

# KULLABERG NATURE RESERVE AS A SUSTAINABLE TOURISM DESTINATION

## ACTION PLAN 2017-2021

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		1			
CAPACITY STUDIES					
<b>General Objectives</b> (according to the ECST Key actions)	<i>Manage visitors flow and impact. Ensure both a high quality visitor experience and the well-being of the local population</i>				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<ul style="list-style-type: none"> <li>• <i>Conduct social and environmental capacity charge studies in Kullaberg</i></li> <li>• <i>Promote and gather feedback from visitors and local population</i></li> </ul>				
<b>Action</b>	Carrying capacity study				
<b>Description</b>	1) Carry out qualitative and quantitative research measuring visitors satisfaction with the Kullaberg facilities and distribution of tourists in the area 2) Carry out ecological research to measure environmental pressure on ecosystems resulting from tourist activities 3) Based on the results of the studies above, promote more equal distribution of tourists in the area to benefit visitors, local population and environment 4) Based on the results of the studies above and the sustainable mobility plan take measures regarding the traffic situation during the summer season.				
<b>Justification</b>	Absence of data on distribution of tourists and allowable human and ecological loads in Kullaberg				
<b>Related actions</b>	<i>Development of mobility plan; Distribute guided tours and activities in the territory more evenly.</i>				
<b>Responsible</b>	External research capacity, Kullaberg Nature Reserve, Mölle By- och Kulturförening, Höganäs municipality.				
<b>Other implicated agents</b>	Visitors and local community				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	External financial resources from different donors Kullaberg Nature Reserve				
<b>Deadlines</b>	2016	2017	2018	2019	2020
<b>Expected results</b>	Social and environmental capacity charge reports				
<b>Priority</b>	High importance as the results will influence the decision making process during 2017-2021				
<b>Monitoring indicators</b>	Number of recommended measures incorporated to the management plan Research reports.				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		HERITAGE INTERPRETATION				2
<b>General Objectives</b> (according to the ECST Key actions)	<ul style="list-style-type: none"> <li>• <i>Improve the information provided to visitors by local stakeholders</i></li> <li>• <i>Enhance Historical and Cultural Heritage of Skåne</i></li> </ul>					
	<i>Implement the ECST</i>					
<b>Specific Objective</b> (according to the Strategy)	<ul style="list-style-type: none"> <li>• <i>Include heritage interpretation into new and existing products</i></li> <li>• <i>Develop information and interpretation scheme for archaeological and architectural heritage</i></li> </ul>					
<b>Action</b>	Improve and extend the information offered to visitors about the Historical, Cultural, Archaeological and Architectural Heritage					
<b>Description</b>	1) Conduct inventory of heritage interpretation in information displayed for visitors in Kullaberg 2) Upgrade the information plates and materials 3) Explore the most valuable information on heritage available from local population for further dissemination 4) Elaborate the educational block for businesses to enhance the heritage interpretation scheme that they utilize in their operations					
<b>Justification</b>	Lack of consistency in heritage interpretation in Kullaberg and touristic products					
<b>Related actions</b>	<i>Promote sustainable tourism and the ECST among the local population and visitors</i> <i>Promote engagement of local businesses in the effective development and management of sustainable tourism</i>					
<b>Responsible</b>	Kullaberg Nature Reserve, Consultant team in sustainable tourism, Landscape consulting team.					
<b>Other implicated agents</b>	Höganäs municipality					
<b>Estimated budget (€)</b>	<b>Funding sources</b>					
	External financial resources from different donors Kullaberg Nature Reserve					
<b>Deadlines</b>	2017	2018	2019			
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders and volunteers in Höganäs municipality and Skåne in general.					
<b>Priority</b>	High importance, activities should be launched during 2017					
<b>Monitoring indicators</b>	Improvement of the information shared with visitors Educational block for businesses to enhance the heritage interpretation Number of signs that have been renovated Number of new signs					

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG					
RESEARCH PROMOTION					3
<b>General Objectives</b> (according to the ECST <i>Key actions</i> )	Preserve the natural environment				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<i>Promote scientific research</i> <i>Manage in a sustainable way: based on the results of specific studies</i> <i>Raise awareness among visitors and entrepreneurs</i>				
<b>Action</b>	Improve research capacity				
<b>Description</b>	1) Strengthen the scientific network with representatives of local authorities, universities, research facilities and NGOs 2) Enhance both terrestrial and marine environmental research 3) Use external research resources and citizen science to strength the investigation capacities in Kullaberg.				
