography, Tourism and Hotel Management);
- **Slovakia** - Matej Bel University (Faculty of Natural Sciences, Department of Biology and Ecology);
- **Czech Republic** – Mendel University in Brno (Faculty of Regional Development and International studies);
- **Hungary** – CEEweb for Biodiversity



PROJECT IDEAS AND GOALS



- to connect researchers and relevant stakeholders to make protected areas more efficient in nature conservation and visitor management in both Visegrad (V4) and Western Balkans (WB) countries
- to share experience and knowledge in terms on visitor monitoring and management through 5 thematic workshops, guidebook and website
- to develop the framework of methodology for visitor monitoring and management

PROJECT IDEAS AND GOALS



MANAGEMENT PLAN CANNOT BE EFFICIENT WITHOUT:

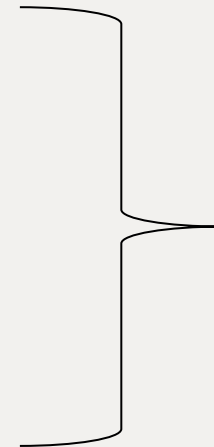
- knowledge on visitor impact, visitors number, behaviour, attitudes and motivations
- the engagement of visitors and local communities
- the successful communication strategy

PROJECT IDEAS AND GOALS



MANAGEMENT PLAN CANNOT BE EFFICIENT WITHOUT:

- knowledge on visitor impact, visitors number, behaviour, attitudes and motivations
- the engagement of visitors and local communities
- the successful communication strategy



V PILLARS OF VIMOMA:

- I. Visitor survey campaign
- II. Visitor monitoring (counts & estimations)
- III. Visitors impact (e.g. ecosystem, community)
- IV. Heritage interpretation
- V. Communication strategy

ABOUT THE PROJECT



VIMOMA consists on 3 main outputs:

- **WORKSHOPS** - 5 thematic workshops; 5 countries; 5 protected areas; 2 experts per each workshop, 27 PA representatives from 18 different protected areas: Tatra National Park, Pieniny National Park, Babia Góra National Park, Ojców National Park, Magura National Park, Nature Conservation Agency of the Czech Republic, The Moravian Karst House of Nature, Podyjí National Park, Fruška Gora National Park, Sutjeska National Park, Őrségi National Park Directorate, Duna-Ipoly National Park Directorate, Bükki National Park Directorate, Fertő-Hanság National Park Directorate, Mala Fatra National Park, Low Tatras National Park, Cerova vrchovina PLA, National Park Veľká Fatra.
- **GUIDEBOOK**
- **KNOWLEDGE HUB**



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Jagiellonian University

I WORKSHOP

Visitor surveys - Tool for identifying motivations and perceptions of natural and recreational area visitors - Cracow, Poland

8-9 September 2022

- **Visegrad Fund**

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I WORKSHOP

- main goal was to train all participants on tools and techniques for identifying visitors' motivations and perception, opinions, ecological awareness, expenditures etc.
- framework methodology for visitor survey
- **EXPERTS:** Bernadetta Zawilińska (EU in Cracow), Joanna Hibner (JU)
- **Participants:** Pieniny NP, Tatra NP, Nature Conservation Agency of the Czech Republic, The Moravian Karst House of Nature, Ōrségi National Park, Duna-Ipoly National Park, Mala Fatra NP, Sutjeska NP
- **Field trip: Pieniny National Park**



IV SESSIONS



- **I session:**
- ✓ theoretical background – motivations & perceptions as a base to understand visitors attitudes, behaviour and needs → a key element in order to improve communication between tourists and PA managers
- ✓ research methods related with: motivations, landscape perceptions, crowding perceptions, opinions (expectations), ecological awareness, spatial distributions, expenditures etc.
- ✓ methodological criteria: sampling size, types of questions, data collection and coding, data analysis, data presentation
- ✓ best practices





