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**MONA**

## User Needs Assessment Report

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## 1. About MONA

From 2023 to 2027, the MONA project aims to promote sustainable tourism in natural areas by encouraging a shift to more sustainable modes of transport in national parks, implementing inclusive route planning and encouraging all park users to adopt more sustainable behaviour.

The growing interest in nature-based tourism has led to a significant increase in the number of visitors to nature reserves, making them important tourist attractions. However, this increase in visitor numbers has also had negative impacts on park resources, such as traffic congestion, air and noise pollution, and parking problems, which affect the perception of visitors and are a nuisance to residents. As a result, effective traffic management in national parks has become crucial to enable sustainable tourism. This is where the MONA (MODal shift, routing and nudging solutions in NATure areas) project comes in.

Launched in 2023, MONA aims to promote sustainable tourism in and around the protected areas of north-western Europe to benefit nature, the environment, visitors, and the local economy. The project does so by promoting a modal shift, supporting sustainable transport, implementing inclusive route planning, and encouraging visitors and stakeholders to adopt more sustainable behaviour. Together, these strategies will help to manage visitor flows, reduce negative impacts on the local environment, and promote inclusive access to nature reserves.

The key activities carried out by MONA project partners include:

- Evaluation of local impacts and development of innovative strategies: MONA partners monitor and assess the impacts of visitors and local mobility options on natural areas. Based on their findings, they develop new solutions to minimise observed harmful impacts and increase the overall sustainability of nature-based tourism in north-western Europe.
- Solution testing: All strategies developed by the MONA partners will be tested for their suitability in local contexts. In particular, the project focuses on joint testing of modal shift, route planning and behavioural nudging solutions. This will allow them to identify which strategies are truly effective in promoting more sustainable transport and visitor behaviour.



The MONA project brings together eight nature reserves and three knowledge and dissemination partners in Germany, France, Belgium and the Netherlands.

## 2. About User Needs Assessment Report

This document is part of Working Package 3, focusing on capacity building and the communication of project approach & results by providing supporting materials, training schemes and advocacy including a final event. Specific objective 3 is to build capacity for stakeholders across NWE through a guidebook, joint training scheme and agenda-setting activities, reaching at least 120 regional and local tourism and mobility experts, providers and policymakers.

WP3 kicked off with Activity 3.1: *User Needs Assessment for Capacity Building Activities*, aimed at understanding the priorities, current state of expertise, experience, and skills gaps within the target groups of MONA as the basis of the capacity building plan and Activity 3.2: *Associated organisation involvement: dissemination towards and involvement of nature areas and tourism boards*.

User Needs Assessment Report (UNA) represents the primary result of Activity 3.1, which focuses on assessing user needs for capacity-building activities. It involves synthesising and analysing the findings of the user needs assessment, outlining the process and outcomes, and offering recommendations for the transfer and communication activities within each Work Package. The target audiences are nature areas and mobility & tourism experts, providers and policymakers across NWE, of which at least 120 individuals will be reached through the training scheme by the project's end. WP 3 activities are complementary and supportive of WP1 (professional audience) & WP2 (local stakeholders).

The report is developed by POLIS, in cooperation with BUAS and KU Leuven, and is based on a literature review, basic profile input by all project partners and results of the survey shared with all project partners and associated organisations. It provides a picture of urgency and current skills and capacities on 1) the pilot themes and 2) the methodological framework provided by BUAS and KUL. The UNA provides information on the needed level of detail for the MONA Guidebook on sustainable tourism in nature areas (A3.3., D.3.3.1), phasing and priority themes to be covered in the training scheme (A3.4., D.3.4.1). It also builds up on Communication strategy approach (D.1.11.1) with general information about preferred meeting formats and communication channels for capacity building.



The report is completed in Project Period 1 but some updates to the report will be done in Project Period 2, to cover all possible additional needs of associated organisations, and themes (clusters A, B and C) to be covered in the capacity building scheme regarding pilot activities (WP2).

### 3. Target groups

MONA aims to reach its target groups across North-West Europe (NEW) with the project outcomes and lessons learned on sustainable tourism through three clusters of solutions - modal shift, routing and nudging. Effective communication is crucial for achieving this goal, as is the implementation of the capacity-building plan, which includes a comprehensive training scheme.

The main target groups defined by user needs assessment are nature areas and mobility & tourism experts, providers and policymakers across NWE, of which at least 120 individuals will be reached through the training scheme implemented in three cycles by the end of the project.

The lessons learned via MONA will be transferred through the European Charter for Sustainable Tourism (ECST) network for further learning and uptake. All other nature areas in the network will be invited to take part in the training scheme.

