Sustainable Tourism Webinars

Webinar #10
What is overtourism in protected areas and what can we do about it?

Friday 3rd of November 2017
09h00-10h30 MST / 16h00-17h30 CET

An initiative contributing to:
A COLLABORATIVE PLATFORM INVOLVING OVER 120 ORGANIZATIONS WITH ONE COMMON GOAL:
DECOUPLING TOURISM GROWTH FROM THE INCREASED USE OF NATURAL RESOURCES

AGGREGATING EFFORTS OF MEMBERS

RESEARCH AND PROJECTS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

GAINING INTERNATIONAL VISIBILITY

EXCHANGING KNOWLEDGE

LED BY:

UNWTO

JOIN US!
Our vision

We envision a future where tourism associated with protected areas has a **positive impact on biodiversity**, and where tourism is environmentally, socially and economically **sustainable**
Who we are

IUCN World Commission on Protected Areas (WCPA) Specialist Group
Voluntary technical network
Specialists on tourism and protected areas and areas of particular importance to biodiversity
What we do – build capacity
What we do – network

Upcoming Events

Conference on Sustainable Tourism in SIDS
22 November–26 November · Seychelles
Our structure

Strategy and fundraising: Anna Spenceley (Chair)

Communities & Heritage: Sue Snyman (Vice chair)
Biodiversity: Yu-Fai Leung
Economics: Barbara Engels

Knowledge development: Megan Epler Wood
Capacity building: Thiago Souza

Membership: Elena Nikolaeva
Communication: Ron Mader
IUCN focal point: Giulia Carbone
Membership application: http://tinyurl.com/tapasmembership

Facebook: https://www.facebook.com/pages/Tourism-and‐Protected‐Areas‐Specialist‐Group/122961127797095

LinkedIn: https://www.linkedin.com/groups?home=&gid=4735342

Slideshare: http://www.slideshare.net/planeta/tapasgroup

Wiki: http://planeta.wikispaces.com/tapas

Google+: https://plus.google.com/u/0/117973343043881234019/posts

IUCN Website: http://www.iucn.org/about/work/programmes/gpap_home/gpap_capacity2/gpap_wcpacap/gpap_tourism/
What is overtourism in protected areas and what can we do about it?
Overtourism in Zion National Park
“Politically correct or not, this is a fact. We were at Yosemite last week and I'd say 75% were internationals, primarily Asians. The crowds made the experience horrible.” (Randy Smith)
- How US states market National Parks overseas
- Tour operator behavior that bundles Asian tourists into large groups
- National Park Service policy with respect to foreign visitors
- National Park Service policy with respect to buses in general
- Level of parking enforcement
- Parking lot and road design
- Existence of a perception bias that makes Asian buses more noticeable
- Fear by Asians to come by themselves or barriers they have to traveling in the US such as language which makes them group together
- Very image of the US in Asia
- Might be that by being in groups, they are actually easier to manage in some cases
“By applying a remedy to one sore, you will provoke another: and that which removes the one ill symptom produces others, whereas the strengthening one part of the body weakens the rest.”

Sir Thomas More
Predictable

Linear

Understandable

Stable

PLUS World
Predictable
Linear
Understandable
Stable
PLUS World
Dynamic

Impossible to completely understand
Frankenstein's Monster
Dynamic

Impossible to completely understand

Complex

Ever changing/evolving

DICE World
Dynamic

Impossible to completely understand

Complex

Ever changing/evolving

DICE World
Many frames of overtourism
Overtourism Is a Moving Target
"Overtourism occurs when conditions on the ground (e.g., visitor numbers, bison jams, visitor behavior) exceed our limit of acceptable change or our ability to receive the experience we seek, or management seeks to facilitate. It may also occur if conditions in communities fundamentally change its ability to function as a community its residents desire. And it might occur when negative impacts occur that are not acceptable to the values being protected."
All visitors leave impacts
Overtourism shifts with moment and place
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Overtourism shifts with moment and place
El Parque Tayrona fue designado como un área importante para la conservación de las aves. Cientos de aves migratorias hallan aquí refugio y alimento.

