

Economic and Social Impacts of Protected Areas on Rural Regions: Evaluation and Parameters

Workshop:

Environmental accounting and eco-balance for
the management of protected areas

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Cimolais

Dr. Daniel Bogner



Umweltbüro Klagenfurt:

- Private company in Klagenfurt/Austria
- About 25 Experts for environmental consulting and planning
- Different fields of work:
 - Nature protection management
 - Environmental assessment
 - Alpine pastures
 - Regional development
 - Natural hazard management
 - River ecology

References:

- MAREMA – MAnaging REgional MAnagement
2003-2005, Interreg IIIC
- ERA – Eco Regio Alpe Adria
2004 – 2008, Interreg III A
- My Featured Space 2025
2009-2011, LEADER und Nationale Mittel
- Nature Experience Borderless
2009-2012, Interreg IV A, AT-SLO



My Featured Space 2025

- Research projekt with 40 students from 7 schools in AT, ITA + SLO
- Research topic: *what will young people of today need in the future to live and work in rural regions?*
- Method: Video-interviews + Sensitivity Analysis (Frederic Vester)
- Output: online Comutergame, scenarios, pilot actions
- Projektbudget: 230.000,- €



MY FEATURED SPACE

- a project conducted in the course of the promotional programme 'Sparkling Science', supported by the Austrian Federal Ministry of Science and Research.

Project Information

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Team

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Results

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About 40 students from Carinthia, Slovenia and Italy together with their teachers attended the 1st project workshop from 22.-23th of January 2010 at the Hotel Post in Spittal/Drau in Carinthia. This fancy location - the "seminar room" was a disco - provided a perfect atmosphere for a creative project start (look at Gallery).

The students presented their regions and their proposals for a project logo (look at Results - Introduction phase). The hole project group built the jury. The top three logos were selected by the whole project group and later combined by a professional designer of Umweltbüro Klagenfurt. That's the way the project logo was developed.

During the workshop the students worked together in mixed groups and collected questions for the interview guideline, they will use for audio-visual interviews in their regions. Supported by Robert Schabus, a Carinthian filmmaker, they tried out filming.

In the next working steps the students will analyse their regions by data collection, field work and filmed interviews and define 20

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BMW F^a

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RMK
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Institut für Medien- und
Kommunikationswissenschaft



Nature Experience Borderless

- Strengthening rural regions with large protected areas
 - Marketing + CB- touristic packages
 - Infrastructure development in protected areas
 - Qualification and awareness
- 17 Partners
- Interreg IV A SI-AT
- Projektbudget: 2.1 Mio €

University Lecture

- University of Natural Resources and Applied Life Sciences, Vienna
- „Effects of large protected areas on development of rural regions“ 2006-2009
- Output:
 - around 15 Diploma theses on several regions
 - Synopsis for Austrian Ministry of Environment „Protected Areas Strengthening Rural Regions“



What is it about?

- National parks and other nature protection areas are well monitored when it comes to ecological issues but their economic values have received less attention
- Parks become more and more model regions for sustainable development; hence also social and economic impact on rural regions has to be considered and monitored
- Case studies exist where the local economic impacts of parks have been estimated. The applied methods vary a lot resulting in incomparable results

Trend Scenario or Worst Case Scenario?







Parco Naturale Prealpi Giulie (ITA)

Triglavski Narodni Park (SLO)

Nationalpark Nockberge (AT)