Professional audiences in NEW within the MONA activities include:

- Nature areas
- Nature conservation professionals
- Destination marketing organisations and tourism service providers
- Mobility and tourism experts and policymakers at local/regional public authorities
- Mobility and tourism service providers

Table 1: Target group-project partners

Number	Name of the organisation	Country
1	VisitBrabant Nederland (VB)	NL
2	Breda University of Applied Sciences Nederland (BUAS)	NL
3	KU Leuven (KUL)	BE



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4	BENEGO - Grenspark Kalmthoutse Heide (BE) GKH	BE
5	National Park Utrechtse Heuvelrug Nederland NPUH	NL
6	Natuurmonumenten - National Park Veluwezoom (NPV)	NL
7	Montagne de Reims Regional Park (PNRMR)	FR
8	Regional Park Scarpe-Escaut (PNRSE)	FR
9	Tourism Province of Antwerp (TPA)	BE
10	Tourismus Zentrale Saarland GmbH	DE

Table 2: Target group - Associated organisations

Number	Name of the organisation	Partner responsible
1	Wageningen Universiteit	NPUH
2	Mission Coteaux, Maisons, Caves de Champagne – Patrimoine mondial	PNRMR
3	Agence Aube-Marne de l'Office national des forêts	PNRMR
4	Regionaal Landschap Kempen & Maasland vzw	TPA
5	Toerisme Vlaanderen	TPA
6	Biosphärenzweckverband Bliesgau	TZS
7	Luxembourg for Tourism (LFT)	TZS
8	Nationalparkamt Hunsrück-Hochwald	TZS
9	Nederlands Bureau voor Toerisme & Congressen	VB
10	Gemeente Lelystad	VB
11	Van Gogh Nationaal Park	VB

Associated organisations will participate in one physical partner meeting per year, which in years 2, 3 and 4 (see Table 3.) will also feature the physical workshop as part of the training scheme cycle.

## 4. Capacity building

Within WP1, key outputs developed are eight strategies for nature areas to achieve sustainable tourism through the three clusters of solutions: modal shift, routing, and nudging. Working package 3 is focused on capacity building and the dissemination of the MONA approach & results by delivering the supporting materials, training schemes and advocacy, including a final project event, focusing on those three clusters of solutions.

During the first project period, POLIS, as a lead on communication and capacity building with support from BUAS and KUL, engaged with all partners to identify their priorities, current knowledge and expertise and to recognise skill gaps within clusters of solutions. BUAS and KUL reviewed the literature and profiles of nature parks (project partners). This together served as the foundation for the User Needs Assessment and will be used for the development of the capacity-building plan.

The primary needs and priorities identified are outlined below:

### 4.1 Cluster A: Modal shift

#### Nationaal Park Utrechtse Heuvelrug(NL)

- |   |
|---|
| ▪ Defining aims and mapping the stakeholders and processes for creating a regional vision of sustainable leisure mobility.      |
| ▪ Identifying motivations for the usage of current transport modes and barriers for not choosing (if) sustainable modes.        |
| ▪ Knowledge transfer on public transport (train) stations as part of the nature experiences: stations as gateways to the parks. |
| ▪ How to encourage the usage of sustainable mobility hubs and shared mobility.  |
| ▪ How to improve visitor information (app, map, other?) in general, and at the public transport stations.                       |

### Grenspark Kalmthoutse Heide (BE)

<ul style="list-style-type: none"> <li>▪ Limiting pressure on parking spaces next to natural areas (trends of parking reduction in urban areas versus parking extensions in natural areas).</li> </ul>
<ul style="list-style-type: none"> <li>▪ Enhancing the information quality at public transport stations to improve accessibility to parks via trains Bridging short distances from train stations to the parks: what are the options there (e.g. micro-mobility; shuttle buses; etc) – good/bad examples.</li> </ul>
<ul style="list-style-type: none"> <li>▪ </li> </ul>
<ul style="list-style-type: none"> <li>▪ Utilizing supplementary route networks extending from primary nature routes to farming areas through dedicated cycling routes, such as cycling highways.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Diversification of the entry points to the natural areas (popular areas/less frequented ones – having in mind the context of over-tourism. How to objectify and communicate towards target groups?</li> </ul>

### Parc Naturel Régional de la Montagne de Reims (FR)

<ul style="list-style-type: none"> <li>▪ Sustainable mobility governance in nature areas.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Examples of <i>nudging</i> as a tool to improve visitors' behaviour once in nature (<i>*both here and in cluster C</i>)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Communication techniques – more attraction – more people – more cars? How to change the paradigm.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Barriers and how-to solutions for changing from car-centric mobility to other, more sustainable transport modes.</li> </ul>
<ul style="list-style-type: none"> <li>▪ How do understand you your experience of overtourism? Is there a way to estimate the tourism capacity of the nature area?</li> </ul>
<ul style="list-style-type: none"> <li>▪ Spreading the visitors over the whole protected area: examples and experiences in the context of mobility.</li> </ul>

## 4.2 Cluster B: Routing

### Visit Brabant

<ul style="list-style-type: none"> <li>▪ Connecting to the typology of nature areas and the types of visitors attracted to them.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Customer journey of the visitor and moments within it that we can influence the visitor for the specific behaviour (specifically spreading to another location).</li> </ul>
<ul style="list-style-type: none"> <li>▪ Re-arranging the entry points and marketing of entry points.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Counters and monitoring.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Role of transport operators in promoting sustainable transport entry points in nature areas -&gt; identifying decisions, motivations and communication messages that result in car-centric mobility in nature areas.</li> </ul>





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- |  |
|--|
| <ul style="list-style-type: none"> <li>▪ Possibilities for new starting points (e.g. farms, local businesses, etc).</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Reviving train stations as tourist starting points.</li> </ul>                        |