Overtourism shifts with moment and place
<table>
<thead>
<tr>
<th>Interior</th>
<th>Exterior</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
<td><strong>Behavior &amp; Body</strong></td>
</tr>
<tr>
<td><strong>Psychology or inner experience</strong></td>
<td>Measurable condition, physical well being, behaviors, skills and competencies</td>
</tr>
<tr>
<td>Thoughts, values, mental wellbeing, perceptions, memories, states of mind</td>
<td></td>
</tr>
<tr>
<td><strong>Culture</strong></td>
<td><strong>Social Environment &amp; Systems</strong></td>
</tr>
<tr>
<td>Shared values, meanings, worldviews, relationships, collective or group background</td>
<td>Systems, networks, policies, technologies, tools, government, natural environment</td>
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</tbody>
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**Integral Map**

<table>
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<tbody>
<tr>
<td><strong>Psychology or mental experience</strong></td>
<td><strong>Behavior &amp; Body</strong></td>
</tr>
<tr>
<td>Values, beliefs; recreational demand; congestion tolerance/desired visitor experience</td>
<td>Manager techniques used to control visitor behavior; manager skills to measure visitors and impacts; behavior of visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Collective</th>
<th><strong>Culture</strong></th>
<th><strong>Social Environment &amp; Systems</strong></th>
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<tr>
<td>Perception of positive versus negative impacts; perception of attractiveness; conservation paradigm; vision of community development (property values, public services, community pride, self-efficacy); relationships with communities, private sector, and managers; problem conceptualization; relative import of system goals (revenue generation, political support, heritage conservation, indigenous control)</td>
<td>Visitation patterns (peak days, seasons); monitoring system of visitor numbers and impacts; enforcement capacity; local business influences on visitation patterns; landscape design affects visitor flows and exposes vulnerabilities (# entrances, trail layout, bottlenecks, vehicle access); how marketing affects demand; infrastructure hardness, visitor distribution, experience opportunities available; policies and rules (“past solutions”)</td>
<td></td>
</tr>
</tbody>
</table>
THE FUTURE HAS OTHER PLANS
Planning Holistically to Conserve Natural and Cultural Heritage

Jon Kohl, Director
PUP Global Heritage Consortium
jon@pupconsortium.net

Jonathan M. Kohl       Stephen F. McCool
THE FUTURE HAS OTHER PLANS

Planning Holistically to Conserve Natural and Cultural Heritage

Steve McCool
Professor Emeritus
University of Montana

Jonathan M. Kohl  Stephen F. McCool
The Problems with National Parks? Too Many People

BY RICK MORAN  AUGUST 28, 2016

Utah’s Zion National Park has too many visitors, even in the winter off-season

By Lilit Marcus
Published January 11, 2017

National park visits hits record high for 3rd straight year

Published January 17, 2017  Associated Press

The headlines
Plitvice Lakes National Park
08.08.17.; UT; 14.402

Hourly distribution of visitation
The Problem

The Past

Why

The Future

How

What

Framing the problem

Resolving the problem
Why

Vision of public use
What do people take away from a visit?
How are they changed and transformed?
What happens to the community?

Describes the future
Aspirational
Drives actions
Reflects shared values and beliefs

Always begin with WHY
Describe experiences
Outcomes for visitors, communities
Zone unit for experiences
Identify indicators and standards

Principles
Diversity is key to quality
How much change is acceptable
Many variables affect relationship

To every complex problem, there is a simple answer, and it is wrong!
Developing the Pathway
- Use a framework
- Engage the public
- Build a consensus

Why we do these
- Use critical thinking
- Create ownership and build trust
- Organize resources for action

If you don’t understand your visitors, you don’t know how to manage them
Increase supply

Harden sites

Educate visitors

Marketing

Redistribute use temporally

Limit use

Actions We Can Employ
Frame problem and understand context

Think and act holistically

Dive deeper to describe why

Use a framework to structure your thinking

Build ownership and trust
Thank you!
Hvala!
Gracias!
Merci!
Obrigado!
What is overtourism in protected areas and what can we do about it?

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