Visitor Management in UNESCO Sites
Applied R&D – meeting local reality

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Inscription: Criterion (vii) and (viii):

“Integrity
(integritās = something intact and preserved in its integrity, completeness and purity)

The boundaries of the serial property are appropriately drawn to protect the geological features and the areas required to maintain the scenic qualities of the property. Legislation, staffing, budget and institutional structures are in place to ensure its integrity.”
Inscription:
“Protection and management requirements

Tourism pressures are intense in both fjords, but impacts are limited as most visitors are confined to cruise ships during a short visitor season.

Adequate tourist management plans will be an important tool for the long-term conservation of the property’s Outstanding Universal Value”
Tourism Management = community planning

Goal: Caretaking and local Value Creation

- Obtain knowledge of visitors and use over time
- Facilitate for good experiences
- Manage towards sustainable development
Needs: West Norwegian fjords:
”Mass Tourism on the fjord - chaos on land”
”We must secure and support living countrysides in the World Heritage areas”
Visitor management plan for the Naerøyfjord and the Geirangerfjord district
Practical methods for Sustainable Visitor management

Local development processes

Visitor monitoring

Economic impact

Value creation

ROS Recreation Opportunity Spectrum

LAC Limits of Acceptable Change
Mobilization and anchoring = Communication + involvement

Landskape resources: types, characters, values, zones for use and protection

Sense of Place: Profiles, Value Creation

Visitor Survey: Needs, segments, Who leaves values behind and where?
Value:

- **Knowledge** about visitors, travel patterns, economic impact, local value creation, opportunities and threats for nature-/culture-landskapes, communities, tourism/business.

- **Expertise**: local involvement => higher local expertise => eager actors implementing it into business and management. Municipalities taking their role as an development actor, facilitating business, avoiding bad investments.

- **Visitor Management Plan** and actionplan that takes care of unique landscapes and environments, living culture and local communities.
Overall strategies: Knowledge-based tourism management

Visitor surveys  Customer journeys
Valuemaking  ROS
Eksperiences  LAC
Acceptable Changes  OUV
Universal Values

Living local communities  Sustainable development
Can you give me usable tools for the future?
Have a good Day at Work!