



Eberswalde University
for Sustainable
Development

Visitor Management in Protected Areas

Prof. Dr. Erik Aschenbrand

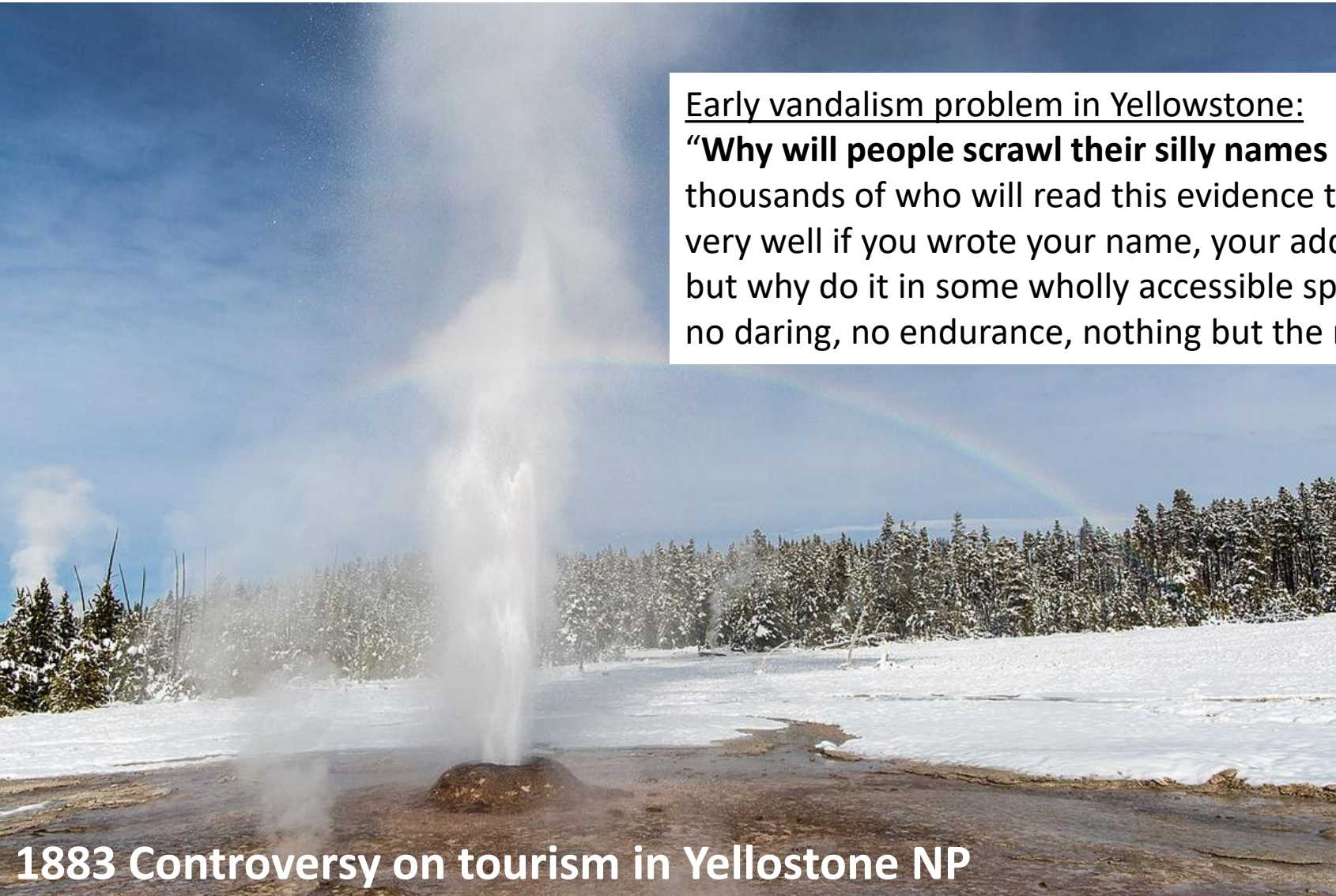




Niagara Falls from the American Side by John Vanderlyn, 1801-1803

As early as 1818, writer Francis Hall criticized the construction of tourist infrastructure to facilitate access to Niagara Falls as superfluous and detrimental to the enjoyment of the natural spectacle. : „In my opinion, more is lost than gained by this facility. **The effect produced upon us by any object of admiration is increased by the difficulties of approaching it**“ (Hall 1818: 234)

Hall, F. (1818): Travels in Canada and the United States 1816 – 1817. Boston. <https://archive.org/details/travelsincanada00hallrich>



Early vandalism problem in Yellowstone:

“Why will people scrawl their silly names on the scenery? Why thus disclose to thousands of who will read this evidence that you are a thoughtless ass? All very well if you wrote your name, your address, and the date on the North Pole; but why do it in some wholly accessible spot where your presence represents no daring, no endurance, nothing but the necessary cash to go there?”

<https://yellowstoneinsider.com/2016/04/11/old-yellowstone-history-early-tourism/>

1883 Controversy on tourism in Yellowstone NP

„The Park is at present all our own. How would our readers like to see it become a **second Niagara** – a **place where one goes only to be fleeced, where patent medicine advertisements stare one in the face, and the beauties of nature have all been defiled by the greed of man?**“ (George Bird Grinnell 1883)

Grinnell, G.B. (1883): The Park Grab. Forest and Stream Magazine 1883, January 4, P.1.

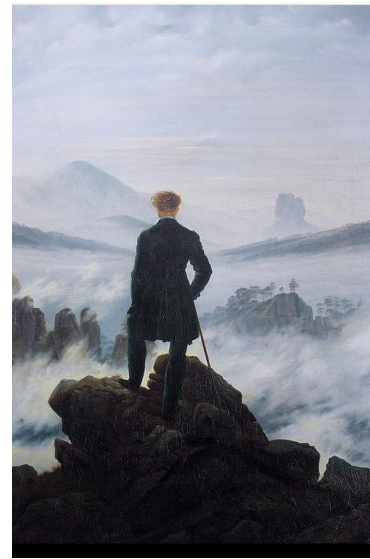
New York. <https://archive.org/stream/ForeststreamXIX#page/441/mode/1up>

Grinnell, G.B. (1883): Mr. Vest's Victory. Forest and Stream Magazine 1883, March 8, P.1. New York.

<https://archive.org/stream/ForeststreamXX#page/101/mode/1up/search/fleeced>.

→ Call for visitor management and tourism management more generally

Protected areas and nature (mass-)tourism have developed together

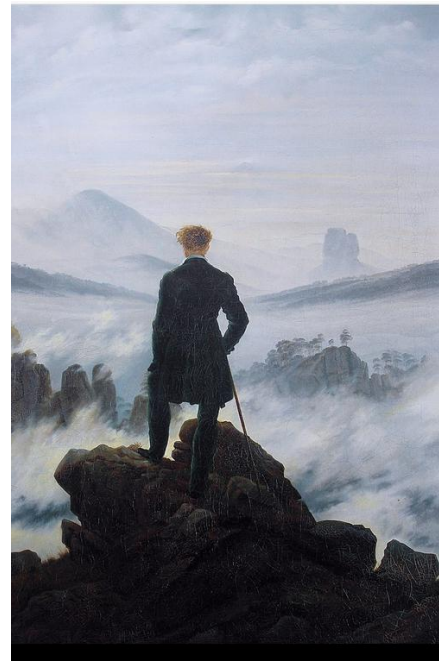


Why visitor management?

- Enhancing experience
- Creating revenue for the protected area
- Reducing direct impacts of tourism on the objects of protection
challenge for understanding and managing the direct impacts: strong temporal differences (daytime/week(end)/season)
- Reducing external negative effects (mostly resulting from transport)

Protected areas and nature (mass-)tourism have developed together

Why visitor management?



- Conflicts between nature conservation and tourism depend on both the **behavior of tourists** and on the **sensitivity of the habitat**
- The sensitivity of the habitat depends on the **type of habitat** and the **sensitivity of flora and fauna**

Environmental impacts of tourism

Causal factors

- Buildings, facility operations and associated infrastructure
- Visitor activities and related infrastructure
- Transportation and related infrastructure
- Behavior of tourism service providers
- Indirect impacts (immigration, urbanization)

Types of impacts (examples)

- Disturbance of wildlife (through observation, traffic)
- Decimation of rare species (hunting, souvenirs, collecting)
- Ecosystem degradation (pollution, trampling damage)
- Water consumption and pollution (high per capita consumption, eutrophication)
- Contribution to anthropogenic climate change