TRIGLAVSKI NARODNI PARK



ERA-Congress 2004 Reichenau, AT



ERA-Kongress 2004



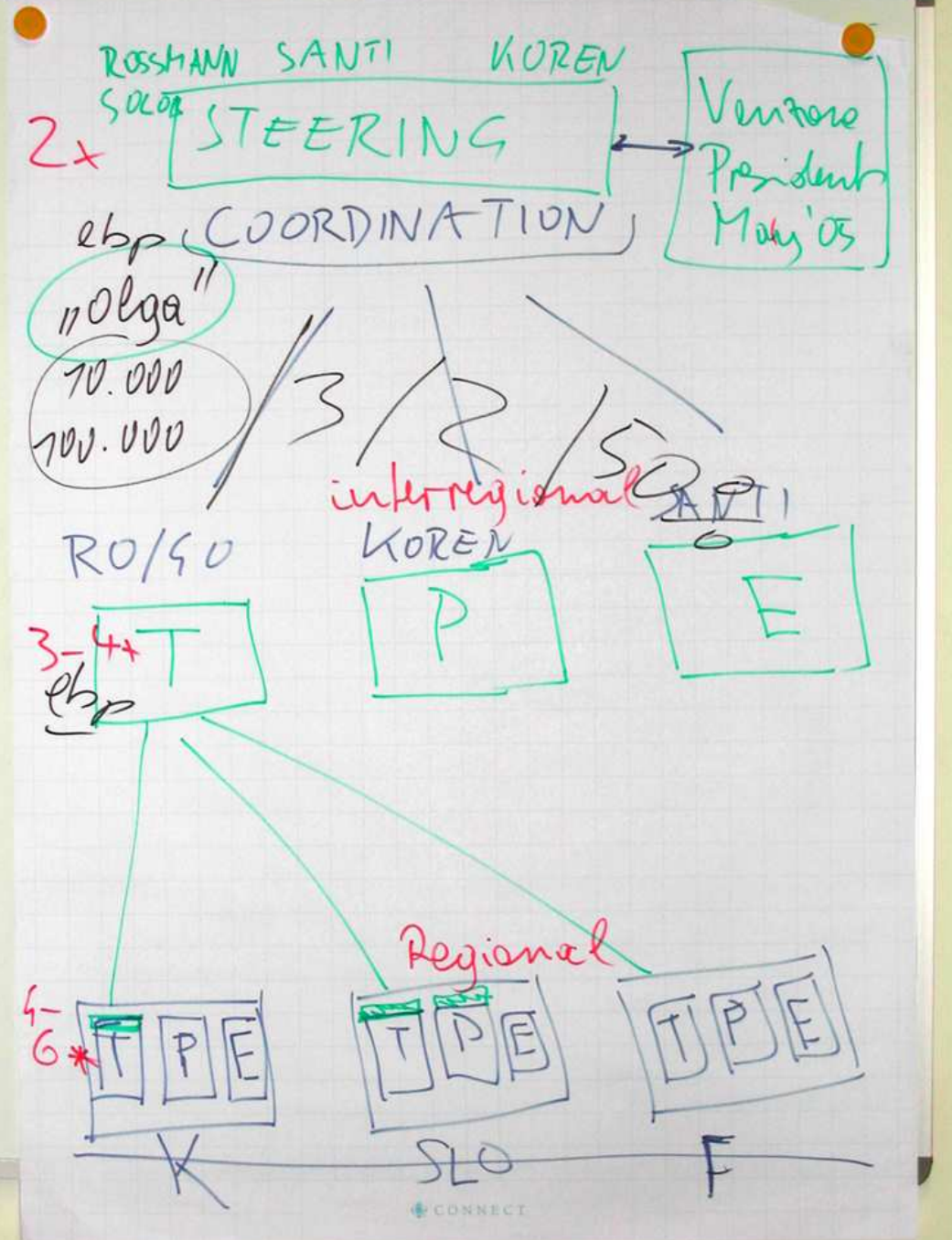
Gemeinsame Ziele und Arbeitsstrukturen

ÜBERREGIONALER BILDUNGS-AUSTAUSCH
ČEZMEJNA IZMENJAVA NA PODROČJU IZOBRAZBE
SCAMBI INTERREGIONALI NEL CAMPO DELLA FORMAZIONE

2. È POSSIBILE SECONDO VOI REALIZZARE DEGLI SCAMBI PER LA FORMAZIONE TECNICA DEGLI OPERATORI AGRICOLI?
 IST ES IHRER/EURER MEINUNG NACH MÖGLICH EINEN AUSTAUSCH FÜR DIE QUS- + WEITERBILDUNG VON LANDW. FACH KRÄFTEN DURCHFÜHREN?
 Ali je po vašem mnenju mogoče organizirati izmenjavo za strokovno usposabljanje kmetijskih ml. delavcev? (KMETOVALCE?)

