

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

(APPROVED STRATEGY)

Kullaberg Nature Reserve (Sweden)



JUNI 2016



**Länsstyrelsen
Skåne**

STRATEGY

General Objectives	Specific Objectives
Preserve the natural environment.	Promote scientific research.
	Manage in a more sustainable way: based on the results of specific studies.
	Raise awareness among visitors and entrepreneurs.
Improve the management of resources and wastes.	Improve the quality of the drinking water and the sustainability of the waste-water treatment.
	Promote energy efficiency.
	Improve the sustainable treatment of solid residues (recycling).
Improve the information provided to visitors by the local stakeholders.	Clearly inform about restrictions and risks. Improve signalling.
	Include heritage interpretation into new and existing touristic products.
	Cooperate to provide public use information in strategic spots.
Manage visitor flows and impact. Ensure both a high quality visitor experience and the well-being of the local population.	Develop a sustainable mobility plan.
	Coordinate to distribute guided tours and activities in the territory.
	Guide visitors through advising.
	Create more tourist products in low season.
	Promote and gather feedback from visitors and local population.
	Improve the enforcement of regulations.
Preserve Historical and Cultural Heritage of Skåne.	Promote the sale of local products.
	Promote the organization of cultural activities.
	Develop information and interpretation scheme for archaeological and architectural heritage.
Implement the ECST.	Improve the cooperation and synergies among stakeholders.
	Promote sustainable tourism and the ECST among the local population and visitors.
	Create a monitoring of commitment for the Action Plan and conduct regular evaluation.
	Promote engagement of local businesses in the effective development and management of sustainable tourism.

1. Preserve the Natural Environment

1.1 Promote scientific research.

There is little scientific information available in the reserve, although the reserve is now promoting agreements with research groups. It is also beneficial to increase collaboration with other organizations, like Nature 2000 or ArtDataBanken, to summarize existing studies and information.

1.2 Manage in a more sustainable way: based on the results of specific studies.

The management should be homogenized in both parts of the reserve. Impact and carrying capacity studies, both social and environmental, should be conducted.

1.3 Raise awareness among visitors and entrepreneurs.

This is done by offering specific education regarding sustainable tourism, design information and activities about the importance of nature. It is also important to promote the importance to comply with regulations. The community emphasized the need to implement an education program with content about sustainable tourism directed to the stakeholders in the area.

2. Improve the management of resources and wastes.

2.1 Improve the quality of the drinking water and the sustainability of the wastewater treatment.

The water in many points of the reserve is barely drinkable and actions should be taken to improve the quality.

There are several places in the reserve where grey water treatment does not adhere to the current standards.

2.2 Promote energy efficiency.

There are administrative guidelines that promote efficiency in the area, and some stakeholders work in this direction. However, specific energy efficiency plans will be useful for all agents to join this path.

2.3 Improve the sustainable treatment of solid residues (recycling).

Some stakeholders like the Naturum recycle on their own or have relevant agreements with municipality, but there is no recycling system inside the reserve and the existing containers do not cover the demand in the peak season. It is also necessary to develop more education programs to encourage recycling like the ongoing program “Go Green-Think Twice”.

3. Improve the information provided to visitors by local stakeholders.

3.1 Clearly inform about restrictions and risks. Improve signalling.

The outdoor signalling is deficient and out of date. There is also different signalling in both parts of the reserve. It should be homogenized and provide clear information. Signals should include items that show allowed activities. Most important signs should use pictograms or be in at least Swedish, English, German and Arabic languages.

3.2 Include heritage interpretation into new and existing touristic products.

Create touristic products that include interpretation and foster activities promoting the importance of nature heritage and developing the sense of belonging among visitors. Heritage interpretation training programs should be run.

3.3 Cooperate to give public use information in strategic spots.

As the Naturum is located in the western corner of the reserve, cooperation with all stakeholders is necessary to disseminate information throughout the reserve.

4. Manage visitors flow and ensure visitors' quality experience and the wellbeing of the local population.

4.1 Develop a sustainable mobility plan.

Due to the massive arrival of visitors during summer, a mobility plan will help to regulate traffic and promote the use of alternative transports. It might also serve as a tool to achieve the more even distribution of the visitors flow between the different areas of the reserve. The community emphasized the need to develop capacity charge studies.

4.2 Contribute to the establishment and a proper coordination of guided tours in the territory.

Communicate with the stakeholders to plan activities avoiding negative impacts on the environment and inconveniences among groups.

4.3 Guide visitors through advising.

Diversify the offer by recommending trails to visitors according to their interests and circumstances, in order to distribute visitors throughout the reserve.

4.4 Extend the tourist season.

Right now all the activities are concentrated during summer. There is a need to extend the tourist active period to the rest of the seasons. Seasonal activities should be promoted in the visitors centre and in the protected area. Encourage local economy by offering off-season products.

4.5 Promote feedback from visitors and local population.

Public use questions should be included in the surveys offered to the visitors.

4.6 Improve the enforcement of regulations.

There are problems to make visitors comply with some regulations and it is necessary to explore alternatives and make oversight more effective.

5. Preserve Historical and Cultural Heritage of Skåne.

5.1 Promote the sale of local products.

Promote local gastronomy, local crafts and the importance of traditional construction (like the well-known traditional roofs).

5.2 Promote the organization of cultural activities.

Promote the organization of cultural activities and advertise the activities carried on widely with the cooperation of different stakeholders.

5.3 Develop information and interpretation scheme for archaeological and architectural heritage.

The Diagnosis has demonstrated that Kullaberg is a site of extensive history, important for archaeological investigation; there are some remainings like the domar-ring and other sites of cultural importance like Himmelstorp farm. It is recommended to foster guided tours that include cultural interpretation and also take those aspects into consideration when compiling information provided to the visitors.

6. Implement the ECST.

6.1 Improve the cooperation and synergies among stakeholders.

A proactive attitude is necessary from administration and the rest of stakeholders. Having regular meetings may create a better understanding of the needs of each other and joint actions. It will also help to identify and solve possible conflicts. The community wants to explore

possibilities to establish a local reference group that can work together with the Site Manager in order to grant special permissions for outdoor activities and events.

6.2 Promote sustainable tourism and the ECST among the local population and visitors.

Organize training programs for tourism stakeholders, provide information about the ECTS certification for visitors and organize related events.

6.3 Commit to regular monitoring of the planned results stipulated in the Action Plan and revalidate the Certification.

The stakeholders agree that this strategy is a good course of action and they are willing to use the certification as a long term tool. It is also expected that the certification might help to get financing for the actions, however it is important not to overestimate the resources and develop a doable Action Plan.

6.4 Promote engagement of local businesses in the effective development and management of sustainable tourism.

All the stakeholders and specially the administration must try to include the local businesses in the process of the Charter. They should also encourage and support them to certify themselves under the Phase II.