www.kreuzlinger-zeitung.ch



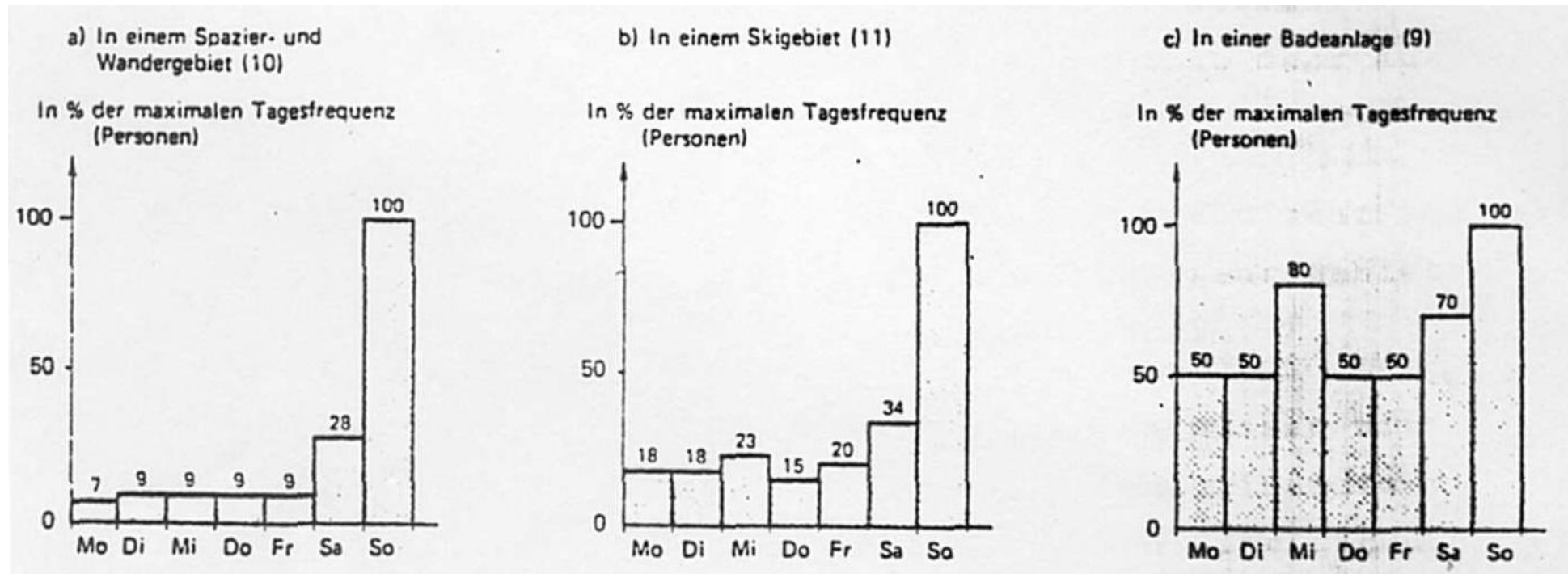
www.alpenverein.it



www.haz.de

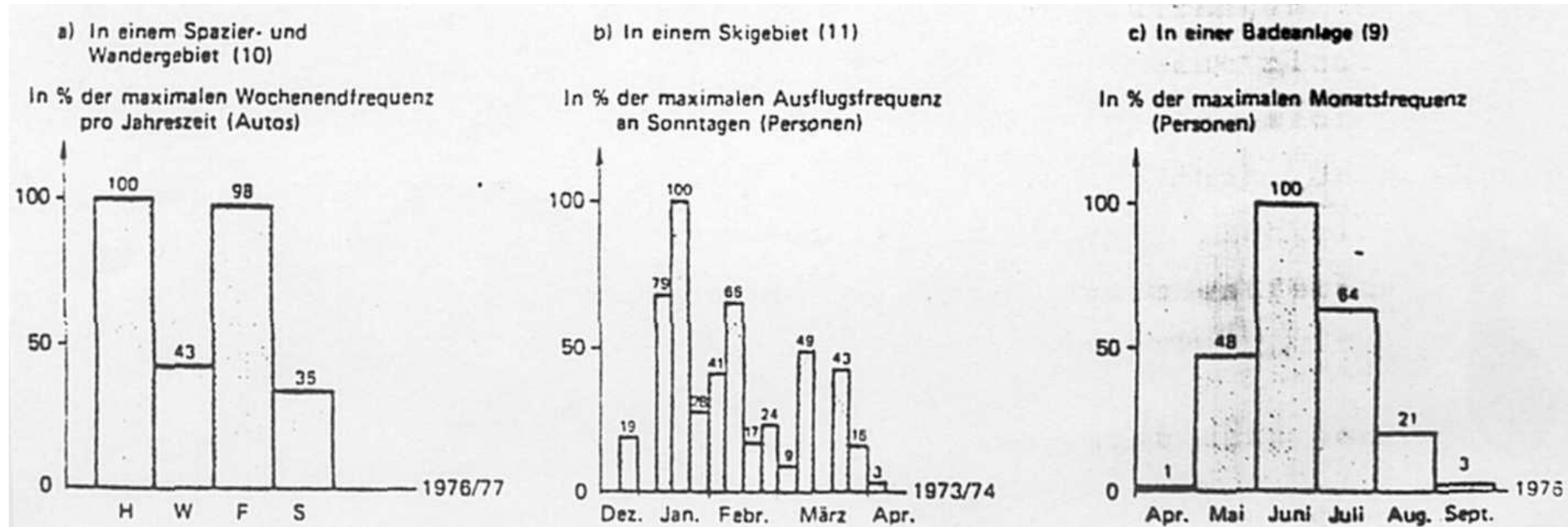
Temporal fluctuations in recreational demand

Weekly schedule of recreational use



Temporal fluctuations in recreational demand

Annual schedule of recreational use



Carrying capacity

“the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and sociocultural environment and an unacceptable decrease in the quality of visitors’ satisfaction” (UNWTO 2018)

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Criticism

Defining **one** carrying capacity is hardly possible because:


Impact depends on

visitor number + **behaviour** + Seasonality + ...

...

“Capacities [...] are in fact the result of a series of normative and often implicit judgements that are hidden in the analysis process” (McCool&Lime 2001) → the search for a capacity is dependent on the selection of a specific objective

“we suggest transforming the character of the question to focus not on **how many** people can an area sustain, but rather on **the social and biophysical conditions** desired or appropriate at a destination” (McCool&Lime 2001, 373).
“Change is an inevitable consequence of recreational use. [...] How much change is acceptable?” (Stankey et al. 1984)



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Limits of Acceptable Change (LAC)

“**articulating objectives and selecting among them**”
(McCool&Lime 2001)

1. Identify area issues and concerns
 2. Define and describe opportunity classes
 3. Select indicators of resource and social conditions
 4. Inventory existing resource and social conditions
 5. Specify standards for resource and social conditions in each opportunity class
 6. Identify alternative opportunity class allocations
 7. Identify management options for each alternative
 8. Evaluation and selection of a preferred alternative
 9. Implement actions and monitor conditions
- (Stankey et al. 1984).

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Limits of Acceptable Change (LAC)

and other decision making frameworks

“These frameworks share a number of characteristics
(McCool&Lime 2001)

1. focus on defining and obtaining agreement on important values and on desired or acceptable conditions that are specific and socially acceptable
2. identify the particular issues that serve as barriers to achieving those conditions so that management is focused.
3. include quantified indicator variables (e.g. the number of groups encountered along a nature trail, or the amount of soil impact) that can be used to assess progress toward attainment of conditions or objectives.
4. prescribe standards of quality that describe the amount of change acceptable.
5. standards themselves are quantified” (McCool&Lime 2001)

Instruments for controlling the environmental impact of tourism

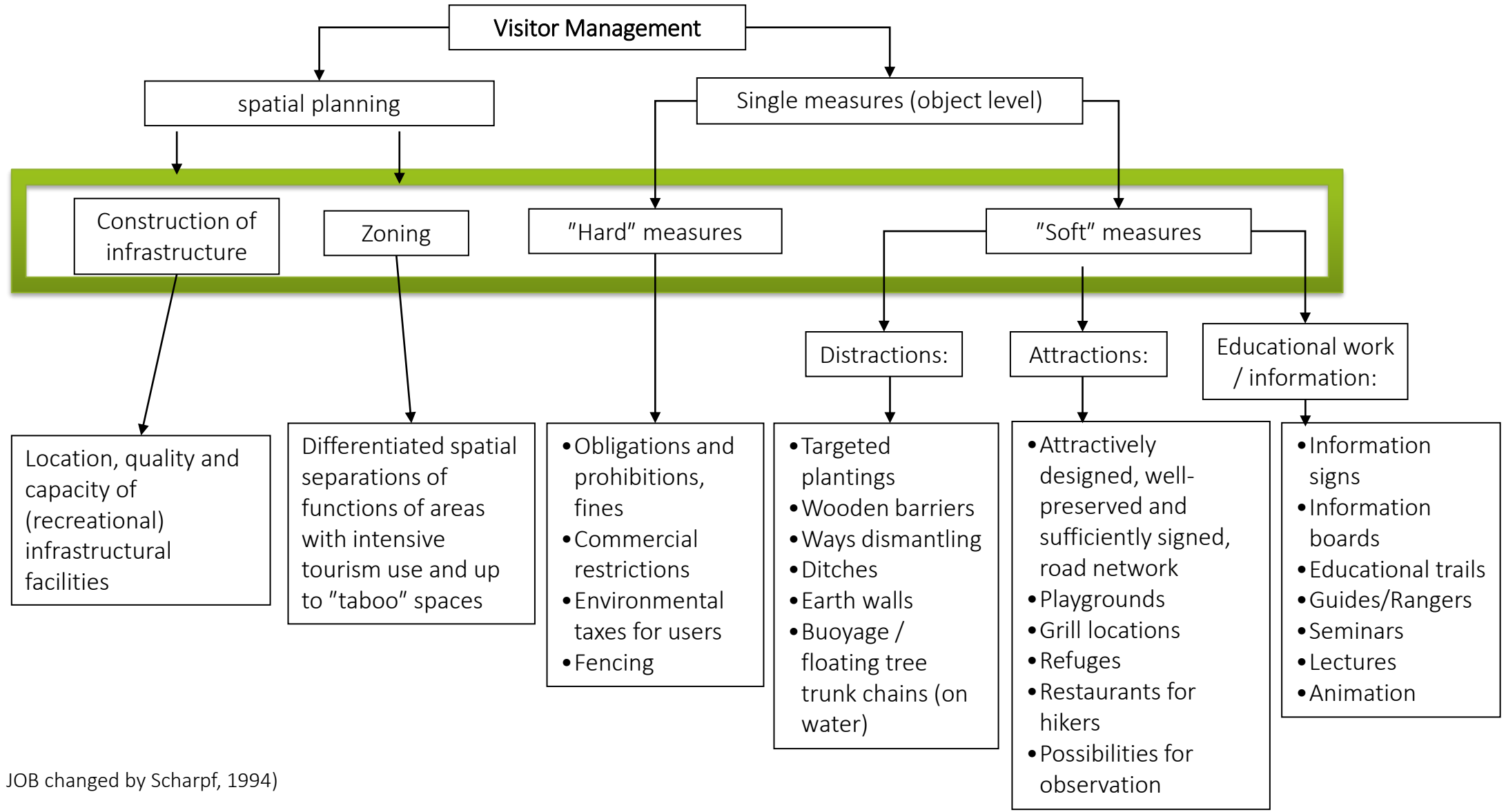
Tourism component	Target groups	Control instruments
Visitor activities	Tourists	Visitor guidance, zoning
Tourist services	Tour operator, guide, driver, destination marketing organization	Codes of Conduct, Environmental Seal of Approval, developing visitor guidance and zoning together

Table 1. Functions of hard and soft visitor management strategies (Sources Grant, 1994; Orams, 1996; Cooper *et al.*, 1998)

Hard visitor management strategies: aimed at regulating visitor activities	Soft visitor management strategies: aimed at educating visitors
Restrictions on access and certain activities Security site personnel/rangers/police Implementation of rules and regulations Discriminated entrance and parking fee charges Zoning Resource hardening such as construction of boardwalks, reconstruction and repair of heritage buildings and monuments	Provision of visitor information and environmental interpretation Marketing for targeted visitor groups Landscaping and planting

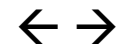
Figure from: Kuo (2002): The Effectiveness of Environmental Interpretation at Resource-Sensitive Tourism Destinations. *International Journal of Tourism Research*, 4. 87-101.

