

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM
IN PROTECTED AREAS

APPROVED ACTION PLAN

SÖDERÅSEN NATIONAL PARK

SKÅNE, SWEDEN



NOVEMBER 2019



This action plan is connected to Söderåsen National Park's strategy for sustainable tourism.

The *General* and *Specific Objectives* are the same as those mentioned in the strategy (including the number scheme).

Author: Emma Sandler Berlin, project leader. Söderåsen National Park. 2019.

**SÖDERÅSEN NATIONAL PARK -
A SUSTAINABLE TOURISM DESTINATION
ACTION PLAN 2020-2024**

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		1			
ACCESSIBILITY					
General Objective(s)	4. Improve visitor safety and accessibility.				
Specific Objective(s)	4.2. Improve accessibility in physical planning and guide products.				
Action	Improve the overall accessibility.				
Description	1) Improve the physical accessibility at rest areas and campsites. 2) Describe the accessibility at visitor facilities and sites on the website. 3) Review all guide material for improved readability in written texts. 4) Consider different disabilities when planning facilities, events and guided tours. 5) Collaborate with users in order to facilitate according to various needs.				
Justification	Concerns from the local community about accessibility. Everyone should feel welcome at public places like SNP and naturum according to their needs.				
Related actions	3.2. Provide information to and guidance to visitors. 3.3. Collect and act upon feedback from visitors and local population. 3.4. Include nearby nature reserves in visitor management planning. 4.3. Develop a communication strategy.				
Expected results	More visitors will feel welcome as SNP and naturum are more accessible and a more self-explanatory website will make planning visits easier.				
Monitoring indicators	Less pre-visit questions regarding planning. Fewer complaints about bad access to the campsites. More visitors with disabilities.				
Responsible	Söderåsen National Park, naturum Söderåsen				
Other implicated agents	County Administrative Board of Skåne's nature communication coordinator, local users				
Estimated budget	35418 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022	2023	2024
Priority	High				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		2			
COMMUNITY INTERACTION					
General Objective(s)	2. Improve community interaction. 5. Promote cultural and natural heritage of the region. 6. Implement the ECST.				
Specific Objective(s)	2.1. Cooperate with local businesses. 2.2. Participate actively in “Destination Söderåsen”. 2.3. Invite local stakeholders to participate in focus groups. 5.2. Invite the public to volunteering events. 6.1. Promote sustainable tourism and the ECST among the local community and visitors. 6.2. Engage local businesses in the development and management of sustainable tourism. 6.3. Monitor the commitment for the action plan and conduct regular evaluation.				
Action	Involve visitors and local stakeholders in collaborative activities, volunteer activities, focus groups and engage more with local businesses.				
Description	1) Promote the diploma guide and SNP partnership, expand the networking and education programs. 2) Take active part in Destination Söderåsen: steering committee, focus groups and meetings. 3) Invite visitors and locals in planning activities and visitor facilities; i.e. work groups discussing rest areas and trail management. 4) Arrange volunteer activities; Junior Rangers, hay-making etc. 5) Support and engage local businesses.				
Justification	The number of visitors increases yearly and to welcome them in the best possible way we need to reach out and include them in protecting the environment. Good relations with local stakeholders provide valuable, and knowledgeable, ambassadors for SNP.				
Related actions	1.4. Raise awareness among visitors and local tourism businesses. 3.3. Collect and act upon feedback from visitors and local population. 4.3. Develop a communication strategy.				
Expected results	A better understanding among local communities of the work in SNP, positive feedback, social cohesion and less detrimental behavior.				
Monitoring indicators	New diploma guides and NP partners. Successful events by Destination Söderåsen. Number of participants in working groups. Number of arranged activities with volunteers. New collaborations with local businesses.				
Responsible	Söderåsen National Park, naturum Söderåsen, Destination Söderåsen				
Other implicated agents	Söderåsen municipalities, tourism businesses, local community, visitors, NGO's				
Estimated budget	23567 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022	2023	2024
Priority	High				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		3			
SAFETY					
General Objective(s)	3. Manage visitor flow and impact. 4. Improve visitor safety and accessibility.				
Specific Objective(s)	3.2. Provide information and guidance to visitors. 4.1. Develop a response plan for emergency situations. 4.4. Train staff in emergency response actions.				
Action	Develop a response plan and train staff in emergency response.				
Description	1) A response plan developed in collaboration with local emergency and rescue services will provide valuable information in case of an emergency. Including setting up rescue point numbers on all trail signs. 2) Well-trained staff is helpful when smaller accidents occur, and as first responders. Joint trainings with local emergency and rescue services prevent misunderstandings for other's job. 3) Correct information can prevent many accidents. Information during, and after, an emergency is important to calm things. 4) Regular oversight of roads, visitor facilities etc. and good planning is necessary to minimize accidents.				
Justification	Concerns from the local community. The combination of a couple of larger fires and drought in the last years makes access and comprehension of the difficult terrain a pressing matter.				
Related actions	3.1. Develop a sustainable mobility plan. 3.3. Collect and act upon feedback from visitors and local population. 4.2. Improve accessibility in physical planning and guide products. 4.3. Develop a communication strategy.				
Expected results	Smoothly run collaboration in case of an emergency.				