### Nationaal Park Veluwezoom/ Natuurmonumenten (NL)

- |  |
|--|
| <ul style="list-style-type: none"> <li>▪ How to reorganise car traffic around nature areas (turning in search of parking spots).</li> </ul>      |
| <ul style="list-style-type: none"> <li>▪ Parking registration information system examples: pros and cons.</li> </ul>                             |
| <ul style="list-style-type: none"> <li>▪ Incentives to use trains for access to nature areas (or shuttle from the train to the park).</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Ideas of new entry points (e.g. farms; restaurants; etc).</li> </ul>                                    |

### Toerisme Provincie Antwerpen (BE)

- |  |
|--|
| <ul style="list-style-type: none"> <li>▪ Monitoring of the hiker's activities: counting devices examples, best and worst practices.</li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ How to communicate the data from the counting/monitoring data in the real-life format?</li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ Spreading of the flows: best and worst practices.</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Several types of active mobility users using the same roads – how to communicate the need to spread to different groups of infrastructure users.</li> </ul> |

## 4.3 Cluster C: Nudging

### Parc Naturel Régional de la Montagne de Reims (FR)

- |   |
|---|
| <ul style="list-style-type: none"> <li>▪ What are the clear obstacles to changing from a car to another transport modes?</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Examples of nudging as a tool to improve visitors' behaviour once in nature.</li> </ul>    |
| <ul style="list-style-type: none"> <li>▪ How do understand you experience overtourism?</li> </ul>                                   |
| <ul style="list-style-type: none"> <li>▪ Is spreading visitors a good idea or not: examples and experiences.</li> </ul>             |
| <ul style="list-style-type: none"> <li>▪ Is there any added value for nature in getting more people to the nature area?</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Connecting to the mobility field is new: governance of this process.</li> </ul>            |

### Tourismus Zentrale Saarland (DE)

- |  |
|--|
| <ul style="list-style-type: none"> <li>▪ What is available in the literature on nudging?</li> </ul>              |
| <ul style="list-style-type: none"> <li>▪ Connect typologies of nature areas to the types of visitors.</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Different tools/methods to change travel behaviour</li> </ul>           |

- |  |
|--|
| <ul style="list-style-type: none"> <li>▪ Active mobility behaviour: how to ensure people do not walk off the official walking trails</li> <li>▪ How to regulate access to trails in relation to seasonality requirements within nature areas.</li> </ul> |
|--|

*Potential additional needs and interests may be added to the training programme and developed further in Activity 3.4., D.3.4.1.*

#### 4.4 Skills, training needs and competencies

The analysis of results of the survey distributed among all partners and associated organisations, uncovered additional needs, challenges, interests, and priorities. These primary topics to be addressed while planning capacity building are important as they emerged from this examination, shedding light on the following aspects:

- ✓ Skills and competencies,
- ✓ Specific training needs, barriers, and challenges to be addressed
- ✓ Preferred Outcomes of capacity building
- ✓ Format and topics preferred for the practical guide to Sustainable Tourism in Natural Areas

The main findings in terms of those categories showed additional priorities and need to be tackled through knowledge transfer, capacity building webinars and workshops, and the main Guidebook to be developed (Activity 3.3., D.3.3.1).

#### **Current skills and competencies within project partner organisations**

- ✓ Able to develop plans and implement these in the field by own departments, or with cooperating stakeholders.
- ✓ Knowledge of target groups, markets, and the way how they can be reached with marketing and communication.
- ✓ Some parks have project organisation specialists in traffic management, recreation & tourism, ecology, and project management.
- ✓ Expertise in stakeholder management.
- ✓ Some parks conducted multiple research projects on sustainable mobility, in collaboration with the academic sector.

#### **Current skills and competencies within associated organisations**

- ✓ The staff involved in Department 2, which includes Environmental Education, Nature Experience, Regional Development and National Park Gates, have sufficient resources and in-depth knowledge of the pilot activities.
- ✓ The Nederlands Bureau voor Toerisme & Congressen (NPTC) has developed a handbook on visitor management in natural areas. It provides practical examples and valuable insights on how to manage visitors effectively and distribute them throughout the area.
- ✓ Experience in the development of sustainable tourism strategies.
- ✓ Research capacity in both social and natural sciences related to the described project themes.
- ✓ Extensive knowledge in the following functions: reception of the public and conservation of biodiversity.
- ✓ Partner coalitions and planning: Building partnerships and creating master plans and operational plans.
- ✓ Visitor Management: Developing gateways and recreational routes, designating natural 'rest areas', monitoring use with eco-counters and influencing recreational behaviour.
- ✓ National Park Fund: Facilitating contributions from individuals to support conservation efforts.
- ✓ Policy and Community Links: Bridging local policy and practice, connecting natural areas and fostering relationships between nature and people. Expertise in developing strategies for walking and cycling routes/networks, product development and international promotion.

**Specific training needs to be addressed in webinars and workshops for the partner organisations:**

Broad topics:

- Similar situations of pilots to be developed through MONA, that are already in further stages of development.
- From strategy (vision) to implementation (of the measure) – best practices.
- Regional vision on sustainable mobility with all relevant stakeholders. What should be part of a sustainable mobility vision?
- Understanding the causal effect of sustainable mobility interventions in natural areas.
- Communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders.