Visitor Management— measures for **conflict prevention**



Rangers: Education/interpretation **and** enforcement

US NPS Law Enforcement Rangers



competences and duties of Rangers in
german protected areas



The „honey pot“ principle

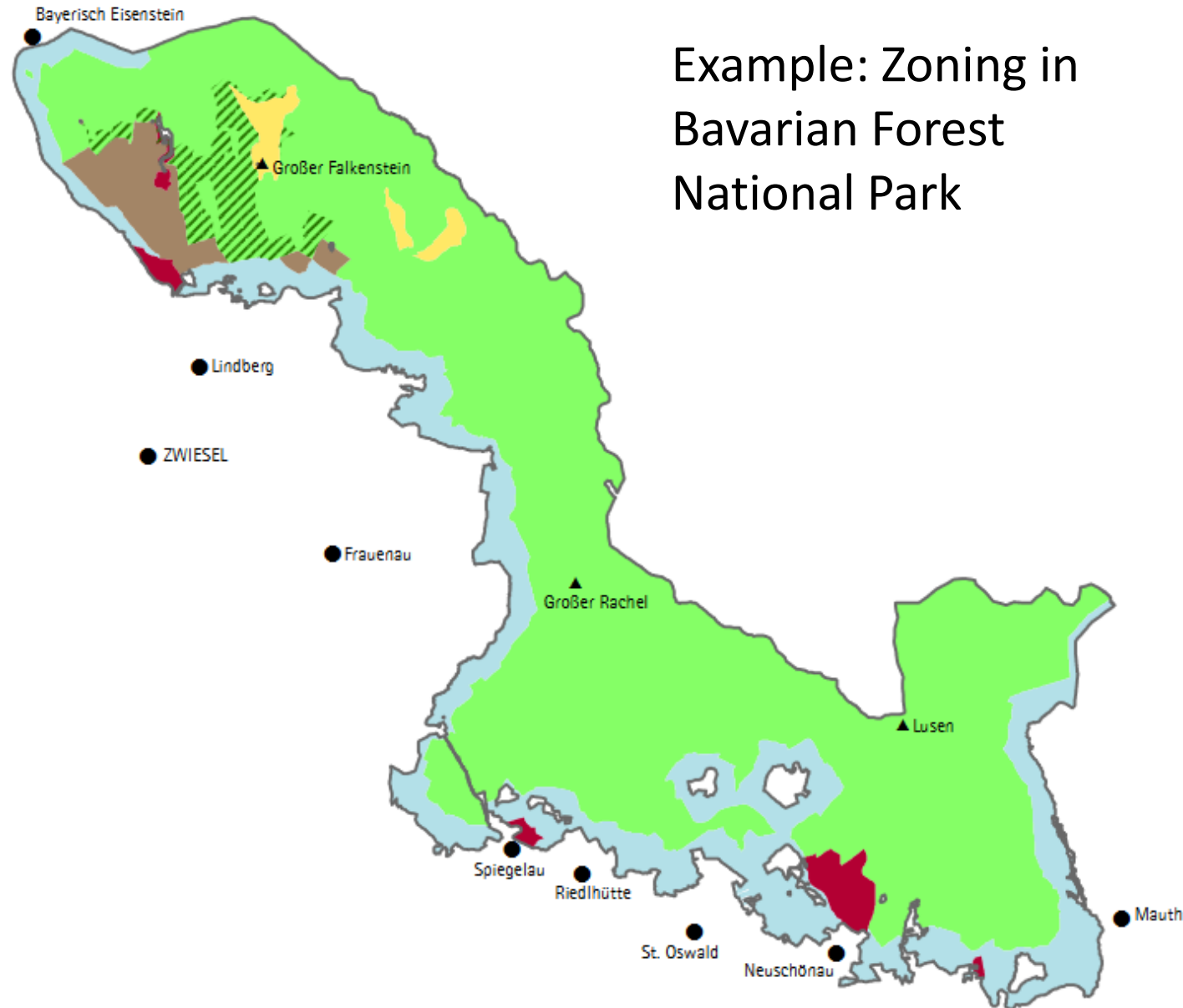


Treetop Trail
Hainich National Park



Visitor Center Lake Neusiedler
National Park/Austria

Example: Zoning in Bavarian Forest National Park



- ▲ Berggipfel
- Nationalparkgemeinden

Zonierung Stand: 01.11.2019

- Naturzone
- Entwicklungszone 2a
- Entwicklungszone 2c
- Randbereich
- Erholungszone
- Naturzonenerweiterung 2019

Nationalparksgrenze

0 1 2 3 4 5 Km

© 2019 Nationalparkverwaltung Bayerischer Wald



Visitor management starts outside of the protected area, directing visitors to the visitor centers





Example Bavarian Forest National Park. National Park Center Lusen

Visitor Centers



Photo: Jens Büttner/Archiv (Quelle: dpa)



Tourist infrastructure and services

Infrastructure—the "hardware"

- Establishment of special places (lookout/observation points)
- Trails, roads, waterways (simple, natural design)
- Information and interpretive facilities (signs, etc.)
- "Practical" facilities (picnic areas, restrooms)

Information and interpretation—the "software"

- Information—rules, orientation, etc. "practical" advice
- Interpretation—environmental education, environmental experiences & discoveries
- Media—personal, signs, print media, audio-visual, internet
- When?—before arrival and on site

Visitor centers

- Reception and entrance to the protected area
- Concentration of infrastructure and services
- Additional services (store, café, guided tours, equipment rental, etc.)



Treetop trail—Hainich National Park

- Two loops—238 and 308 meters long, viewing platform at 40 meters height
- Stations with different topics (woodpecker, bat, photosynthesis, deciduous trees,...)
- Adventure elements such as suspension bridges and explorer forest
- National Park Center



Quelle: www.nationalpark-hainich.de.

MacCannell: Tourism Semiotics

Visitor Centers, information boards, guided tours → **interpretation**
→ Attempt to create **marker involvement**

[Represents / something / to someone] sign

[marker / sight / tourist] attraction

On-sight marker ↔ off-sight marker

Sight involvement ↔ marker involvement

„The important element in (pleasant?) sightseeing need not be the sight“ (MacCannell 2013, 113)

New York (AP): Less than an ounce of moon rock went on display at the American Museum of National History, and 42,195 people, the largest one-day crowd in the museum's history turned out to see it. „It looks like a piece of something you could pick up in Central Park“ one 13 year-old boy said. „But its cool that its from the moon“

(As quoted in MacCannell 2013, 113).



An attempt
to enhance
marker
involvement

Nature experience infrastructure

usually combined with interpretation (boards/guided tours/...)



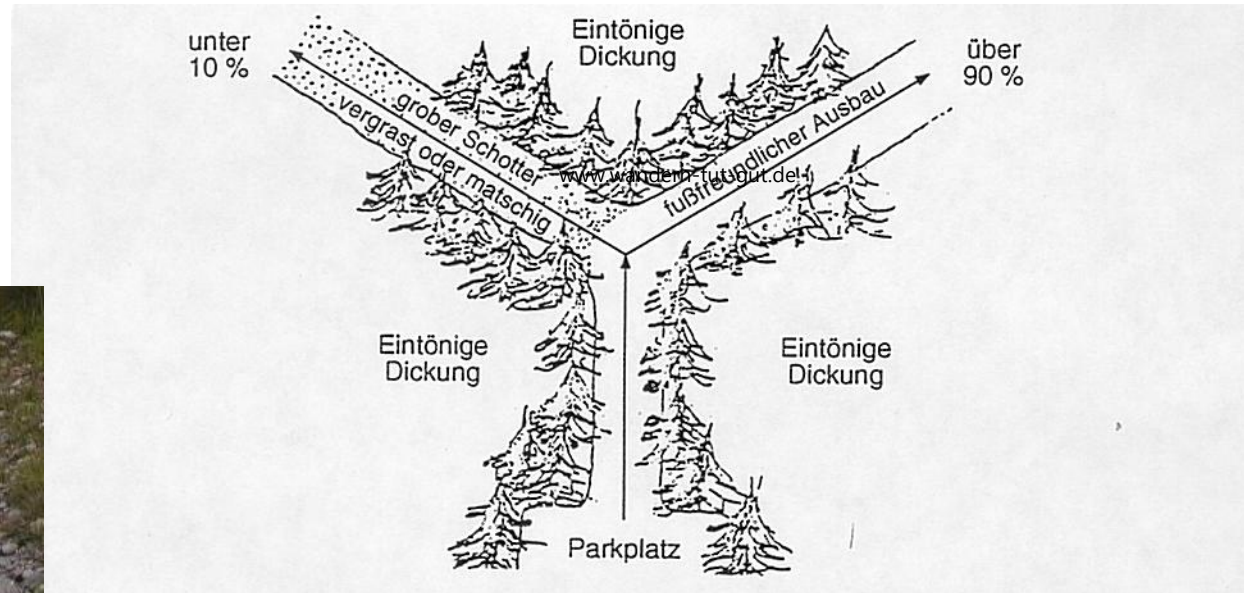
Observation Towers



Visitor management through trail development



wandern-im-coburger-land.de



Management by varying intensity when building paths:

- foot-friendly, fine gravel attracts hikers
- the color of the material can attract hikers, e.g., reddish
- yellow color of granite versus "dull" gray
- coarse gravel, muddy areas or grassy areas repel hikers

Result: at least 90 % follow the path guidance



Creating new
hiking trails



Wooden plank paths for visitor guidance





Verkehrssicherungspflicht (safety obligations) in German law:

Visitor attractions need to be safe. What is an attraction?

- A forest road used for hiking?
- A boardwalk?
- A „wilderness trail“?
- An information board?
- A bench?

Entrance Fees

Entrance Fees

Table 23.4 Alternative methods for entry charges

Alternative	Explanation	Example
Charging for time	Charging a day rate, with more for an overnight stay	A car park with time-based parking charges
Charging different amounts to use different areas	Charging more for costly management areas and less for low-cost areas, or more for visiting or using highly desirable areas	Higher pricing for beachfront camping than inland camping
User fee	Charging more for activities requiring more infrastructure and management	Higher pricing for snow skiing entry compared with summer visitors
Higher price for those who can afford more	Higher price for international visitors, discounted fee for nationals, free entry for locals	Charging more for international visitors than for national or local visitors
Charging for peak and off-peak use	Charging higher rates for entry during the most popular time of the year	Higher fees during holiday periods, or for skiers, during winter months

Entrance Fees



SAN Parks is a protected area management authority that is running their own tourism business



Private concessions, SANParks camps and lodges in National Parks

https://www.sanparks.org/parks/kruger/camps/luxury_lodges/jock/

SANParks is the biggest tourism product owner in the country with a total of 6 787 formal beds and 8 643 camping beds throughout the national parks.