Monitoring indicators	A ready to use response plan. Trail signs have rescue point numbers. Staff have yearly trainings in first aid, CPR, fire extinguishing and emergency first response actions. Number of reported accidents and emergencies.				
Responsible	Söderåsen National Park, County Administrative Board of Skåne				
Other implicated agents	naturum Söderåsen, local emergency and rescue services				
Estimated budget	41988 €				
Funding sources	Söderåsen National Park, County Administrative Board of Skåne, local emergency and rescue services				
Deadlines	2020	2021			
Priority	High				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		4			
HERITAGE EDUCATION					
General Objective(s)	1. Preserve the natural environment. 2. Improve community interaction. 3. Manage visitor flow and impact. 5. Promote cultural and natural heritage of the region.				
Specific Objective(s)	1.4. Raise awareness among visitors and local tourism businesses. 2.1. Cooperate with local businesses. 3.2. Provide information and guidance to visitors. 5.1. Include heritage interpretation in new and existing tourism products. 5.2. Invite the public to volunteering events. 5.3. Expand the school program.				
Action	Improve the heritage education for children and adults.				
Description	1) Include heritage interpretation in guide products, the diploma guide and SNP's partnership course. Added promotion has resulted in more stakeholders who have joined the programs. 2) Volunteering events are held throughout the year and include heritage interpretation. 3) The school program is extended to more schools and include heritage interpretation.				
Justification	Knowledge about the natural and cultural heritage is an important tool to raise awareness for, and understand the value of, the environment.				
Related actions	4.3. Develop a communication strategy. 6.2. Engage local businesses in the development and management of sustainable tourism.				
Expected results	More visitors and locals know about the natural and cultural heritage in the region which has improved the environmental awareness. In turn, a reduced number of incidents which violates the regulations.				
Monitoring indicators	Naturum's guide diploma and SNP's partnership course includes more heritage interpretation and has reached more stakeholders. More volunteering events and heritage guiding's have been held. The school program reaches more schools and includes heritage interpretation as well. Educational blocks for businesses to enhance their heritage interpretation. More events including heritage interpretation have been addressed to children.				
Responsible	naturum Söderåsen				
Other implicated agents	Local and visiting schools, tourism businesses, volunteers				
Estimated budget	20102 €				
Funding sources	Söderåsen National Park, naturum Söderåsen				
Deadlines	2020	2021	2022	2023	2024
Priority	Medium				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		5			
SUSTAINABLE INFRASTRUCTURE					
General Objective(s)	1. Preserve the natural environment. 3. Manage visitor flow and impact.				
Specific Objective(s)	1.2. Manage in a sustainable way, based on the result of specific studies. 1.3. Improve the resource management. 3.4. Include nearby nature reserves in visitor management planning.				
Action	Sustainable planning, construction and renovation of infrastructure				
Description	1) Sustainable management with a well-thought through use of resources and appropriate planning 2) Carrying capacity study of the trails, visitor facilities and campsites 3) Healthy forests and natural lands due to good management 4) Connection to the municipal water and sewer system				
Justification	The negative impact on the natural environment caused by a high number of visitors can be minimized if the management of the sites is good, long-term and sustainable.				
Related actions	2.3. Invite local stakeholders to participate in focus groups. 3.1. Develop a sustainable mobility plan. 3.2. Provide information and guidance to visitors. 4.2. Improve accessibility in physical planning and guide products.				
Expected results	Better carrying capacity on the trails, at the rest areas and campsites. Reduced impact due to relevantly placed signs and good information which distribute visitors better. Less erosion on the trails. Better durability of built facilities.				
Monitoring indicators	Municipal water and sewer system. Less erosion on the trails. Lower need for repairs and renovations. Materials and sustainability of these have been looked over.				
Responsible	Söderåsen National Park				
Other implicated agents	County Administrative Board of Skåne, Söderåsen municipalities				
Estimated budget	706667 €				
Funding sources	Söderåsen National Park, County Administrative Board of Skåne, Swedish Environmental Protection Agency				
Deadlines	2020	2021	2022	2023	2024
Priority	Medium				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		6			
SUSTAINABLE MOBILITY PLAN					
General Objective(s)	3. Manage visitor flow and impact.				
Specific Objective(s)	3.1. Develop a sustainable mobility plan. 3.4. Include nearby nature reserves in visitor management planning.				
Action	Create a mobility plan, including a map containing nearby nature reserves.				
Description	1) Regulate the visitor flow and traffic. Improve signage where necessary. 2) Distribute visitors to less visited places in SNP, the nature reserves and other natural areas. 3) Improve visitor facilities in the nature reserves. 4) Encourage sustainable transport to the area. Agitate for more frequent busses on weekends.				
Justification	Crowding at Skärålid is an increasing problem in the summer. Parked cars which block the entry road create safety problems. The nature reserves can accommodate more visitors than at present.				
Related actions	1.2. Manage in a sustainable way. 3.2. Provide information and guidance to visitors. 6.1. Promote sustainable tourism and the ECST among the local community and visitors.				
Expected results	Less crowds at Skärålid. More entry points to the Söderåsen area. More visitors come by other means than cars, meaning less cars in Skärålid. The bus runs more frequently on weekends. More visitors know about other nearby natural areas to visit.				