- Destination management organizations: learning more about what they can do, even if they are not directly in charge of mobilities

Specific expertise:

***\*For all aspects in MONA - Modal Shift, Routing & Nudging - Do's/don'ts t***

- Monitoring visitor flows.
- Nudging techniques to help define the phase of the customer journey to change the decision-making process of visiting an area and the mobility choice.
- Data collection (and interpretation).
- Equipment maintenance (financial planning).
- Strategies to monitor visitor behaviour throughout the whole nature area.

**Specific training needs to be addressed in webinars and workshops for the associated organisations:**

- A focus on easy to implement measures.
- Practical and transferable tips on modal shift, nudging and route planning. With a focus on concrete best practices and their success factors, rather than detailed explanations.
- How to properly conduct surveys.
- Nudging visitor behaviour.
- Implementing mobility strategies.
- Implementation on specific measures in the field.
- Monitoring visitor flows.
- Linking the impact of visitors on the quality of the natural environment

**Preferred format and topics for the practical guide to sustainable tourism in nature areas for project organisations:**

- Modal Shift, Routing & Nudging - Do's/don'ts t
- Modal Shift, Routing & Nudging – best cases examples
- Case studies about routing solutions to manage and reduce motorised traffic could be useful in our case.
- Mobility strategies

- Stimulating a modal shift (ideally involving nature area)
- Sustainable mobility/recreation terminology.
- Accessibility policies and activities.
- How can nature areas use communication strategies to guide visitor flows?
- How can shared mobility such as bike services effectively help (if at all helpful) to reduce parking problems?
- Monitoring (impacts on nature)
- Nudging tools and measures.
- Usable action sheets, methodological guide to implementing measures.

**Preferred format and topics for the practical guide to sustainable tourism in nature areas for associated organisations:**

- Online access.
- Topic → Explanation → Best practice → How to implement.
- Best practice.
- Discuss how to organise stakeholder involvement and accountability as well as monitoring visitor flows and the impact of activities.
- Infographics and visual examples.
- The local context is always an important factor to consider. While it's valuable to provide inspiration, it's important to recognise that not every solution will be universally applicable. This is why a high level of detail can be challenging.
- exploring the roles of consumers, pricing mechanisms, best practices, and more.
- The guide could follow critical steps in the transition process, from initiation (forming a vision and creating a collaborative arena) to implementation and evaluation.
- The approach should be as concrete as possible, featuring specific examples, case studies, and practical options.
- Proving context.
- Differences between diverse areas (rural, peri-urban) if applicable.

**Challenges and barriers to be overcome through positive examples in trainings for partner organisations:**

- Travel behaviour change (User groups & user conflicts)
- Ecological impact through veering off-path (partly due to apps/GPS).



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- Collaboration with stakeholders, managing the process of involvement and dealing with the complexity of a joint approach (e.g. the municipalities that are involved, resistance from inhabitants, and the complexity of decision-making)
- Cooperation & finance - A common approach is needed.
- How to ensure political support
- Legislative and administrative barriers

**Challenges and barriers to be overcome through positive examples in trainings for associated organisations:**

- Achieving and evaluating behaviour change requires extensive face-to-face communication with visitors, which requires skilled staff and substantial funding. However, these resources are not always available due to budget constraints.
- The key challenge is to coordinate action across companies, governments, alliances and national boundaries. It requires extensive stakeholder involvement to agree on actions and work together effectively. In addition, a large number of stakeholders are needed for data collection.
- Mix of public and private sector involvement and investment.
- Role of consumers.
- Political courage and willingness to invest in public transport in rural areas.

**Preferred methods to be used in training events and materials to be shared:**

- eLearning's tools
- Videos and Seminars
- Presentations, Q&A sessions/schemes, small group discussions
- Newsletters (after main events)
- Group discussions
- Field Trips
- Regular interactions – follow-ups

**General conclusions:**

- ✓ *There are multiple existing skills across partnerships but also gaps in knowledge and expertise so peer-to-peer learning within consortia is needed to address those gaps and showcase the best practices.*



## 5. Communication, dissemination and knowledge transfer

A collaborative strategy for effective communication regarding the organization of project events, which includes capacity-building webinars and workshops, is formulated in Communication Strategy (D.1.11.1).

A detailed plan will be further developed in the Capacity Building Plan during Period 3. This plan will encompass all necessary communication materials and outline the communication and dissemination channels to be utilized for maximising overall reach and increasing participation in the events scheduled across three cycles during years 2, 3, and 4.

*Table 3: Training and capacity building events - schedule*

Year	Project Period	Format and number of capacity-building events	Target indicator - participants
2	P3 & P4	<ul style="list-style-type: none"> <li>three webinars</li> <li>one physical meeting</li> </ul>	40
3	P5 & P6	<ul style="list-style-type: none"> <li>three webinars</li> </ul>	40



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		<ul style="list-style-type: none"> <li>one physical meeting</li> </ul>	
4	P7 & P8	<ul style="list-style-type: none"> <li>three webinars</li> <li>one physical meeting</li> </ul>	40

The MONA training scheme aims to engage a total of 120 participants across all project-organized training events, divided into three main cycles (annual based) starting in Year 2 of the project. Workshops and webinars stand as the primary formats, offering dynamic learning experiences. However, the capacity capacity-building approach remains adaptable to user needs, with the flexibility to incorporate additional formats in the capacity-building plan (to be developed in Project Period 3).

