

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)

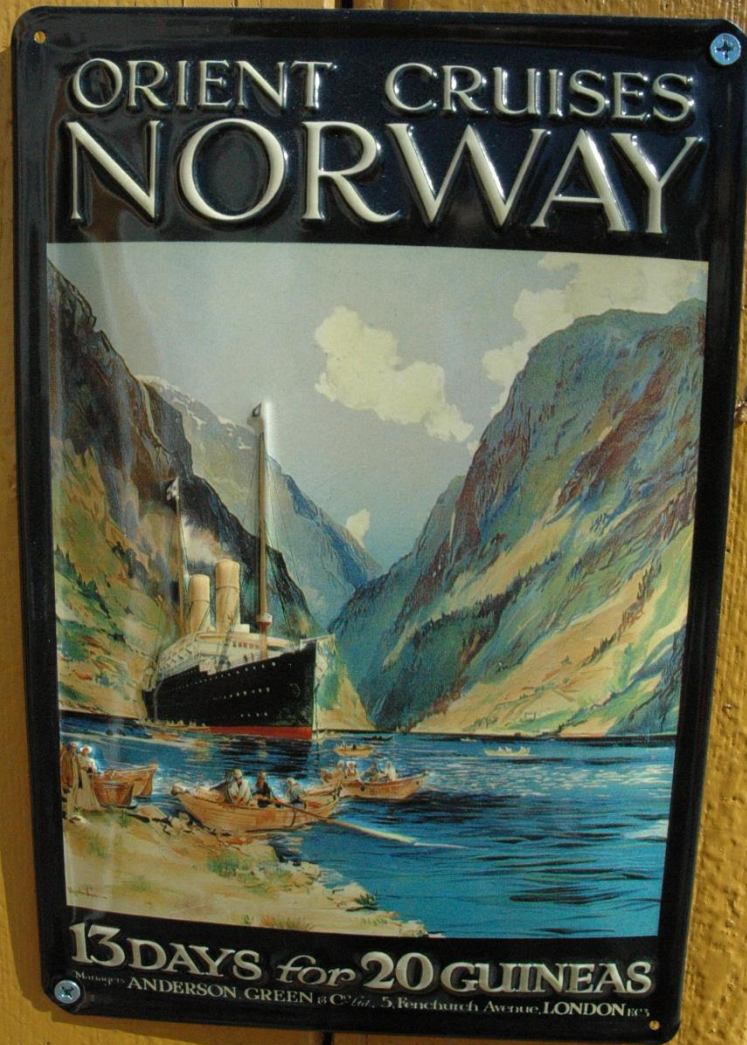
The boundaries of the serial property are appropriately drawn to **protect the geological features** and the areas required to **maintain the scenic qualities** of the property. Legislation, staffing, budget and institutional structures are in place to **ensure its integrity.**”

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»**



Solution

Landscape/OUV
and
environment

Local
communities

Business
Markets



**Visitor management plan
for the Naerøyfjord and the
Geirangerfjord district**

Practical methods
for Sustainable
Visitor
management



ROS Recreation
Opportunity Spectrum
LAC Limits of
Acceptable Change

Local
development
prosesses

Visitor monitoring
Economic impact
Value creation

Mobilization and
anchoring =
**Communication
+ involvement**

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



Sence of Place:
Profiles, Value Creation
Settling and recruitment

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-landscapes, 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:

Knowledgebased tourism management

Visitor surveys

Valuemaking

Eksperiences

Acceptable Changes

Universal Values

Customer-

journeys

ROS

LAC

OUV

Living local communities

Sustainable development



Can you give me useable
toolles for the future?



Have a good Day at Work!