Kruger National Park

Tariffs

Daily Conservation Fees

Daily Conservation fees for 1 November 2021 to 31 October 2022

South African Citizens and Residents (with ID)	R110 per adult, per day R55 per child, per day
SADC Nationals (with passport)	R220 per adult, per day R110 per child, per day
Standard Conservation Fee (International Visitors)	R440 per adult, per day R220 per child, per day

SANParks is the biggest tourism product owner in the country with a total of 6 787 formal beds and 8 643 camping beds throughout the national parks.



Table Mountain National Park

— Cape of Good Hope

Conservation Fees for 1 November 2021 to 31 October 2022	
South African Citizens and Residents (with ID):	R90 per adult per day R45 per child, per day
SADC Nationals (with passport):	R180 per adult per day R90 per child, per day
Standard Conservation Fee (International Visitors):	R360 per adult per day R180 per child, per day

SANParks is the biggest tourism product owner in the country with a total of 6 787 formal beds and 8 643 camping beds throughout the national parks.



SAN Parks Annual Report 2020

1 April 2019 –
31 March 2020

1 April 2018 –
31 March 2019

	Notes	2020 R '000	2019 R '000
Revenue			
		1 RAND= 0,059 Euro 2,271,303,000 R = 133 Mio. Euro	
Revenue from exchange transactions			
Tourism, Retail, Concession and Other	16	2,271,303	2,170,596
Sales — fauna and flora	17	16,942	4,266
Other operating income	18	46,862	41,558
Interest received	19	72,974	67,141
Total revenue from exchange transactions		2,408,081	2,283,561
Revenue from non-exchange transactions			
Transfer revenue			
Government grants and other funding	20	713,208	709,822
Donations	21	46,813	17,709
Total revenue from non-exchange transactions		760,021	727,531
Total revenue		3,168,102	3,011,092

STATEMENT OF FINANCIALS PERFORMANCE

1 April 2020 –
31 March 20211 April 2019 –
31 March 2020

	Notes	2021 R'000	2020 Restated* R'000
Revenue			
Revenue from exchange transactions			
Tourism, Retail, Concession and Other	17	834,792	2,271,303
Sales - fauna and flora	18	4,753	16,942
Other operating income	19	55,563	46,862
Interest income	20	49,075	72,974
Total revenue from exchange transactions		944,183	2,408,081
Revenue from non-exchange transactions			
Transfer revenue			
Government grants and other funding	21	1,515,235	713,208
Donations	22	36,850	46,813
Total revenue from non-exchange transactions		1,552,085	760,021
Total revenue		2,496,268	3,168,102

Access restrictions



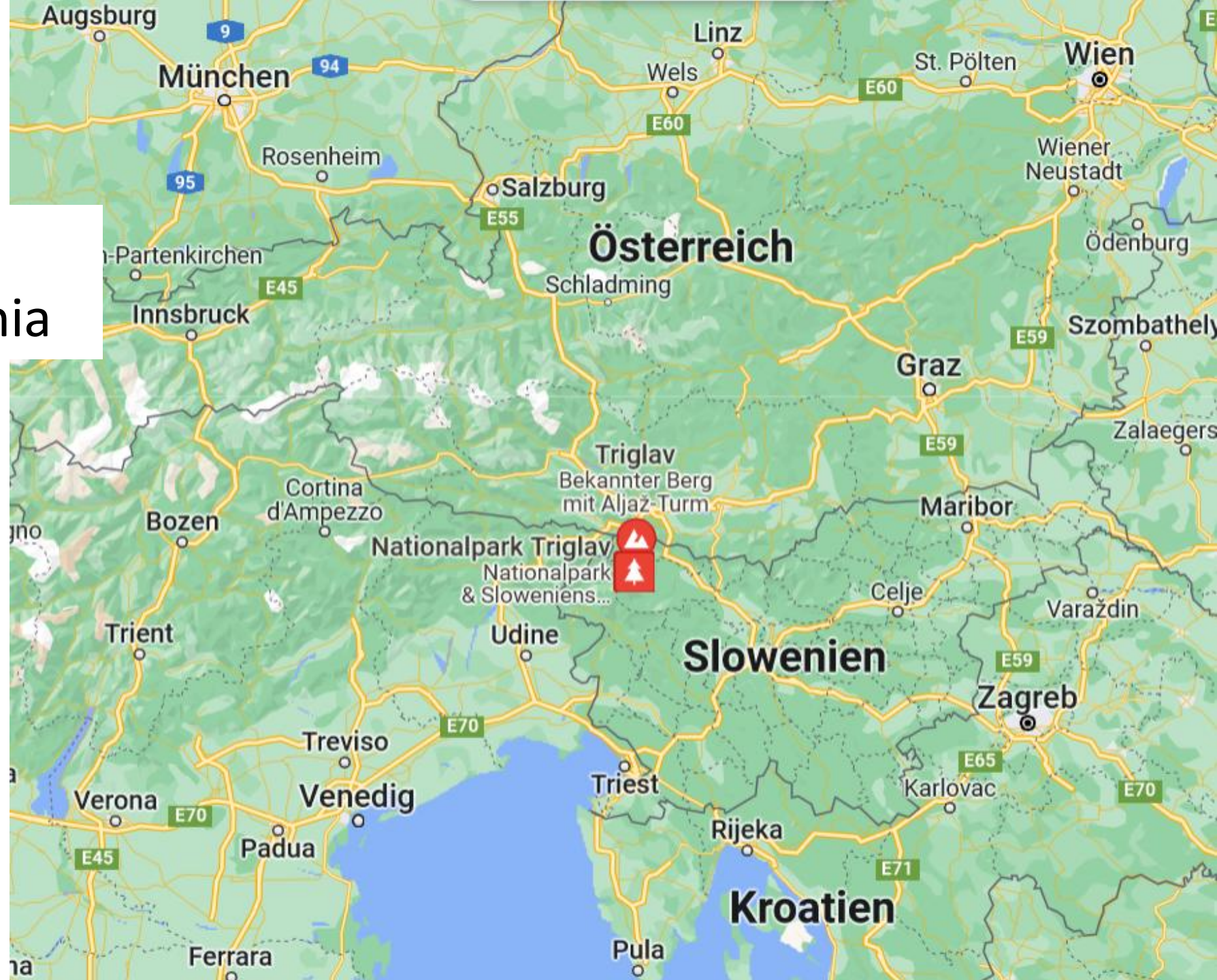
Example: Triglav National Park, Slovenia

Problem: Overcrowding, Traffic jams

Desired Solution: No car areas

JULIAN ALPS
TRIGLAV NATIONAL PARK

Example: Triglav National Park, Slovenia



Example: Triglav National Park, Slovenia



triglav national park



Anmelden



Triglav National Park | A Detailed Guide for...
getbybus.com



Triglav National Park | A Detailed Guide ...
getbybus.com



Triglav National Park Hiking Guide: Top Trails +...
drifterplanet.com



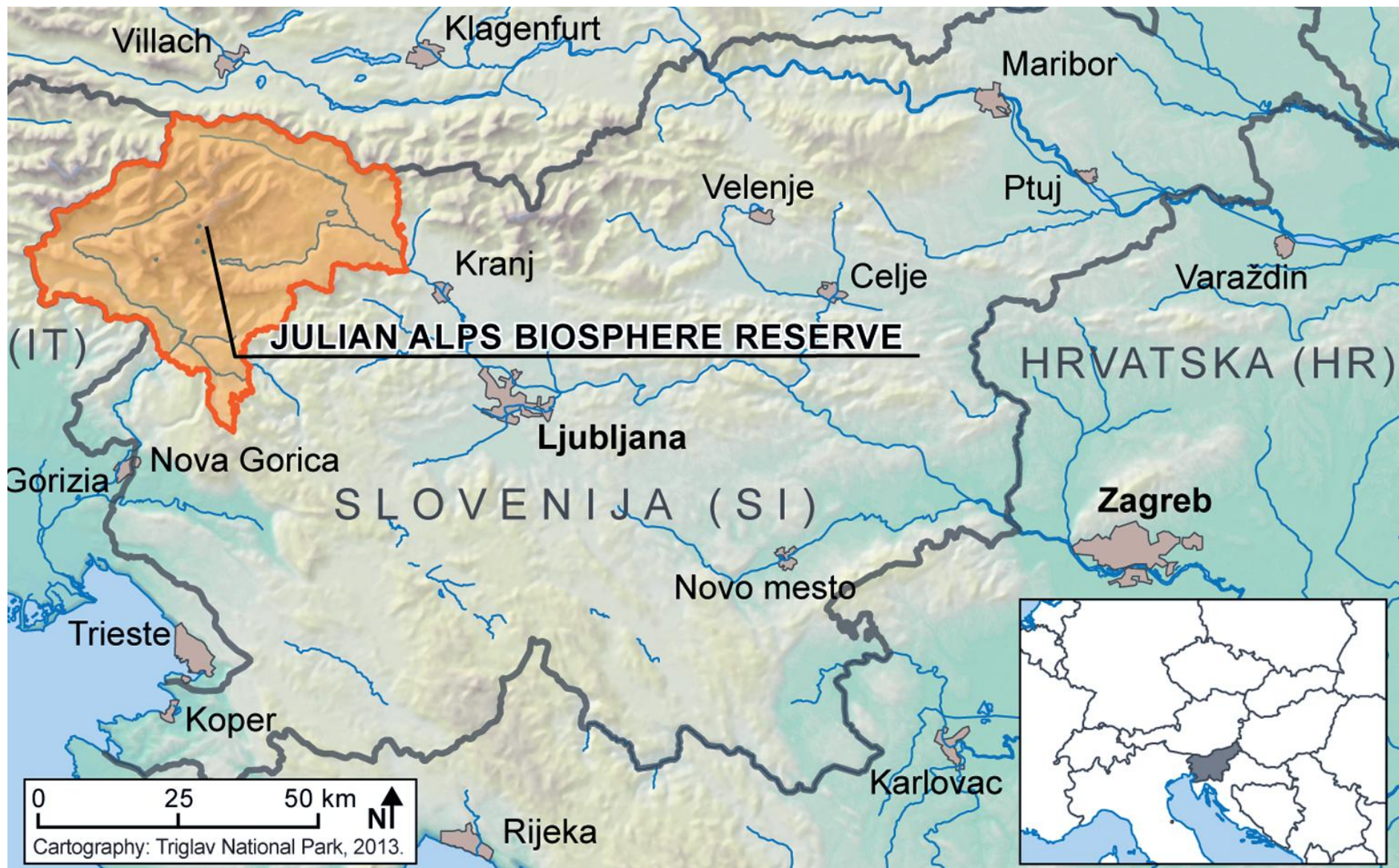
Guide to Triglav National Park, Slovenia | C...
chasingthedonkey.com