Monitoring indicators	Increased number of guided tours at other starting points than Skärålid. A map indicating and describing all nature reserves is produced. More visitors in the nature reserves. Increased bus frequency.				
Responsible	Söderåsen National Park				
Other implicated agents	Söderåsen municipalities, Skånetrafiken				
Estimated budget	96719 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022	2023	2024
Priority	High				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		7			
VISITOR FLOW & IMPACT					
General Objective(s)	3. Manage visitor flow and impact.				
Specific Objective(s)	3.1. Develop a sustainable mobility plan. 3.2. Provide information and guidance to visitors. 3.4. Include nearby nature reserves in visitor management planning.				
Action	Develop a visitor management plan.				
Description	1) A sustainable mobility plan including both SNP and the nearby nature reserves. 2) Relevant information needs to be available for visitors ahead of and during their visit. 3) The nature reserves and trails away from Skärålid must be promoted more, in nature, online and in brochures or on maps. 4) Visitor surveys and a car counter will provide information for relevant measures.				
Justification	To ensure a high-quality visitor experience and well-being of the local population actions are needed. The forum has emphasized the negative impact of the high number of visitors and traffic-related problems.				
Related actions	1.2. Manage in a sustainable way. 2.1. Cooperate with local businesses. 3.3. Collect and act upon feedback from visitors and local population. 4.3. Develop a communication strategy. 6.1. Promote sustainable tourism and the ECST among the local community and visitors.				
Expected results	A better distribution of visitors and less impact on both the natural and built environment. More visitors use other entry points to the Söderåsen area. Visitors distributed more evenly throughout the year. Installed car counters in Skärålid.				
Monitoring indicators	More visitors find their way to the less visited places in SNP and the nature reserves. Less crowding and traffic problems in Skärålid. Lower negative impact on the trails and facilities. Number of cars coming to Skärålid and Kopparhatten road.				
Responsible	Söderåsen National Park, naturum Söderåsen				
Other implicated agents	County Administrative Board of Skåne, including the outdoor sports coordinator and nature communication coordinator, Söderåsen municipalities				
Estimated budget	44941 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022		
Priority	High				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		8			
STAFF TRAINING & CAPACITY BUILDING					
General Objective(s)	1. Preserve the natural environment. 4. Improve visitor safety and accessibility. 5. Preserve the cultural and natural heritage of the region.				
Specific Objective(s)	1.2. Manage in a sustainable way. 4.4. Train staff in emergency response actions. 5.1. Include heritage interpretation in new and existing touristic products.				
Action	Produce a ranger handbook, arrange yearly safety training and all staff complete the diploma guide.				
Description	1) Staff should continuously receive training and capacity building within their field of work. However, sustainability, safety and heritage interpretation are valuable for SNP and everyone should therefore undergo specific training within these areas. 2) A ranger handbook will be produced and will be a useful tool.				
Justification	Staff are ambassadors for Söderåsen National Park every day and should be able to guide and inform visitors correctly. The work carried out, as well as the visitor experience and safety, is enhanced by knowledgeable staff.				
Related actions	3.2. Present information and guidance to visitors. 4.1. Develop a response plan for emergency situations. 4.3. Develop a communication strategy. 6.2. Engage local businesses in the development and management of sustainable tourism.				
Expected results	All-round competent staff and a higher degree of visitor satisfaction.				
Monitoring indicators	All staff are diploma guides. All staff undergo yearly training in first aid, CPR and fire extinguishing. The ranger handbook contains information about sustainable tourism and emergency actions.				
Responsible	Söderåsen National Park, naturum Söderåsen, County Administrative Board of Skåne				
Other implicated agents	Destination Söderåsen, local emergency and rescue teams, EUROPARC Federation				
Estimated budget	62939 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022	2023	2024
Priority	Medium				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)					9
RESEARCH COOPERATION					
General Objective(s)	1. Preserve the natural environment. 3. Manage visitor flow and impact.				
Specific Objective(s)	1.1. Promote and develop scientific research. 1.2. Manage in a sustainable way. 3.3. Collect and act upon feedback from visitors and local population.				
Action	Increase the research cooperation.				
Description	1) Strengthen the scientific network with representatives of local authorities, universities, research facilities and NGO's. Use external research resources to strengthen the investigative capacities in SNP. 2) Student interns contribute with shorter research projects or investigations concerning a matter of importance to SNP.				
Justification	The research and studies in SNP could be improved.				
Related actions	5.2. Invite the public to volunteering events. 6.1. Promote sustainable tourism and the ECST among the local community and visitors.				
Expected results	Management strategies in conservation are improved. Less negative impact on the natural environment. Several interns have all successfully contributed to the work and knowledge of SNP.				
Monitoring indicators	Number of research projects, student theses, publications and research reports completed. Number of recommended measures implemented in the management routines				
Responsible	Söderåsen National Park				
Other implicated agents	National and foreign universities, schools and local nature conservation organizations				
Estimated budget	49059 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022	2023	2024
Priority	Low				