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- **II & III sessions:**
 - ✓ joint discussion on local perspective, limitations and research needs
 - ✓ **MAIN OUTPUT:** lack of regular and comparable research

 - **IV session:** joint discussion on framework methodology for visitor survey



FIELD TRIP

- **II day: Pieniny National Park**
- ✓ meeting at the Info Centre of Pieniny NP
- ✓ fieldtrip to Three Crowns peak





PRACTICAL IMPLICATIONS

➤ MAIN RECOMMENDATIONS

- ✓ regular survey campaign (every second/third year)
- ✓ recommended technique: PAPI or CAPI
- ✓ sample statistically calculated based on annual visitors number
- ✓ short closed questions (e.g matrix type of questions based on Likert scale)
- ✓ 4 options for questionnaires, each include 4 sections:

➤ I SECTION

- ✓ Universal questions; asked during every edition: general information about the current visit

Part I - General information on current visit

<p>What type of recreational activity did you do during your visit in this area? (You can indicate more than one option)</p>	<p>Please list the all types of recreational activities which are related to your protected area (preferably in two columns to gain space for other questions) e.g.:</p> <ul style="list-style-type: none"> ● hiking ● bicycling ● kayaking ● picnicking ● swimming ● skiing ● horse riding ● others.....
<p>Which mode of transport did you choose to come here from your place of residence?</p>	<ul style="list-style-type: none"> ● Car ● Tourist bus ● Bus ● Bicycle ● Motorcycle ● Train ● Plane ● Other.....
<p>What type of accommodation do you sleep in?</p>	<ul style="list-style-type: none"> ● Hotel ● Pension/Vila ● Private accommodation ● Rented apartment ● Holiday resort ● Shelter ● Camping ● Friend/Family house ● Own apartment ● Other?.....
<p>How long is your current stay in the area?</p>	<ul style="list-style-type: none"> ● 1 day ● 2 days ● 3-5 days ● > 5 (how many?).....
<p>How often have you visited this area?</p>	<ul style="list-style-type: none"> ● It is my first time ● First time after many years ● Less than one a year ● Once a year ● Several times a year ● Several times a month <p>What seasons of the year do you visit the area most often?</p>



➤ **II SECTION**

- ✓ Questions asked every few editions: 4 options
- **OPTION 1** – expanded section related to motivations

What is your main reason for visiting this particular place withinnational park? (Please assess each motive separately on scale 1-5, where 1 - means “not important at all” and 5 “very important”)					
This area is unique (e.g. beautiful nature)	1	2	3	4	5
There are interesting tourists attractions nearby (e.g. waterfalls, cable cars etc.)	1	2	3	4	5
This area is close to my place of residence (my family/friends place of residence)	1	2	3	4	5
This area is easily accessible (e.g. parking places, easy trails, cable cars etc.)	1	2	3	4	5
This area is less crowded	1	2	3	4	5
This area is wilder	1	2	3	4	5
This area has good tourists facilities (e.g. resting spot; viewpoints, shelters etc.)	1	2	3	4	5
There are good restaurants nearby	1	2	3	4	5
This area is another place, which I'd like to visit in this NP	1	2	3	4	5
It is a national park	1	2	3	4	5
Other (please indicate).....	1	2	3	4	5

➤ II SECTION

- ✓ Questions asked every few editions: 4 options
- **OPTION 1** – expanded section related to motivations
- **OPTION 2-** expanded information about overcrowding perception and ecological awareness

Have you experienced crowding during your current visit in this area?	• yes		• no						
Can you please assess the level of crowding that you have experienced?	1	2	3	4	5	6	7	8	9
	Not at all crowded		Slightly crowded		Moderately crowded		Extremely crowded		
Can you estimate the number of other visitors that you have met?								
Which level of crowding on presented photographs is not acceptable for you? Please write the photo number								
Did any of the following factors disturb your current visit in NP? (Please assess each factor separately on scale 1-5, where 1 - means "not disturbing at all" and 5 – means "very disturbing")									
Behaviour of other visitors	1	2	3	4	5				
Trail erosion	1	2	3	4	5				
Littering	1	2	3	4	5				
Noise	1	2	3	4	5				
Fear of wild animals	1	2	3	4	5				
Fear of dense vegetation	1	2	3	4	5				
Fear of lack of people	1	2	3	4	5				
Too many infrastructure (reduced visibility)	1	2	3	4	5				
Other, please indicate.....	1	2	3	4	5				