4. BESTEHT EINE VERMARKTUNGSSTRATEGIE ZU VERWERTUNG DER REG. TYP. PRODUKTE IN DEN PARKS?
 ESISTE UNA STRATEGIA DI MERCATO PER LA VALORIZZAZIONE DEI PRODOTTI TIP. LOC. NEI PARCHI?
 Ali obstaja strategija za izkoriščanje tipičnih lokalnih proizvodov v parkih?
 Gibt es Interesse für gegenseitige Besuchsbesuche? (Urlaub am Bauernhof, direkt Vermarktung)
 Ali obstaja zanimanje za medsebojne obiske na kmetijskih (kmetijskih turističnih, turističnih) farmah?
 Siete interessati a visite reciproche nelle rispettive aziende (agriturismo, vendite dirette)
KAKO TRŽITI LOKALNO TIPICNE PRODUKTE PREKO TURIZMA?
 WIE LASSEN SICH LOKALTYPISCHE PRODUKTE DURCH DEN TOURISMUS VERMARKTEN?
 COME SI POSSONO COMMERCIALIZZARE I PRODOTTI TIPICI LOCALI ATTRAVERSO IL TURISMO?
 Ali strokovnjaki pri delu v tipičnih lokalnih proizvodnih posejnostih, kmetijskih in sosednjih področjih?
 Hilft die Förderung der Landw. Reg. Typ. Produkte die Besiedelung und die Landwirtschaft in den Bergregionen zu erhalten?
 LA PROMOZIONE DEI PROD. AGR. TIPICI REG. AIUTA A PRESERVARE LA POPOLAZIONE E L'AGRICOLTURA NELLE AREE MONTANE?

1. DO KAKO PROMOVIRATE IASINE (DEPLANT, FESTE COMUNI) I PRODOTTI TIPICI DEI TRE PARCHI?
 Ali bi bilo mogoče tržiti lokalno tipične proizvode nar. parkov pod skupno streho (brošure, skulpture, predstavitve)?
 KÖNNEN WIR UNSERE TYPISCHEN PRODUKTE AUS DEN PARKREGIONEN GEMEINSAM VERWERTEN (MARKETING, BROSCHÜREN, GEMEINSAME VERANSTALTUNGEN)
 Gibt es landwirtschaftl. Schulen in den NP-Regionen? - Gäbe es Möglichkeiten des föhlichen Austauschs zw. den Schulen u. Kooperationen zw. Schulen u. NPs?
 Ali obstajajo v okolici narodnih parkov, kmetijske šole? Ali bi bile mogoče izmenjave med šolami in kooperacijami narodnih parkov?
 Vi sono scuole di agraria nelle regioni dei PN? Possibilità di scambi o cooperazioni?
 6. COME PENSATE CHE POSSIAMO COMBATTERE NEL TURISMO SCOLASTICO O DI ALTRO GENERE?
 WIE KÖNNTE EINE MÖGLICHE ZUSAMMENARBEIT IM BEREICH DES SCHULTOURISMUS (OD ANDERER ARTEN VON TOURISMUS) AUSSEHEN?
 MOŽNOSTI SODELAVANJA NA PODROČJU ŠOLSKEGA TURIZMA (ALI PRI DRUGIH OBLIKAH TURIZMA)?
Vermarktungsformen
FORME DI COMMERCIALIZZAZIONE
OBlike TRŽENJA



Regionale Arbeitsgruppen (Bled, SLO)



Stimulating Communication



Nature Experience for Pupils



Nature Experience for Pupils



Awareness raising with Pupils



Awareness raising with Pupils



Exchange of Local Actors



Moggio Udinese 2005

Exchange of Typical Products



Exchange of Culture and Tradition



Steering Group Meeting



Thoughts beyond indicators

- Who is user of results?
- Quantitative – Semiquantitative – Qualitative
- Trends directly attributeable to parks activities?
- Most Monitorings are beeing conducted 1 x
- Pareto Principle
 - 80% of results with 20% of input
- Implementing vs Researching
- k.i.s.s. = keep it short + simple

Schedule of Monitoring

- Phase 1: Development
 - Concept for Monitoring
 - Development of Methods
 - Database development
- Phase 2: Regular Monitoring
 - Data collection
 - Data analysis
 - Interpretation of results
 - Recommendations

Data

- Experts opinion
- Census
- Tax data
- Field survey
 - Students
 - Volunteers
- Sampling: how much to count and where?
- Case studies

Quantitative Indicators - Visitors

- Number of visitors
- Number of over night stays
- Average visitor (daily) spending
- Models: Economic impacts estimated by applying the visitor spending information to a set of economic ratios and multipliers for each park
- Number of Jobs supported by the visitors, including part time and seasonal positions

Example: Tourist spending

- Accomodation: 35%
- Eating and drinking: 20%
- Mobility: 15%
- Misc: 15%
- Recreation: 8%
- Regional products: 7%

Source: Seidl & Weiler, 2001: Economic impact of National Park designation of the Black Canyon of the Gunnison on Montrose County, Colorado.