The Guidebook will be the basis for the other WP3 activities, specifically the capacity-building plan on the training scheme directed towards nature areas, destination marketing organisations, local/regional authorities and mobility and tourism experts across NWE. It will also feed into the agenda-setting activities towards local, regional, national and EU authorities. The joint training scheme will also planned based on experiences from previous and sister projects such as *MOBI-MIX*, *REFORM*, *ERASMUS+ Sustainable Tourism: Training for Tomorrow Research*.

The lessons learned via MONA will be transferred through the European Charter for Sustainable Tourism (ECST) network for further learning and uptake. All other nature areas in the network will be invited to take part in the training scheme (at least online events).

With extensive experience as a capacity-building & dissemination partner, POLIS will lead the dissemination and capacity-building for all target groups, including its network of mobility experts and policymakers at regional and local authorities. POLIS has 120+ members (100 local & regional authorities + 20 public sector research institutes, universities, or knowledge hubs).

Reflecting the multidisciplinary topic of the project and broad target group, MONA will also use the networks of the partners and the associated organisations (listed above) that





have large national networks of nature areas, DMOs and tourism service providers. They will be invited to one annual meeting in which the project deliverables and results will be presented for further dissemination and regularly contacted with updates. The expert networks of BUAS, KU Leuven & WUR will also be used.

## **Annex I – User needs assessment questionnaire**

Details of person completing this questionnaire:

Name:

Function:

Department:

E-mail:

### ***1. Skills and Competencies***

1. Can you describe your organisation's existing skills and capacities about the specified methodological frameworks and pilot activities?

2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).
3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?
4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the natural areas?
5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.

6. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?
7. What specific learning outcomes or skills should these target groups acquire through these training programmes?
8. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?
9. What would be the most appropriate time to undertake the training about the project tasks?
10. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?
  - (A) Group discussions
  - (B) Q&A sessions
  - (C) Presentations
  - (D) Others, please detail
11. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?



12. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

13. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?
14. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?
15. How detailed would you like the guide to be in terms of explanations, instructions and examples?

## Annex II - Partner profiles; needs, challenges, priorities and expertise

After a literature review and talks with partners BUAS and KUL developed partner profiles to help with capacity building programme and user needs assessment. The main information on specific needs, priorities, challenges and expertise is listed below:

### Visit Brabant

Main challenges and needs > priorities

- ❖ Improving the organisation of sustainable transport connections and mobility flows and the communication approach to the way how the area is promoted.
- ❖ Rearranging route structures to better spread people through the areas and implications on sustainable mobility planning.
- ❖ Mapping the visitors and categorisation so the ideal mode of transport is suggested.
- ❖ Mapping all the starting points in Brabant, how to rearrange pressure on the nature area and where we need new starting points or other ones (e.g. bus stops; farms);
- ❖ Inclusion of local/regional Mobility transportation organisations.
- ❖ How by making the train station a starting point we can work on the revival of the train stations (Oosterwijk) in communication; and new business.

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Main challenges and needs > priorities

- ❖ Reasoning of the usage of specific transport modes to/from within natural areas.  
> Obstacles to change from car to another transport mode.
- ❖ How they can use nudging as a tool to improve visitor behaviour once in nature, for outdoor activities. For mountain bikers not staying on the trails, which affects the routes; sports events organisers do it at night. Change a vision on how outdoor practice can affect nature. Create tools that we could implement in nature, in the field, you have to adapt your behaviour (e.g. take your garbage home; etc). How tourism activity impacts the nature.
- ❖ How nudging can be used as an incentive for soft mobilities (Nudging and behaviour in nature. Nudging versus communication)
- ❖ There is no competency for mobility - need for cooperation with transport authorities and providers.

## Tourismus Zentrale Saarland (DE)

- ❖ Details about nudging (pilot C group). They will produce a guidebook on nudging. What nudging is, what are the examples specifically in natural areas?
- ❖ Type of nature areas: Typology of nature areas - different motivation to visit and effect on mobility solution?
- ❖ Mobility and nudging the visitors to use public transport more.

**MONA**

- ❖ Visitors using the official walking trail – variations and information + communication (Case study: National Park has an app – it is always up-to-date, which trails should not be walked).
- ❖ Travel behaviour and how to change it in general (ticketing and similar experiences).

**Utrechtse Heuvel**

- ❖ Interested in Modal shift pilot– will be working with 4 pilots within MONA: shared mobility hubs (A) current travel behaviour, (B) using train stations as a gateway to the park, (C) regional vision on sustainable mobility, (D) visitor information on mobility

**Natuurmonumenten**

- ❖ Already have a clear view of visitors in the area, how they get there and behave, but they want to change travel behaviour in general
- ❖ The plan is to reorganise the traffic lanes and parts, shut down some parking areas and concentrate it near the entry of the park, to get mobility out of the nature park.
- ❖ They want to develop a parking registration information system
- ❖ How to get people more coming by train. Make a shuttle from the train to the park – how to make this more attractive. As the train station is not so ideal situated.

**Province Antwerp**

- ❖ Monitoring of the visitor and mobility flows focused on hikers. Locations of counting devices; what are the best practices, and worst practices
- ❖ How we can use data that we collect from the monitoring to guide people and to communicate about.
- ❖ Spreading the visitors and approach to mobility planning in general. Monitoring of the crowiness and communicating towards visitors about it.
- ❖ Communication on mobility issues. (channels, messages etc.)