➤ II SECTION

- ✓ Questions asked every few editions: 4 options
- **OPTION 1** – expanded section related to motivations
- **OPTION 2-** expanded information about overcrowding perception and ecological awareness
- **OPTION 3** – information about visitors opinions, knowledge on park regulation and safety aspects

What is your opinion about the quality and quantity of services and facilities that you used during your visit in?

(Please assess each factor separately; If you do not use the service/facility during this visit, please choose option "did not use"

Quality scale: 1 – very poor – 5 – very good; 0 – did not use

Quantity scale: 1 – too few – 5 – too many; 0 – no opinion

	Quality of the services/facilities						Quantity of the services/facilities					
Parking places	1	2	3	4	5	0	1	2	3	4	5	0
Trail network	1	2	3	4	5	0	1	2	3	4	5	0
Signposts	1	2	3	4	5	0	1	2	3	4	5	0
Rubbish bins	1	2	3	4	5	0	1	2	3	4	5	0
Public latrines	1	2	3	4	5	0	1	2	3	4	5	0
Cable cars/chairlifts	1	2	3	4	5	0	1	2	3	4	5	0
Resting spots	1	2	3	4	5	0	1	2	3	4	5	0
Campfire sites	1	2	3	4	5	0	1	2	3	4	5	0
Shelters	1	2	3	4	5	0	1	2	3	4	5	0

➤ II SECTION

- ✓ Questions asked every few editions: 4 options
- **OPTION 1** – expanded section related to motivations
- **OPTION 2-** expanded information about overcrowding perception and ecological awareness
- **OPTION 3** – information about visitors opinions, knowledge on park regulation and safety aspects
- **OPTION 4** – visitors expenditures

<p>Please estimate total cost of your current stay in this area (without travel cost)</p>	<p>.....</p> <p>The given cost apply to:</p> <ul style="list-style-type: none"> • 1 person (respondent) • Whole family (how many?.....including kids?.....) • A group of people with shared budget (how many?)..... 		
<p>What is the total cost of your accommodation?</p>	<p>.....</p> <p>The given cost apply to:</p> <ul style="list-style-type: none"> • 1 person (respondent) • Whole family (how many?.....including kids?.....) • A group of people with shared budget (how many?)..... 		
<p>What is your arrival cost of coming here and return?</p>	<p>.....</p> <p>The given cost apply to:</p> <ul style="list-style-type: none"> • 1 person (respondent) • Whole family (how many?.....including kids?.....) • A group of people with shared budget (how many?)..... 		
<p>Please estimate your daily expenses in the region (only one day; without accommodation cost)?</p>	<p>Expenses</p>	<p>Protected area</p>	<p>region</p>
	<p>Catering (restaurants etc.)</p>		
	<p>Groceries</p>		
	<p>Shopping (other than food)</p>		
	<p>Souvenirs</p>		
	<p>Fuel (within the area/region)</p>		

➤ **III SECTION**

- ✓ Questions related with local problems within particular protected area

Part III – Local problems and opportunities

Place for questions regarding local problems Please add One/two questions regarding local issues	

➤ **IV SECTION**

- ✓ universal questions – general information about respondents

Part IV – General information on respondent

Gender	<input type="checkbox"/> Female <input type="checkbox"/> Male
Age	<i>In which year were you born?.....</i>
Education	<input type="checkbox"/> Primary education <input type="checkbox"/> High school/college education <input type="checkbox"/> Secondary education <input type="checkbox"/> Higher education

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