30 Triglav National Par...
pinterest.com



REALITY



JULIAN ALPS

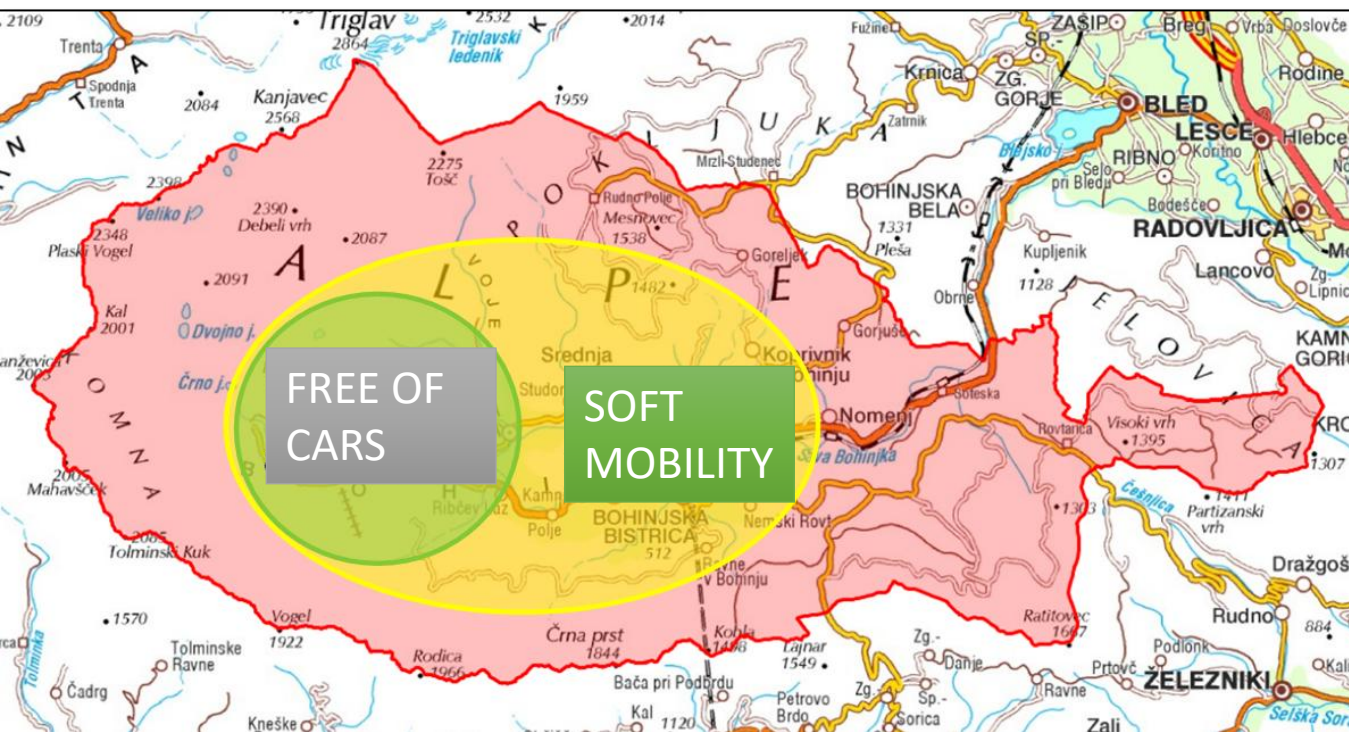
TRIGLAV NATIONAL PARK

ROAD TRAFFIC STRATEGY



Za cvetoči Bohinj. For Bohinj in bloom.

STRATEGICALLY:



1. The main area of TNP does not allow any entry of vehicles with internal combustion engines vehicles.
2. Soft mobility is introduced and stimulated on the entire area of Bohinj Municipality.
3. Transit traffic is eliminated from the centres of Bohinjska Bistrica and Stara Fužina.
4. Motor transport is calmed in settlements and road surface is transformed (paving).
5. Introduction of cycling and hiking routes.
6. Intelligent Transport System introduction



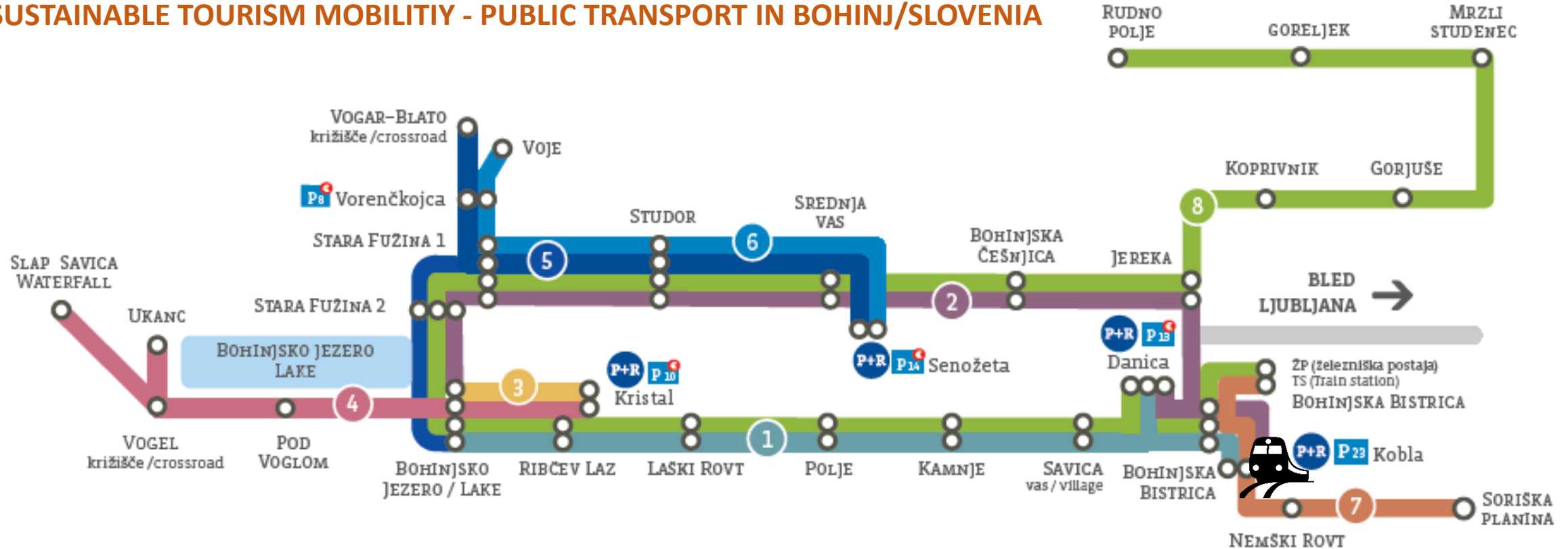
To contribute to traffic regulation and make it nature- and people-friendly; to enable quality living for the local population; to contribute to the development of sustainable tourism which is a tool towards climate neutrality.





Za cvetoči Bohinj. For Bohinj in bloom.

❖ SUSTAINABLE TOURISM MOBILITY - PUBLIC TRANSPORT IN BOHINJ/SLOVENIA



➤ 9 public transportin lines in summer – for tourist and locals



JULIAN ALPS MOBILITY

CARD: BOHINJ

For guests who stay more than 2 nights
in Bohinj



Example: National Park El Teide, Spain

-access restrictions and zoning



Example: National Park El Teide, Spain

-access restrictions and zoning



national park el teide



Anmelden



Teide National Park | spain.info in english
spain.info



16,247 El Teide National Park Stock Photos, Picture...
istockphoto.com



Parque Nacional del Teide: Nationalpark Ten...
volcanoteide.com



Nationalpark El Teide – Regionale Ausdehnung und Bedeu...
teneriffa.ferienhaus-canarias.net



<https://www.reservasparquesnacionales.es/real/parquesnac/admin/documentos/Wanderwege-Netz.pdf>



Zonificación Zonification Zoneneinteilungen Zonage

Zona de Reserva
Reserved zone
Absolute Schutzzone
Zone de haute protection

Zona de Uso Restringido
Restricted Zone
Zone begrenzter Nutzung
Zone à usage restreint

Zona de Uso Moderado
Moderate use zone
Zone mässiger Nutzung
Zone à usage modéré

Zona de Uso Especial
Special use zone
Zone besonderer Nutzung
Zone à usage spécial

<https://www.reservasparquesnacionales.es/real/parquesnac/admin/documentos/Wanderwegenetz.pdf>

10 PEAK OF TEIDE
3,718m

11
LA FORTALEZA
VIEWPOINT
3,534m

UPPER
STATION
"LA RAMBLETA"
3,555m



7
MONTAÑA
BLANCA



10 PEAK OF TEIDE
3,718m

200 permits per day 09 – 17 h

11
LA FORTALEZA
VIEWPOINT
3,534m

UPPER
STATION
"LA RAMBLETA"
3,555m



7
MONTAÑA
BLANCA





PICO DEL TEIDE ACCESS PERMIT

SELECTION OF DATES

1

< junio de 2022 >						
lu.	ma.	mi.	ju.	vi.	sá.	do.
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

	Without seats enabled
	Places available
	There are no places available
	Selected day

09 jun. 2022
09:00 - 11:00

No VACANCIES

09 jun. 2022
11:00 - 13:00

No VACANCIES

09 jun. 2022
13:00 - 15:00

No VACANCIES

09 jun. 2022
15:00 - 17:00

VACANCIES (12) You must click **SELECT** to continue.

NÚMERO de PERSONAS



online
booking office
NATIONAL PARKS' REGIONAL ORGANISM

Parque nacional TEIDE

01

LIST OF ACTIVITIES

02

BOOKINGS

● NATIONAL PARKS
MONFRAGÜE
PICOS DE EUROPA
Archipiélago de Cabrera
ORDESA Y MONTE PERDIDO
CABAÑEROS
CALDERA DE TABURIENTE
GARAJONAY
ISLAS ATLANTICAS
LOCATION OF THE PARK
SIERRA DE GUADARRAMA Y MONTES DE

sunday, april 10th 2022

< RETURN to the LIST of ACTIVITIES

access your
bookings

PERMISSION NUMBER

GO

PICO DEL TEIDE ACCESS PERMIT

Description of the activity

Processing of the permit to access the Pico del Teide on foot using the "Telesforo Bravo Trail" (nº 10 of the Park network), the only one that connects La Rambleta (3,555 meters) with the summit (3,717.98 meters). This journey is done on foot. This activity is independent of having reached La Rambleta on foot or by using the cable car.