### Grenspark Kalmthouse

- ❖ How to limit the pressure of parking spaces, through investment in public transport, and train stations.
- ❖ Removing the barriers in terms of information for the train.
- ❖ They want to invest more in harder data and measuring points (very limited)- they cannot objectify it.

### Escaut

- ❖ Communication and nudging in general.
- ❖ There is an old station that public transport is not using at the moment, in front of the forest, and that would be good to ask visitors to come by train – so how to ask visitors to come by train.
- ❖ Inside of forest – national forest – closed some roads for cars, but people still come by car on the last road they can take, all go to parking. People are also coming by bike, but still too many are by car. If they continue having these big parking – people will still come by car. How to make the transition.
- ❖ The focus is on how to convince people to close the road – to show them why it's good to close the road. How to explain it better for nature. People are not convinced/aware of the impact that closing roads will have on nature.
- ❖ They use a lot of newspapers -- adding social media and reaching other age categories.
- ❖ Focus more on how to reach to park.

## Annex III – Associated Partner profiles; needs, challenges, priorities and expertise

After talks with associated partners POLIS shared a survey with associated partners to see help with capacity building programme and user needs assessment. The main information received on specific needs, priorities, challenges and expertise is listed below:

Associated partner: Toerisme Vlaanderen

## 1. Skills and Competencies

16. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?
- Visit Flanders is experienced in monitoring visitor flows, mostly indoors, limited outdoors. We now have a pilot in National Park Hoge Kempen, concerning crowd management.
  - We frequently organise visitor surveys, face-to-face and online.
  - Visit Flanders has a sustainability management plan. We have developed a guide on visitor payback and a guide on nature positive tourism.
  - Visit Flanders is experienced in developing a strategy on hiking and cycling routes/networks, product development and international promotion.
17. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).
- We could learn more about nudging visitor behaviour and linking the impact of visitors on the quality of nature.
18. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?
- What are the specific results in the field? How are they implemented? What are the results?
  - predicting visitor flows based on the combination of data sources (weather forecasts, leave periods, festivities, etc.)
19. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?
- Additional to what has already been planned within the project? Some case studies would of course be interesting.
20. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?
- This is a difficult question. It depends on the activities.
  - One problem might be the lack of fences around the parks, although we are not in favour of fences.



## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.

1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?
  - Organise affordable field trips
  - A guidebook on good practices
2. What specific learning outcomes or skills should these target groups acquire through these training programmes?
3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?
4. What would be the most appropriate time to undertake the training in relation to the project tasks?
5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?
  - (A) Group discussions
  - (B) Q&A sessions
  - (C) Presentations
  - (D) Others, please detail
6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?
7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

## 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.





## MONA

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?
2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?
3. How detailed would you like the guide to be in terms of explanations, instructions and examples?

Associated partner:: Regionaal Landschap Kempen & Maasland vzw

Name: **JEROEN GILISSEN & JOHAN VAN DEN BOSCH**

Function: **PLANNER/ (PROJECTMANAGER) & COORDINATOR**

Department: **NATIONAL PARK OFFICE, HOGE KEMPEN (BE)**

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## 1. Skills and Competencies

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?

**The National Park Office, Hoge Kempen is operating since 2002 to create the National Park Hoge Kempen with multiple partners (Flemish Government, Province Limburg and local communities). Between 2002 and 2006 the focus was to make a Masterplan which lead to create a National Park of 5700ha, the creation of 6 gateways and recreational networks (hiking, biking and horsebackriding). The park was opened in 2006. Since 2007 we are also monitoring the use of this recreational networks. In 2019 a renewed Masterplan was finished to expand the National Park to 12800 ha, creating 3 extra gateways in the north of the park for access in new areas and finetuning the recreation network (+ Mountainbike network). The National Park Office, Hoge Kempen has been building up experience in this period for almost 25 years in:**

- **Making partner coalitions, and create Masterplans and operational plans together with partners to create and manage the National Park Hoge Kempen**



## MONA

- Visitor management (gateways, recreational routes according to natural 'rest' areas (=nature areas that are not accessible))
- Monitoring of the recreational use with Eco counters.
- Nudging of recreational use (=ongoing challenge)
- National Park fund to give contribution from 'intensive users' to 'protectors of the park' (example: contribution to the fund from eventplanners as trail runs, gravelrides, .. ). The contributions in this fund can go to nature conservation organisation to create new nature.
- Connecting (local) policy with practice, nature with nature, nature to people and people to people

## Specific expertise according to the Mona Project :

- monitoring, survey implementation, nudging visitor behaviour (but still ongoing) and implementing measures

Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).

## In the National Park Hoge Kempen improvements can be made for:

- mobility strategies
  - nudging visitor behaviour (ongoing process)
2. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?
- mobility strategies
  - nudging visitor behaviour (ongoing process)
3. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?

**Not specific, There are lots of resources and case studies available. But of course new studies and examples are always interesting to keep up with trends.**

4. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?
- **Biggest challenge for the National Park Hoge Kempen will be the mobility strategies. More specific public transport to the gateways.**
  - **Nudging: For nudging it is important to have a clear vision on natureplanning, branding and visitor communication. Since the National Park have been expanded, not only in space from 5700ha to 12800ha but also in numbers of partners (32 partners). With new partners**

**and new nature conservation groups that are responsible for nature conservation this will be the main challenge for upcoming years to make nature management plans (=in dutch natuurbeheerplannen) that are well coordinated with each other. Also creating one Nationaal Park (re-)branding and communication strategy.**

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.