<b>Justification</b>	Research program in Kullaberg Reserve could be improved				
<b>Related actions</b>	Promote engagement of local businesses and visitors in effective management of sustainable tourism.				
<b>Responsible</b>	Kullaberg Nature Reserve, national and foreign universities.				
<b>Other implicated agents</b>	Nature conservation organisations in Kullabygden.				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	External research capacity, Kullaberg Nature Reserve				
<b>Deadlines</b>	2017	2018	2019	2020	2021
<b>Expected results</b>	Kullaberg Nature Reserve is implementing new management strategies to improve its conservation and protection capacities.				
<b>Priority</b>	High importance, activities should be launched during 2017				
<b>Monitoring indicators</b>	<p>% of investigation increased during the period</p> <p>Number of recommended measures incorporated to the management office working plan</p> <p>Documents publications and research reports elaborated during the period.</p>				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		4			
EDUCATION FOR BUSINESS					
<b>General Objectives</b> (according to the ECST Key actions)	<i>Educate local people, visitors and local businesses on the importance of sustainability approach in tourism</i>				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<i>Promote sustainable tourism and the ECST among the local population and visitors</i> <i>Promote engagement of local businesses in the effective development and management of sustainable tourism</i>				
<b>Action</b>	Sustainable tourism education for businesses				
<b>Description</b>	Elaboration of educational block about sustainability in tourism management for local businesses to improve operations and supply chain. The education block would include: 1) Online education platform 2) Series of live lectures/workshops 3) Practical assignments aimed at introduction of sustainable practices in business operations 4) Promotion of the certification of sustainable business within the Charter for sustainable tourism.				
<b>Justification</b>	Lack of sustainable practices in local business operations and supply chains				
<b>Related actions</b>	Enhance Historical and Cultural Heritage of Skåne; Include heritage interpretation into new and existing touristic products.				
<b>Responsible</b>	Kullaberg Nature Reserve, Höganäs municipality, Consultant team in sustainable tourism.				
<b>Other implicated agents</b>	Touristic business, Tourism Skåne				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	External financial resources from different donors Höganäs municipality Kullaberg Nature Reserve				
<b>Deadlines</b>	2017	2018	2019	2020	2021
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders and volunteers in Höganäs municipality and Skåne in general.				
<b>Priority</b>	High importance, activities should be launched during 2017				
<b>Monitoring indicators</b>	Manuals, education platform, and reports elaborated during the period. Number of businesses involved in education activities per year. Number of businesses certified through the Charter for sustainable tourism.				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		5			
IMPROVE INFORMATION					
<b>General Objectives</b> (according to the ECST <i>Key actions</i> )	Improve information provided to visitor by local stakeholders				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<i>Cooperate to give public information in the strategic spots; Include heritage interpretation into new and existing products; Guide visitors through advising.</i>				
<b>Action</b>	Improve the visibility of information				
<b>Description</b>	Improve the information flow both within and outside Kullabygden: 1) Upgrade of App for Mac OS and Android with information on facilities in Kullaberg 2) Cooperation with major tourist information portals (Visit Sweden, etc) 3) Ensure accessibility of information about products and services in different locations in Kullabygden 4) Improve information signs.				
<b>Justification</b>	Lack of visibility and accessibility of information to tourists in Sweden and abroad.				
<b>Related actions</b>	Promote the organization of cultural activities; Improve the cooperation and synergies among stakeholders.				
<b>Responsible</b>	Kullaberg Nature Reserve, Landscape consulting team.				
<b>Other implicated agents</b>	Tourism Skåne, Visit Sweden, Höganäs municipality.				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	External financial resources from different donors Kullaberg Nature Reserve budget				
<b>Deadlines</b>	2017	2018	2019	2020	2021
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders in Höganäs municipality and Skåne in general.				