More information

OAPN

Processing of BOOKINGS

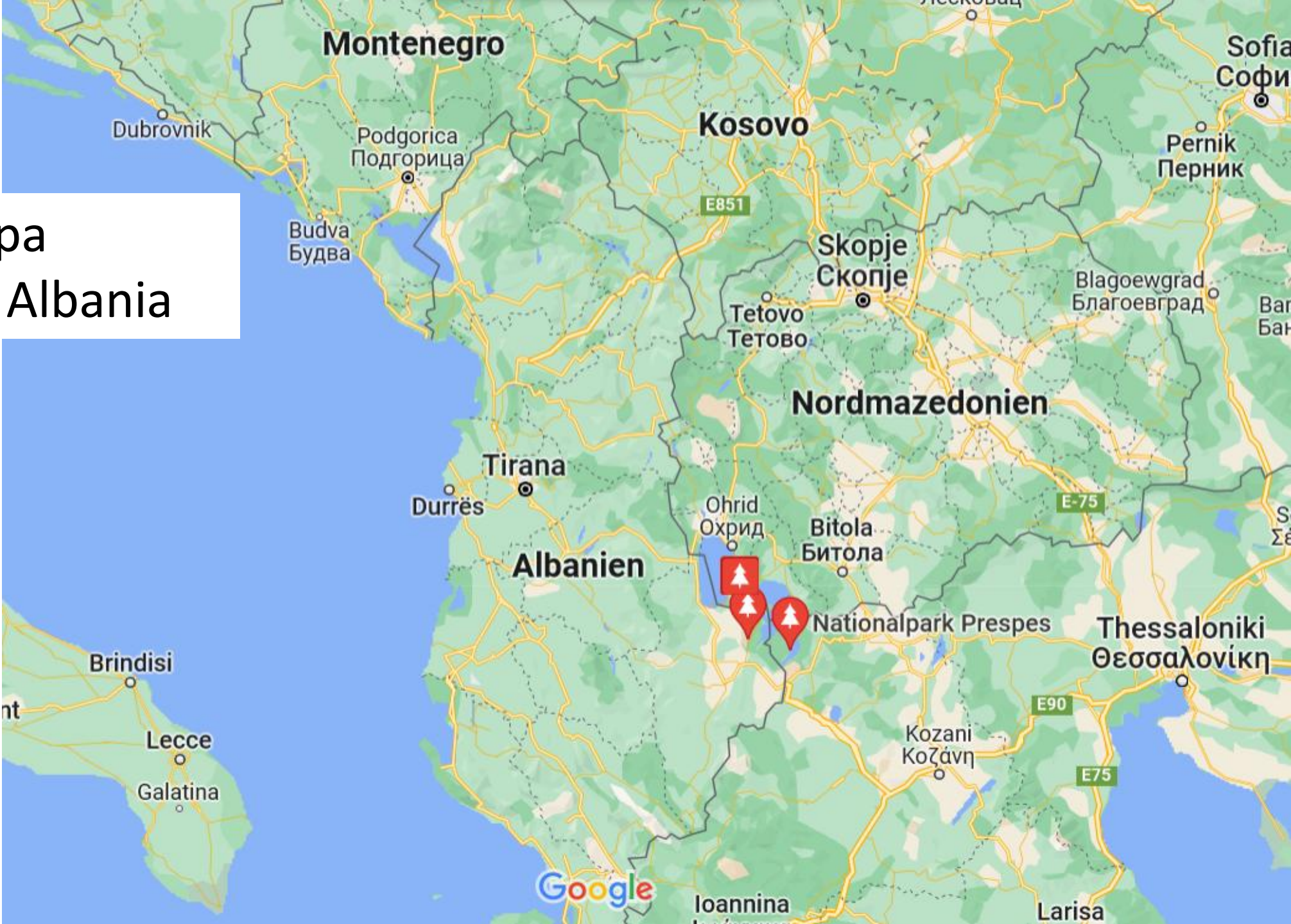
For access to this activity, a permit is necessary.

1. Making your request online by clicking on the option "bookings" on the menu above

OAPN

ACCESS PROCEDURE

Albania



Example: Prespa National Park, Albania



prespa national park



Anmelden

Alle

Bilder

Maps

News

Videos

Mehr

Suchfilter

SafeSearch



prespes



liqeni prespes



lake



parku kombetar



trail



greece



prespa lakes



albania



g



Prespa National Park and Lakes | Feel ...
feel-albania.com



Prespa National Park
nature-experience-albania.com



Prespa National Park, Albania, Greece and North Macedonia
franks-travelbox.com



Explore National Park of Prespa & Things to Do
attenvo.com



Lake Prespa - Wikipedia
en.wikipedia.org

Visitor Management in Mali Grad Island, Prespa National Park, Albania



Current situation (2022):
No tour operator, fishermen carry visitors to the island

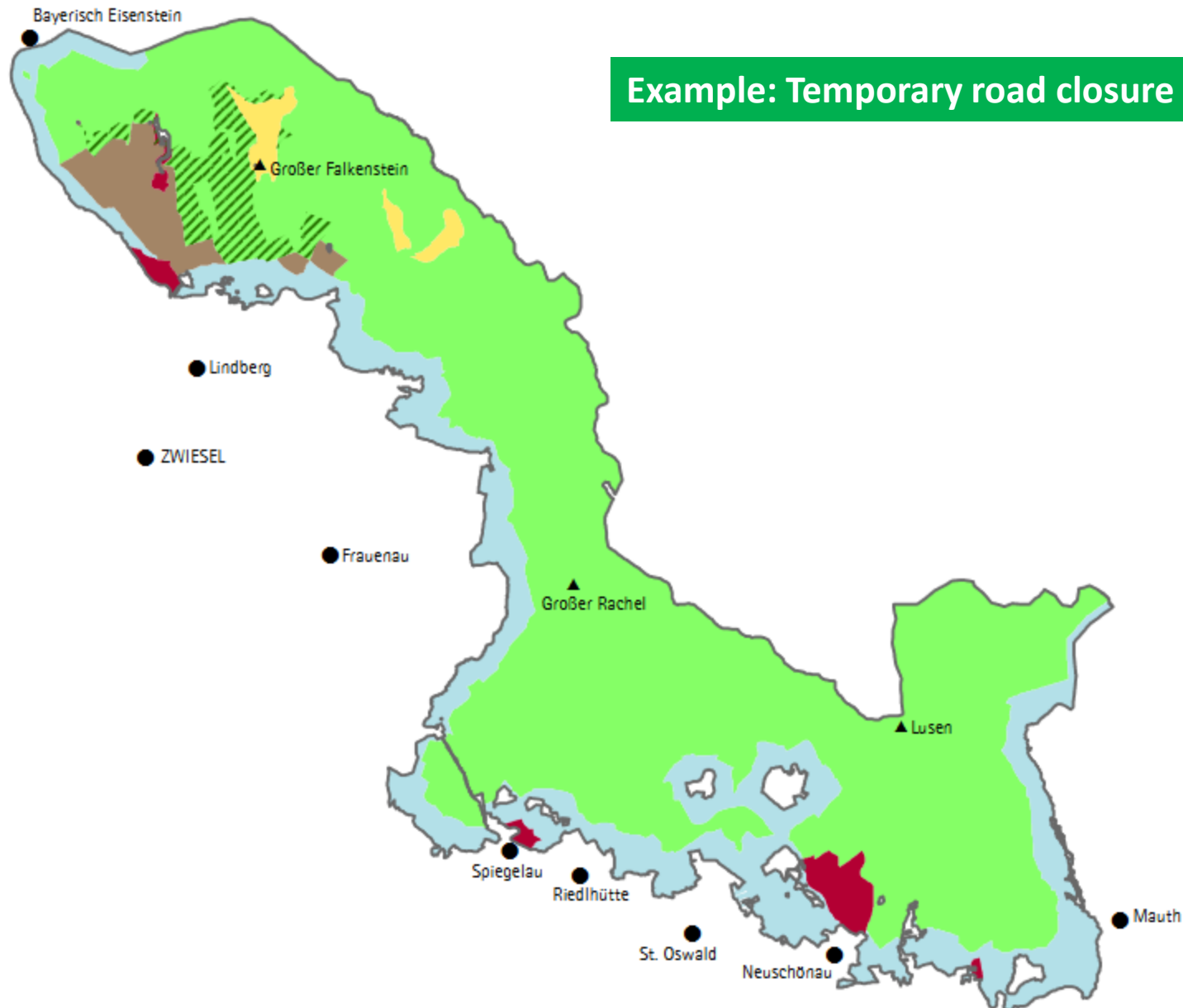
Discussed options:

- Restrict access to a certain number of tourists: problem: lack of monitoring, protest from nearby villagers
- Restrict access to guided groups
→ Select and qualify guides