1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?

**No specific suggestions**

2. What specific learning outcomes or skills should these target groups acquire through these training programmes?

**No specific suggestions**

3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?

**No specific suggestions**

4. What would be the most appropriate time to undertake the training in relation to the project tasks?

**No specific suggestions**

5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?

**(A) Group discussions**

**(B) Q&A sessions**

**(C) Presentations****(D) Others, please detail**

6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?

**Group discussions, presentations and Field Trips.**

7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

**No specific suggestions**

### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?

**Nudging, mobility strategies and guidelines to create sustainable tourism.**

2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?

**No specific suggestions**

3. How detailed would you like the guide to be in terms of explanations, instructions and examples?

**No specific suggestions**



Associated partner:: Agence Aube-Marne de l'Office national des forêts

Name: du Puy Solène

Function: Project Manager

Department : Development

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## 1. Skills and Competencies

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?

The national forest office (NFO) is the manager of public forests in France. The public forest has three functions : to host public, to preserve biodiversity, to produce woods in the same space.

2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).

We are lacking on mobility strategies, nudging visitor behaviour and implementing measures

3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?

Modal shift, nudging, routing

4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?

No

5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.



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1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?

To make links with national policies, to highlight with new concrete projects

2. What specific learning outcomes or skills should these target groups acquire through these training programmes?

Several technics to answer for one problematic should be appreciated

3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?

Reminding of sociology, comportemental psychology

4. What would be the most appropriate time to undertake the training in relation to the project tasks?

September-october

5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?

(A) Group discussions

(B) Q&A sessions

(C) Presentations

(D) Others, please detail

6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?

I don't know

7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

Partenarial works, to build on a concrete example, to take into account several cases



### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?

Differences between peri-urban or no areas if exists

2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?

Lots of illustrations

3. How detailed would you like the guide to be in terms of explanations, instructions and examples?

Rich of contexts



Associated partner:: Wageningen Universiteit

Name: Machiel Lamers

Function: Associate Professor

Department: Environmental Policy Group, Department of Social Sciences

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## 1. Skills and Competencies

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?

Our organisation has full social and natural science research capacity regarding the topics described.

2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).

-

3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?

Would be good to receive more information regarding plans, definitions, and strategies overall

4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?

Is there more documentation available on the current state of the work?

5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?

Mix of public and private sector involvement and investments

Role of consumers

Political courage and willingness to invest in public transport in rural areas

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through



the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.

1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?

Let each of the partner institutions propose a working group/stakeholder group.

2. What specific learning outcomes or skills should these target groups acquire through these training programmes?

Awareness of common challenges

3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?

Exchange of best practices

4. What would be the most appropriate time to undertake the training in relation to the project tasks?

-

5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?

(A) Group discussions: most preferential

(B) Q&A sessions

(C) Presentations

(D) Others, please detail

6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?

-

7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging



methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?

How to initiate, guide and govern a transition or transformation towards modal shift in sustainable mobility in protected areas? The role of consumers, pricing mechanisms, best practices, etc.

2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?

The guide could follow critical steps in the transition process, from initiation (forming an arena/envisioning futures) to implementation and evaluation.

3. How detailed would you like the guide to be in terms of explanations, instructions and examples?

As concrete as possible, with concrete examples, cases and options

Associated partner:: Van Gogh Nationaal Park

Name: Frank van den Eijnden

Function: Operational Director

Department: Van Gogh National Park

E-mail: Frank@vangoghnationaalpark.nl

## **1. Skills and Competencies**

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?

Experience in strategy on sustainable development in tourism.

2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).

Only experience in managing activities, so not the implementation itself.

3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?

The results of changing starting points, routing and the impact of nudging.

4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?

No

5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?

no

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

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1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?

Everyone needs to have some results of pilots in monitoring but also the effects of nudging on behaviour. I think that professionals are interested if we can provide them with more concrete data.

2. What specific learning outcomes or skills should these target groups acquire through these training programmes?

Know how to act and change their policy...

3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?

?



4. What would be the most appropriate time to undertake the training in relation to the project tasks?

Oktober?

5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners? C

- (A) Group discussions
- (B) Q&A sessions
- (C) Presentations
- (D) Others, please detail

6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?

Linkedin can be useful when the amount of followers is enough. But also could partners organize thematic sessions in their own network meetings.

7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

See answer 6

Associated partner:: Nederlands Bureau voor Toerisme & Congressen

Name: Bastiaan Overeem

Function: Program Manager

Department Destination Development

E-mail: bovereem@holland.com

## 1. Skills and Competencies

1. **Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?**

Currently, NBTC has a handbook on visitor management in (nature) areas. This enhances examples and knowledge on how to use visitor management and to deal with visitors and spread them out.

2. **Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).**

Our experience is lacking in: nudging visitor behaviour and mobility strategies

3. **Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?**

All the information is very relevant as we would like to share this within the Netherlands. A lot of places are lacking information on all the themes, so how can we give them the right information to work on these challenges.