<b>Priority</b>	High importance, activities should be launched during 2017				
<b>Monitoring indicators</b>	Information products developed during the period. Application for Mac OS and Android Number of new partnerships to promote the local products and services. Number of new and renovated signs.				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		6			
SUSTAINABLE MOBILITY PLAN					
<b>General Objectives</b> (according to the ECST Key actions)	<i>Manage visitors flow and impact. Ensure both a high quality visitor experience and the well-being of the local population</i>				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<i>Develop a sustainable mobility plan</i>				
<b>Action</b>	SUSTAINABLE MOBILITY PLAN				
<b>Description</b>	Based on the results of the social and ecological capacity charge studies, elaborate a sustainable mobility plan in order to: 1) Regulate the influence of traffic in Kullaberg 2) Maximize efficiency of public transportation in the area 3) Mainstream sustainability through introduction of environmentally friendly transportation and more equal distribution of tourists in the area				
<b>Justification</b>	Concerns from local community about traffic situation. Results from the capacity charge studies.				
<b>Related actions</b>	<i>Social and ecological capacity charge studies; Distribute guided tours and activities in the territory more evenly.</i>				
<b>Responsible</b>	External consulting capacity, Kullaberg Nature Reserve, Mölle By- och Kulturförening, local community representatives				
<b>Other implicated agents</b>	Kullaberg Nature Reserve, Höganäs municipality, Kullamanen, Landscape consulting team.				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	External consulting capacity, Kullaberg Nature Reserve, Höganäs municipality, External financial resources from different donors.				
<b>Deadlines</b>	2017	2018	2019	2020	2021
<b>Expected results</b>	Mobility plan is elaborated, approved by all stakeholders and implemented				
<b>Priority</b>	High importance as the results will influence the decision making process during 2017-2021				
<b>Monitoring indicators</b>	Mobility plan in operation from year 2018. Number of recommended measures assumed by the year 2021. Agreements with the municipality and Skånetrafiken.				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG					
PRODUCTS PROMOTION					7
<b>General Objectives</b> (according to the ECST <i>Key actions</i> )	Enhance Historical and Cultural Heritage of Skåne				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<i>Promote the sale of local products</i> <i>Promote engagement of local businesses in the effective development and management of sustainable tourism</i>				
<b>Action</b>	Promotion of local products				
<b>Description</b>	Elaboration of a program aimed at fostering cooperation to promote local products and improve supply chains. The program would include: 1) Cooperation with local fishermen to promote direct sales to customers in the region 2) Fostering local partnerships to create new products, increase visibility and accessibility of local gastronomy and crafts to tourists and local population 3) Marketing campaign for local producers to target wider consumers group in Sweden 4) Promotion of the certification of sustainable business within the Charter for sustainable tourism.				
<b>Justification</b>	Lack of visibility and accessibility of local products to tourists and local population.				
<b>Related actions</b>	Promote the organization of cultural activities; Improve the cooperation and synergies among stakeholders. Include heritage interpretation into new and existing touristic products.				
<b>Responsible</b>	Kullaberg Nature Reserve, Consultant team in sustainable tourism.				
<b>Other implicated agents</b>	Höganäs Municipality				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	External consulting capacity, Kullaberg Nature Reserve, Höganäs municipality, External financial resources from different donors, Kullaberg Nature Reserve				
<b>Deadlines</b>	2017	2018	2019	2020	2021
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders in Höganäs municipality and Skåne in general.				
<b>Priority</b>	High importance, activities should be launched during 2017				
<b>Monitoring indicators</b>	Documents and reports elaborated during the period. Number of businesses involved in the program per year. Number of resolutions to promote the local products. Number of partnerships to promote local products. Number of businesses certified through the Charter for sustainable tourism.				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG					8
TRAIL VOLUNTEERS					
<b>General Objectives</b> (according to the ECST <i>Key actions</i> )	Manage visitor flow impact. Ensure both a high quality visitor experience and the well-being of the local population.				
	<i>Implement the ECST</i>				
<b>Specific Objective</b> (according to the Strategy)	<i>Coordinate to distribute guided tours and activities in the territory Improve the cooperation and synergies between the local stakeholders</i>				
<b>Action</b>	Trail volunteer club				
<b>Description</b>	1) Establish a volunteer organization to help out with trail maintenance in the nature reserve 2) Hold regular trail maintaining events in a form of "parties" where outdoor experience is combined with trail maintenance assistance and mingling 3) Hold marketing campaign to promote Trail Volunteer Club's activities to target wider audience in Sweden.				
<b>Justification</b>	Poor quality of trails in several parts of the reserve. Lack of cooperation between the Kullaberg Reserve and local activists/volunteers.				
<b>Related actions</b>	Promote engagement of local businesses and visitors in effective management of sustainable tourism.				