Quantitative Indicators - Agriculture

- Number of farms selling typical products to visitors
- Number of farms with quality brands cooperating with Park
- Estimated turnover of typical products
- Number of employees related to typical products

Quantitative Indicators – Parks Effects

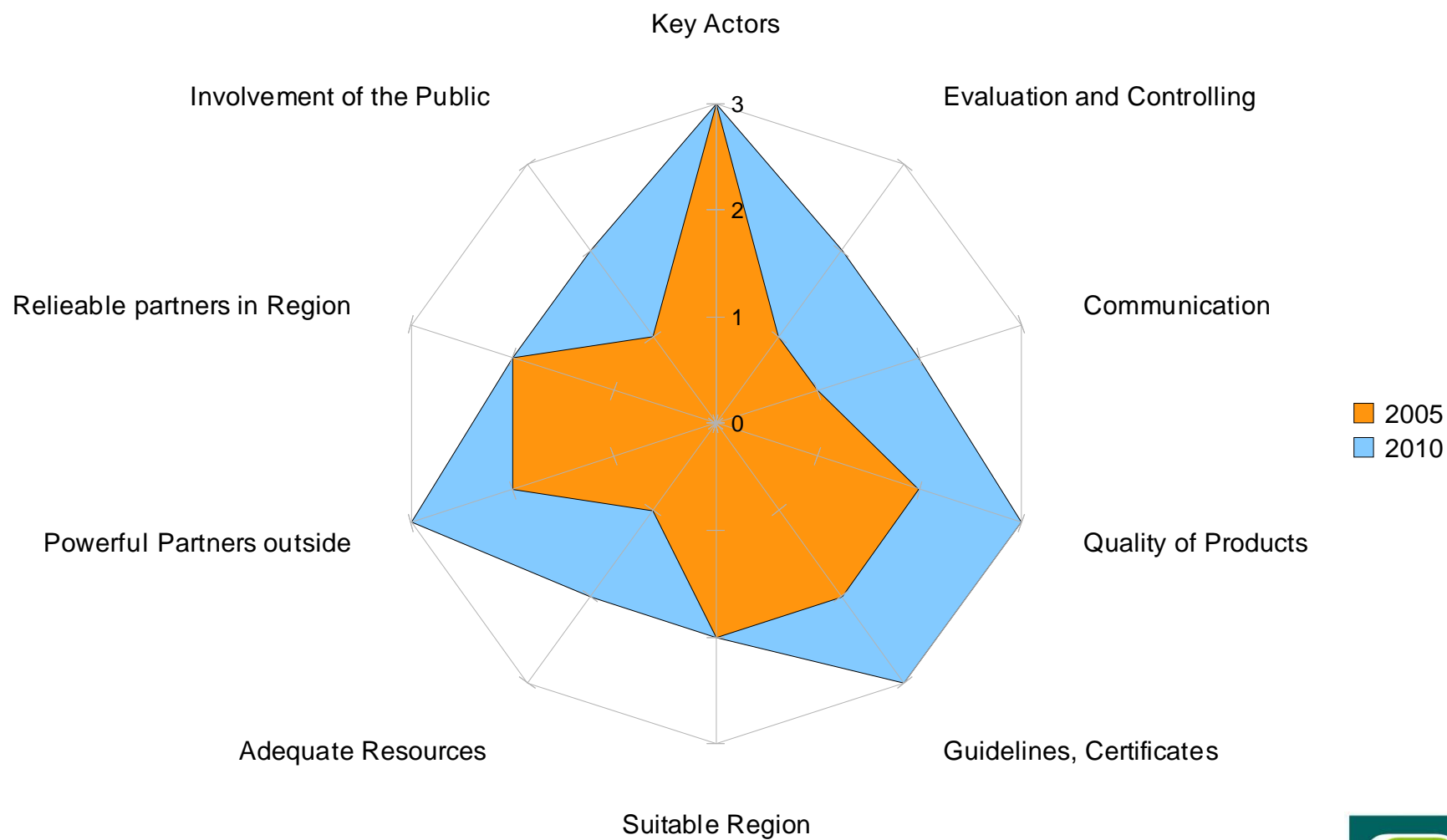
- Economic benefits of Parks to local communities:
 - Park operations – employees
 - Construction activities
 - Purchases of goods and services from local suppliers
 - Research and Monitoring activities
 - Educational activities
 - Voluntary activities



Quantitative Indicators – Population

- Percentage of young people in the region
- Number of (qualified) jobs in the region
- Household incomes in the region
- Commuters
- Social networks
- Cost of living in the region
- Awareness:
 - Volunteers working for the park
 - Public events

Success Factor Analysis



Experts?