Zonierung



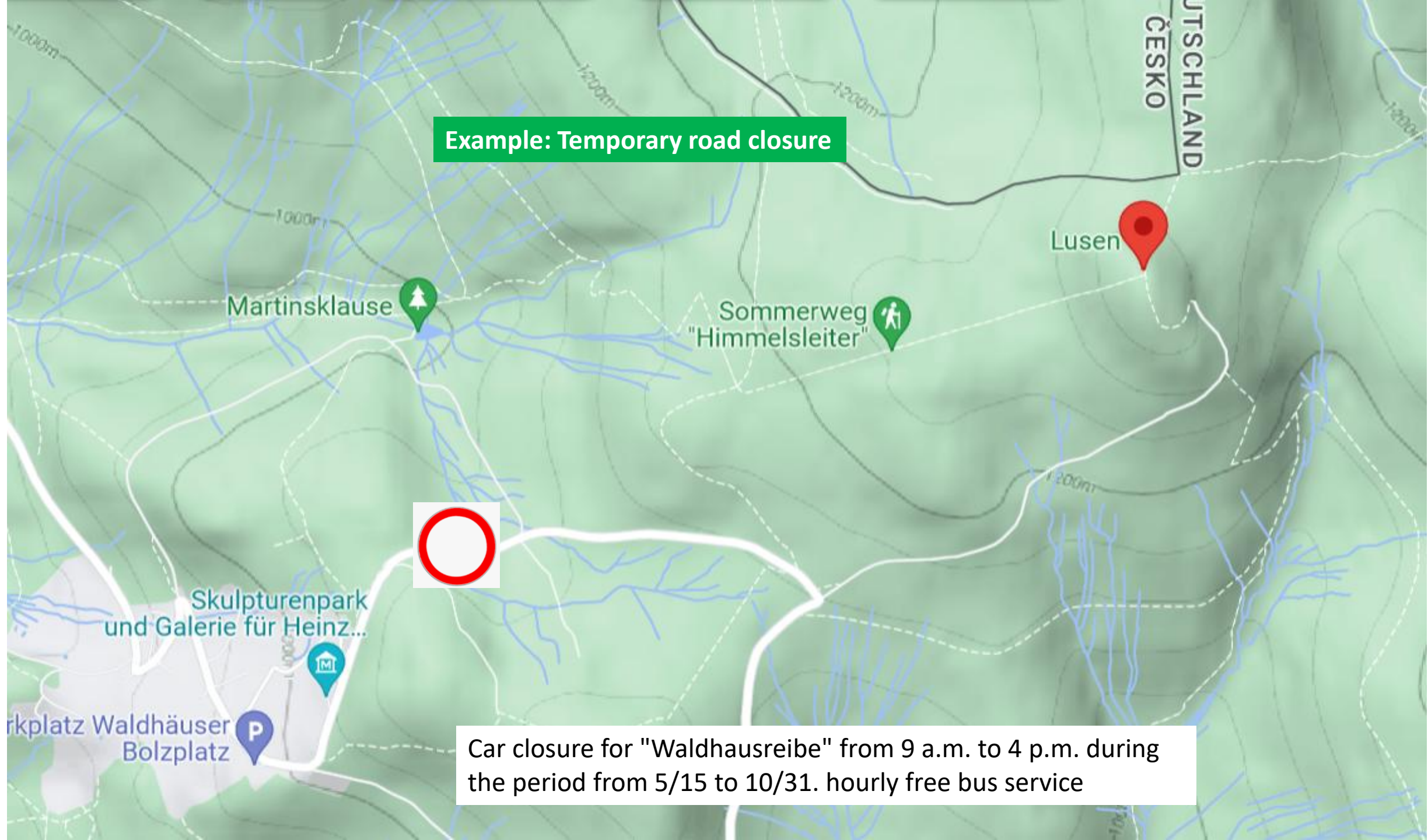
Example: Temporary road closure



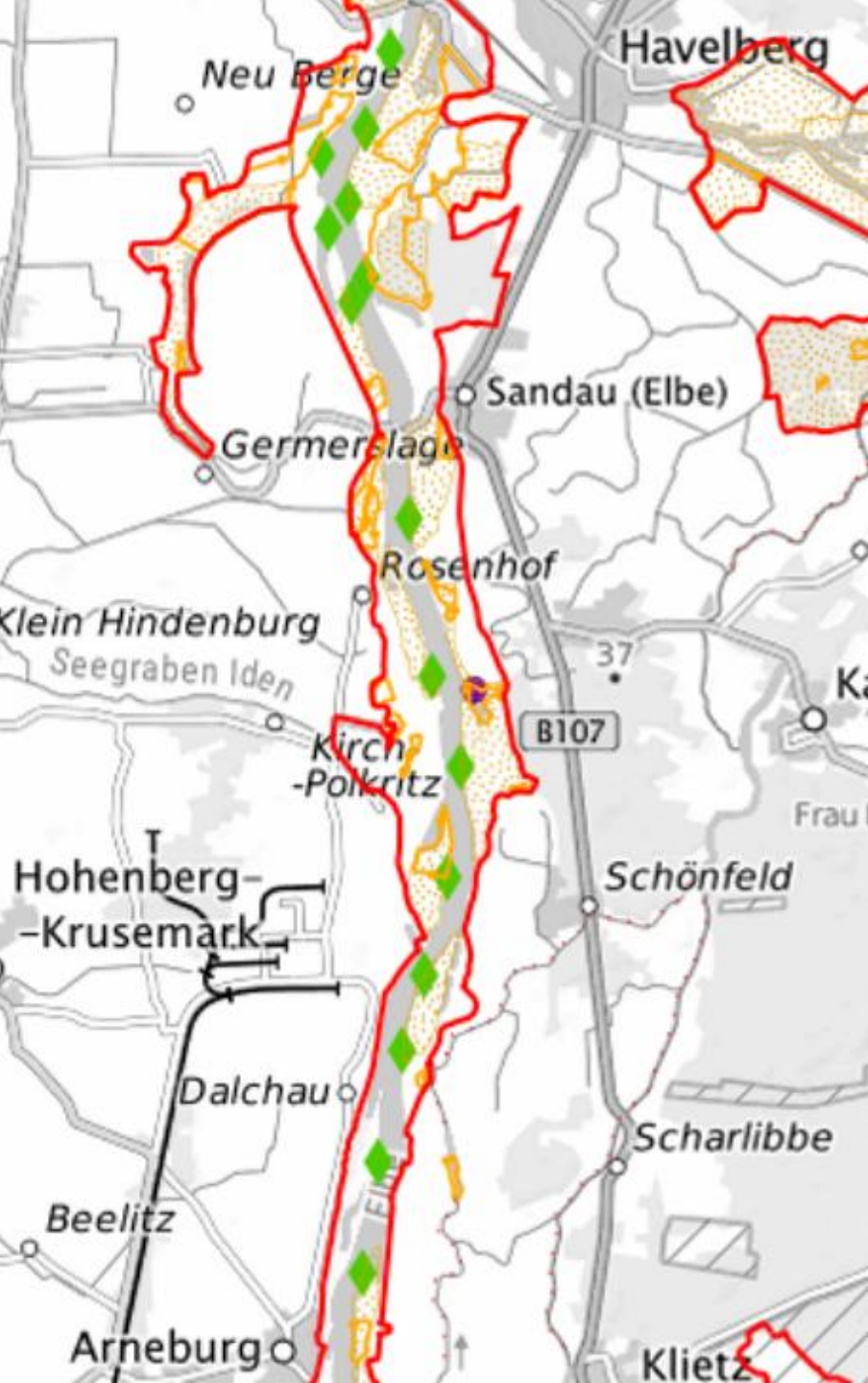
- ▲ Berggipfel
 - Nationalparkgemeinden
 - Zonierung Stand: 01.11.2019
 - Naturzone
 - Entwicklungszone 2a
 - Entwicklungszone 2c
 - Randbereich
 - Erholungszone
 - Naturzonenerweiterung 2019
 - Nationalparksgrenze
- 0 1 2 3 4 5 Km
- © 2019 Nationalparkverwaltung Bayerischer Wald



Example: Temporary road closure



Car closure for "Waldhausreihe" from 9 a.m. to 4 p.m. during the period from 5/15 to 10/31. hourly free bus service



Example: Temporary access restrictions

Zoning is sometimes complicated

Protected river banks

No access 15.04.-31.07. (Birds breeding season)

- Arbitrariness?
- How to communicate this?

Building Fences

Example Berlin Plötzensee





VERHALTEN IN SCHUTZGEBIETEN

Die 15 Brandenburger Naturlandschaften sind wichtige Orte der Erholung, Ruhe und Entspannung für uns Menschen. In sensiblen Bereichen dienen sie aber vor allem auch dem Schutz besonders wertvoller Lebensräume sowie seltener Tier- und Pflanzenarten.

Damit diese Naturschätze erhalten bleiben, sind Regeln für ein gutes Miteinander zu beachten. Wer genau wissen will, welches Gewässer man z.B. mit dem

Boot befahren darf, kann dies in den Schutzgebietsverordnungen nachlesen, die es online für fast jedes Naturschutzgebiet gibt. Wer die Regeln kennt, vermeidet Konflikte und Strafen.

Insgesamt jedoch gilt: Störungsarme Freizeitaktivitäten wie Wandern, Joggen, Radfahren, Fotografieren oder die Naturbeobachtung lassen sich gut mit den Schutzziele der Naturlandschaften in Einklang bringen.

WEDER FEUER NOCH GRILL

Feuer machen oder grillen ist in Wäldern und Naturschutzgebieten ganzjährig strengstens untersagt. Es verschreckt die Tiere und kann schlimmstenfalls Brände verursachen.

KEIN MÜLL IN DIE NATUR

Tiere können sich im Müll verfangen, sich verletzen oder diesen fressen. Plastikabfälle verrotten oft Jahrhunderte lang nicht und verschandeln die Landschaft. Auch Gartenabfälle dürfen nicht in der Natur entsorgt werden, weil sich so gebietsfremde Pflanzen ansiedeln, die heimische Arten verdrängen.

KEIN WILDCAMPEN

Für das Übernachten im Freien gibt es in Brandenburg aus gutem Grund ausgewiesene Plätze. Empfindliche Arten werden so möglichst wenig gestört. Die Besucherinformationszentren in den Naturlandschaften geben hierzu Tipps.

HUNDE AN DIE LEINE

Herumströmende Hunde können Nester von Bodenbrütern zerstören oder Wildtiere wie Hasen und Rehe aufscheuchen, verletzen oder gar töten.

MIT RUHE UND RÜCKSICHT

In die Natur geht's aus Rücksicht auf die dort lebenden Arten und andere Besucher am besten zu Fuß, mit dem Fahrrad oder Kanu. Autos und Motorräder parken auf den ausgewiesenen Stellflächen. Auch Lärm ist zu vermeiden.

AUF DEN WEGEN BLEIBEN

Wer die Wege verlässt, zertrampelt oft unwissentlich seltene Pflanzen oder stört Bodenbrüter wie z.B. die Feldlerche und andere Tiere.



ABSTAND HALTEN VON SCHILF & SEEROSEN!

Hier leben viele Tiere: Fahren Boote zu dicht und zu schnell, kippt ihr Wellenschlag Nester um. Seerosen und Schilf werden beim Hineinfahren beschädigt, Tiere aufgeschreckt und Vögel beim Brüten gestört.



GRAUREIHER

Vornehm gleitet dieser graue Geselle durch die Luft. Bei der Futtersuche steht er regungslos wie eine Statue im seichten Wasser.



GEMEINE KEILJUNGFER

Sie ist eine der ersten Libellen, die man im Frühjahr zu Gesicht bekommt. Die schwarz-gelbe Zeichnung bietet dem Weibchen Tarnung am Boden und zwischen den Pflanzen.



SCHILFROHSÄNGER

Im braunen Schilf übersieht man den Schilfrohrsänger und das hineingewebte Nest leicht. Sein mehrstufiger Gesang tönt jedoch weit über das Wasser.



SEEFROSCH

Nach der Verwandlung von der Kaulquappe zum jungen Frosch ist er ab Juli im Schilf auf Nahrungssuche.



TRAUERSEESCHWALBE

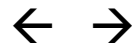
Die gefährdeten Vögel bauen ihre Nester auf Seerosen und Brutböden. Kleinste Störungen lassen sie vom Nest flüchten – Eier kühlen aus oder die Jungtiere werden nicht mehr gefüttert und verhungern.