<b>Responsible</b>	Kullaberg Nature Reserve, Landscape consulting team, Trail volunteer club, Kullamanen				
<b>Other implicated agents</b>	Höganäs Municipality, Members of the Kullaberg Forum, Jonstorps scoutkår.				
<b>Estimated budget (€)</b>	<b>Funding sources</b>				
	Kullaberg Nature Reserve, Höganäs Municipality External financial resources from different donors				
<b>Deadlines</b>	2017	2018	2019	2020	2021
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders and volunteers in Höganäs municipality and Skåne in general.				
<b>Priority</b>	High importance, activities should be launched during 2017				
<b>Monitoring indicators</b>	Trail Volunteer Club is conformed. Number of members involved in the club activities per year. Number of measures implemented according to the mobility plan.				



EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		RESOURCE USE					9
<b>General Objectives</b> (according to the ECST <i>Key actions</i> )	Improve the management of resources and wastes						
	<i>Implement the ECST</i>						
<b>Specific Objective</b> (according to the Strategy)	<i>Improve the quality of drinking water and the sustainability of waste-water system</i> <i>Promote energy efficiency</i> <i>Improve sustainable treatment of solid residues</i>						
<b>Action</b>	Improved resource management						
<b>Description</b>	1) Establish a new water system that creates better conditions for drinking water and sewage system. 2) Optimize energy efficiency. 3) Set the new waste facilities and recycling containers.						
<b>Justification</b>	Quality of natural resource management in Kullaberg could be improved.						
<b>Related actions</b>	Promote engagement of local businesses and visitors in effective management of sustainable tourism.						
<b>Responsible</b>	Kullaberg Nature Reserve, Swedish Environmental Protection Agency, Höganäs Municipality						
<b>Other implicated agents</b>	Local businesses, visitors						
<b>Estimated budget (€)</b>	<b>Funding sources</b>						
	External consulting capacity, Kullaberg Nature Reserve, Höganäs Municipality, Swedish Environmental Protection Agency, External financial resources from different donors, Kullaberg Nature Reserve						
<b>Deadlines</b>	2017	2018	2019	2020	2021		
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders and volunteers in Höganäs municipality and Skåne in general.						
<b>Priority</b>	High importance, activities should be launched during 2017						
<b>Monitoring indicators</b>	Number of recycling containers installed in the reserve. Number of education processes to the local business in order to disseminate information about good practices. By the year 2021 the water and sewage system has improve. Number of vehicles that are driven by environmental friendly sources. Number of measures to optimize energy efficiency						

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF KULLABERG		ENVIRONMENTAL EDUCATION				10
<b>General Objectives</b> (according to the ECST <i>Key actions</i> )	Promote sustainable tourism among local population and visitors Preserve natural environment					
	<i>Implement the ECST</i>					
<b>Specific Objective</b> (according to the Strategy)	<i>Raise awareness among visitors and entrepreneurs</i> <i>Coordinate to distribute guided tours and activities in the territory</i> <i>Improve the cooperation and synergies between the local stakeholders</i>					
<b>Action</b>	Environmental education for kids and grown-ups					
<b>Description</b>	1) Organize environmental education tours and “tips” walks in Nature reserve for kids and grown-ups 2) Create a new eco-route in the existing trails with information about Allemansrätten and nature protection 3) Strengthen the “Go Green Think twice” environmental education for schools, refugees and people with disabilities 4) Promote volunteer opportunities for outdoor and environmental education activities.					
<b>Justification</b>	Lack of cooperation between the Kullaberg Reserve and local activists/volunteers. Lack of specialized environmental education products.					
<b>Related actions</b>	Create more tourist products in low season					
<b>Responsible</b>	Kullaberg Nature Reserve, Friluftsrämjandet i Helsingborg					
<b>Other implicated agents</b>	Höganäs Municipality					
<b>Estimated budget (€)</b>	<b>Funding sources</b>					
	External financial resources from different donors Friluftsrämjandet Helsingborg Kullaberg Nature Reserve					
<b>Deadlines</b>	2017	2018	2019	2020	2021	
<b>Expected results</b>	Kullaberg Nature Reserve promotes sustainable tourism in cooperation with local stakeholders and volunteers in Höganäs municipality and Skåne in general.					
<b>Priority</b>	High importance, activities should be launched during 2017					
<b>Monitoring indicators</b>	Information signs elaborated during the period. Eco-route is created. Number of people involved in the club activities per year. Number of events to promote environmental education.					