EUROPEAN CHARTER OF SUSTAINABLE TOURISM OF SÖDERÅSEN NATIONAL PARK (SNP)		10			
RESOURCE MANAGEMENT					
General Objective(s)	1. Preserve the natural environment.				
Specific Objective(s)	1.2. Manage in a sustainable way. 1.3. Improve the resource management.				
Action	Improve the resource use and management.				
Description	1) Train staff in resource use and management in order to use less materials and choose more environmentally friendly options. 2) Work according to the principle of “Reduce, reuse and recycle” to improve waste management and reduce unnecessary resource use. 3) Plan long-term to minimize the need for extra material, driving etc.				
Justification	In order to meet the Global Goals for Sustainable Development, the Swedish Environmental Objectives and County Administrative Board of Skåne’s environmental policy.				
Related actions	1.4. Raise awareness among visitors and local tourism businesses. 3.4. Include nearby nature reserves in visitor management planning.				
Expected results	Better trained staff on the use and impact of different resources. Improved resource use and less waste.				
Monitoring indicators	Less waste and left-over material. New items listed every year on the County Administrative Board of Skåne’s environmental diploma.				
Responsible	Söderåsen National Park, naturum Söderåsen				
Other implicated agents	County Administrative Board of Skåne, Söderåsen municipalities, local businesses.				
Estimated budget	8855 €				
Funding sources	Söderåsen National Park				
Deadlines	2020	2021	2022	2023	2024
Priority	Medium				