Haidt (2001): the emotional dog and it's rational tail

Dual process models: two processes at work in judgement /decision making/ problem solving

Effortless, affective intuitive system



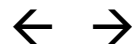
Effortful deliberate, intentional reasoning



Haidt (2001): the emotional dog and it's rational tail

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Effortful deliberate, intentional reasoning



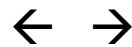
Moral judgement according to Haidt:

1. Gut feeling (intuition)
2. Finding reasons to defend gut feeling (reasoning)

Haidt (2001): the emotional dog and it's rational tail

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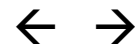
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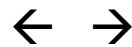
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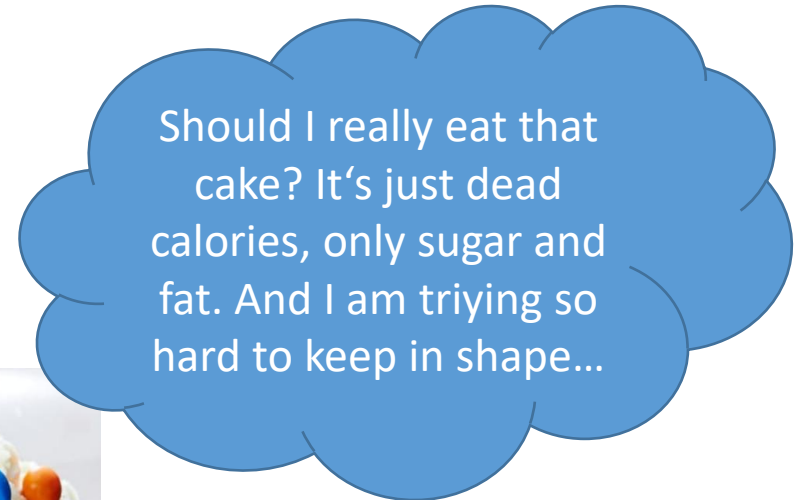
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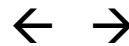


“The affective system has primacy in every sense: It came first in phylogeny, it emerges first in ontogeny, it is triggered more quickly in real-time judgments, and it is more powerful and irrevocable when the two systems yield conflicting judgments” (Haidt 2001)

Haidt (2001): the emotional dog and it's rational tail

Dual process models: two processes at work in judgement /decision making/ problem solving

Effortless, affective intuitive system



Effortful deliberate, intentional reasoning



When designing visitor management: try to make it easy for your visitors. Your management intervention should ideally trigger a desirable first reaction of the visitors intuitive system.

“The affective system has primacy in every sense: It came first in phylogeny, it emerges first in ontogeny, it is triggered more quickly in real-time judgments, and it is more powerful and irrevocable when the two systems yield conflicting judgments” (Haidt 2001)

Visitor guidance through warnings



Emotional communication
Example: Children addressing visitors



Emotional communication

Example: deadly consequences of plastic pollution

From the Arctic to Antarctica, ocean debris is killing marine wildlife—but we still have the power to stop plastic pollution.

This albatross carcass was one of scores recently found packed with plastic trash on Midway Island, where scientists estimate 99 percent of the birds have some plastic in their stomachs.

a Plague of Plastics

Unbeliebte Waldbewohner

(die leider noch nicht vom Aussterben bedroht sind und ihre Verrottungszeiten)

Baiersbrunn

-
- Schnapsleiche**
Liquor cadaveri
bis 50.000 Jahre
 - Pappiges Becherlein**
Coffea warmicum
bis 50 Jahre
 - Gemeiner Rutscher**
Rutschus bananicum
1–3 Jahre
 - Weißer Rotzling**
Popel schnupfus alba
1–5 Jahre
 - Großmauliges Blattwerk**
Presse blablabla
1–3 Jahre
 - Fluppe**
Tabacci rauchica
2–7 Jahre
 - Geknickter Dürstling**
Trapattoni babbela
500–1.000 Jahre
 - Alter Dosenhopf**
Dosis knitter
500 Jahre
 - Gemeiner Beutler**
Sackuli plasticus
bis 120 Jahre
 - Gefüllter Dungfang**
Stinki bombulus
500–800 Jahre

Helfen Sie mit, die Verbreitung dieser unbeliebten Waldbewohner zu stoppen. Sie sind extrem hartnäckig und oft gut getarnt. Aber einmal gesichtet, lassen sie sich problemlos einfangen. Sammeln Sie mit – für einen sauberen Wald!

Emotional communication

Example: (deadly consequences of) plastic pollution

How to make visitors stop
littering protected areas?



National Park Gates
On-sight markers
“Sacralizing” space





Emotional communication

Example: deadly consequences of plastic pollution



<https://ornithology.com/plastic-bags-and-birds/>



<https://medwet.org/2019/05/world-migratory-bird-day-2019-plastic/>

How to make visitors stop
littering protected areas?

Emotional communication

Example: deadly consequences of plastic pollution

So lange bleibt dein Müll im Wald!

3 Monate

2-60 Jahre

150 Jahre

500 Jahre

4000 Jahre



Nimm deinen Müll wieder mit nach Hause!
No trash!

* entstanden im Rahmen von Freiwilligen-Projekten im Nationalpark Harz :)

#FürEineaubereNatur #NationalparkHarz

Nationalpark
Harz



Kerngebiet



NATIONALPARK
Bayerischer Wald



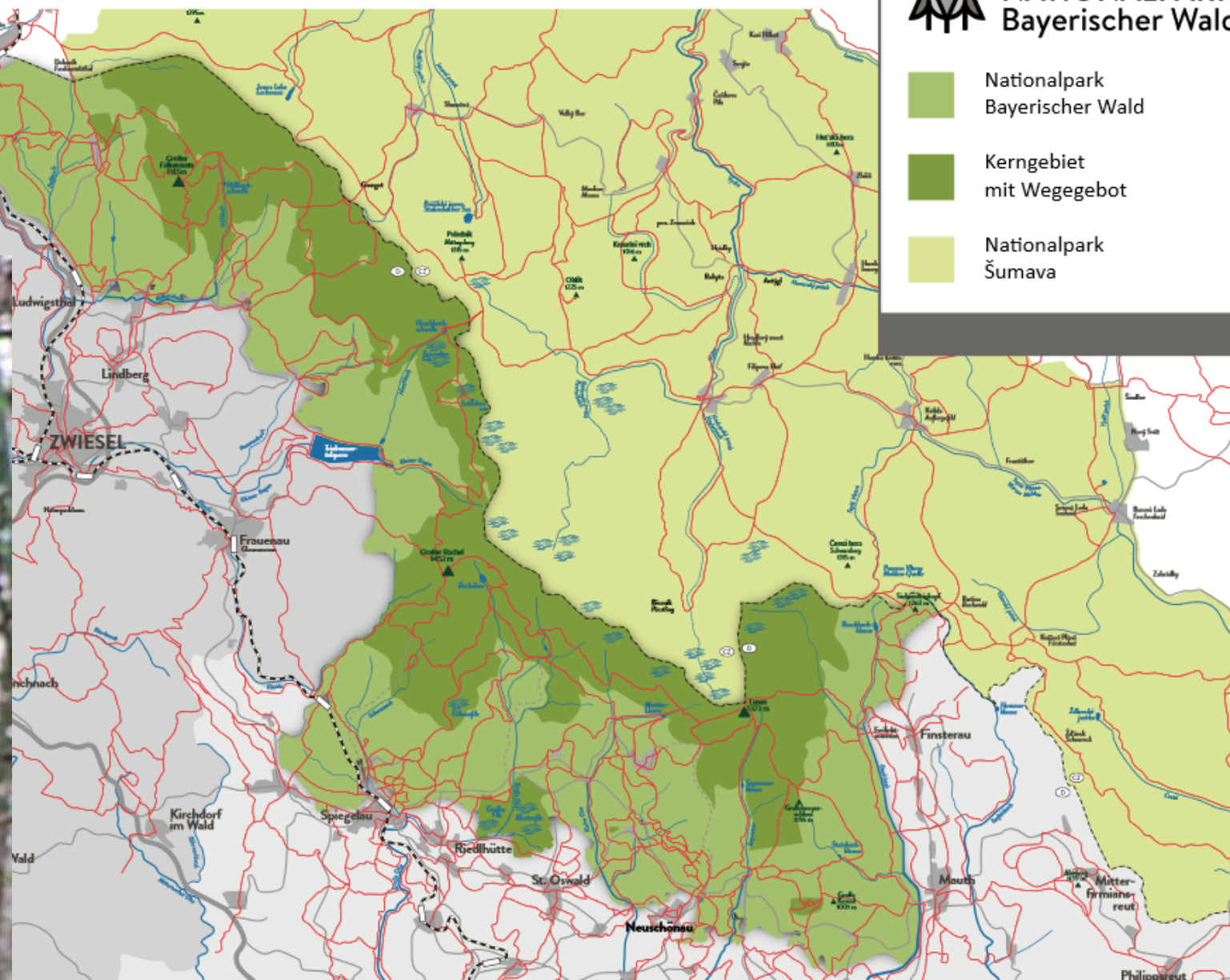
Nationalpark
Bayerischer Wald



Kerngebiet
mit Wegegebot



Nationalpark
Šumava





„We are raising our children here – they have to be kept warm all the time! When we have to run away from you they might die“

„Surviving in winter is difficult enough for us“



**Natur erleben - ganz in Ihrer Nähe: Die schönsten Nationalparke,
Naturparke und Biosphärenreservate**

Online

PA-Apps



Installationen

10.000+

Platforms



Social Media

Efficient means of
communication

Restricted to
followers who
already share
relevant values

Individual-interpretation with own device

Wikipedia,
BirdNet,
FloraIncognita

...

Encouraging visitors to come



Advising visitors



Olympic National Park

25. Mai um 22:19 · 🌐



Are you planning to backpack in Olympic this Memorial Day weekend? It's a great idea...and you aren't the only one to have it! Here are some pro tips for a great trip.



Instagram

Wenn Likes und Geotags die Natur zerstören

Tausende Menschen kletterten zu einem natürlichen Becken oberhalb des Königssees in Bayern, um sich in Pose für das Netz zu fotografieren. Der Run auf die perfekten Instagram-Spots macht mittlerweile vielerorts Probleme.

06.07.2021 um 14:23 Uhr - Pia Stenner - in Kultur - 3 Ergänzungen



Die Vorliebe der Instagram-Community für Infinity-Pools lockte Tausende an den Königsbach.

– Alle Rechte vorbehalten IMAGO / Roland Mühlanger

Quelle: Netzpolitik.org 2021: <https://netzpolitik.org/2021/instagram-wenn-likes-und-geotags-die-natur-zerstoeren/>



DIGITIZE THE PLANET

Vision

Wir unterstützen Menschen die Natur innerhalb aller Regeln zu genießen ohne sie dabei zu belasten.



**Eberswalde University
for Sustainable
Development**

Visitor Management in Protected Areas

Thank you for your attention!