4. **Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?**

As mentioned before we would like to receive as much as possible to make the learn effect bigger after the studies. We have a broad variety on stakeholders who can all use this information.

5. **Are there any challenges or barriers you foresee in implementing these activities in nature park settings?**

It could be hard to work with the diverse land management organisations and other stakeholders. The Netherlands knows quite a big shredded land management, private and public. Besides that, most of the municipalities, regions and provinces have a compartmentalised policy. Which means that in this case we have to work on mobility and visitors and that this in two very different fields of policy.

## 2. Training Needs

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1. **How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?**

It's always possible to use the network of NBTC on policy makers who are working on tourism, in more and more places we also know the people in mobility, but this is also possible via the tourism contact. A post via LinkedIn, mail or calling them would be the best way to target them.

2. **What specific learning outcomes or skills should these target groups acquire through these training programmes?**
  - cross-sectoral cooperation and stakeholder engagement
  - importance of monitoring
  - proactive future orientated approach
3. **What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?**
  - location visits with specific case
  - interaction & follow up between target group
4. **What would be the most appropriate time to undertake the training in relation to the project tasks?**
  - depending on the target group
5. **What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?**
  - (A) Group discussions
  - (B) Q&A sessions
  - (C) Presentations
  - (D) Online update / inspiration
6. **Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?**

In person: brainstorm or group discussion.
7. **What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?**

Some homework assignments always help, so things they need to hand in before or knowledge they need to have before the session starts. Mixed groups.

### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The



overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

**1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?**

- How to organise stakeholder involvement and responsibility?
- Monitoring visitor flows and the effect of measurements

**2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?**

- infographics & visual examples
- online publication

**3. How detailed would you like the guide to be in terms of explanations, instructions and examples?**

The local context is always a factor to consider. It is good to provide inspiration, but also to be realistic that not every solution over will work. Therefore it is difficult to be very detailed.

Associated partner: Nationalparkamt Hunsrück-Hochwald

Name: Matthias Spieles

Function: Partnerinitative / Tourism

Department: Department 2 Environmental Education, Nature Experience, Regional Development, National Park Gates

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## 1. Skills and Competencies

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?



## MONA

*The Hunsrück-Hochwald National Park has sufficient skills and capacity to contribute to the project in an effective and targeted way. The staff involved in Department 2 Environmental Education, Nature Experience, Regional Development, National Park Gates have sufficient resources and detailed knowledge of the pilot activities.*

2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).

*There is a lack of expertise in the following areas*

*- Conducting surveys*

*- Influencing visitor behaviour and implementing policies*

3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?

*The Hunsrück-Hochwald National Park is well informed about the pilot activities.*

4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?

*Direct access to comprehensive information is provided by TZS project management.*

5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?

*The main challenge for the project is to coordinate actions across company, government, alliance and national boundaries. Many stakeholders need to be involved and actions need to be agreed. A large number of stakeholders also need to be involved in data collection.*

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.





## MONA

1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?

*Local authorities and experts could be motivated to participate by targeting them and emphasising the importance of protected areas. This effect can be enhanced by excursions and exclusive tours to special places.*

2. What specific learning outcomes or skills should these target groups acquire through these training programmes?

*Participants should gain a better understanding of an ecosystem that is changing more rapidly due to climate change and recognise the contribution of mobility to climate-friendly tourism.*

3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?

*On-site visits to explore specific mobility options*

4. What would be the most appropriate time to undertake the training in relation to the project tasks?

*Winter 2024/2025*

5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?

*(A) Group discussions*

*(B) Q&A sessions*

*(C) Presentations*

*(D) Others, please detail*

6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?

*Germany: Nationale Naturlandschaften e.V. with working groups*

Associated partner: Biosphärenzweckverband Bliesgau

Name: Pia Schramm

Function: Head of department

Department: Tourism/Communication

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## 1. Skills and Competencies

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?
2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).
3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?

*Yes, we would be grateful for practical and transferable tips on modal shift, nudging and route planning. However, we are not interested in details but in concrete best practices and their success factors. We could ask the project partners for details if needed.*

4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?

*I cannot judge as I do not know the existing resources, case studies and examples, I do not know if more are needed.*

5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?

*Achieving and evaluating behavioural change requires a lot of face-to-face communication with visitors, which means a lot of skilled staff and a lot of money. These capacities are not available in our office.*

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.

1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?



## MONA

*If the training courses are practical and don't just present scientific results, but show good and easy to implement practical examples, I would personally take the time to attend.*

2. What specific learning outcomes or skills should these target groups acquire through these training programmes?

*1. what approach do I need to take to motivate visitors to adopt environmentally friendly behaviour?  
2. what framework conditions are needed to encourage visitors to leave their cars at home and use public transport (distance from the bus stop to the POI, timing of bus and train services, etc.)?  
3. addressing visitors in the area in the event of misbehaviour/conflict management on site  
4. the possibility of addressing visitors via the usual digital visitor guidance channels  
5. ways to motivate and qualify multipliers, e.g. tourist information centre staff, tour guides, hotel reception staff, etc.*

3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?

*I can't answer that, I'm not a trained teacher or facilitator.*

4. What would be the most appropriate time to undertake the training in relation to the project tasks?

*I think October would be a good time to have enough lead time before the next season.*

5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?

- (A) Group discussions
- (B) Q&A sessions
- (C) Presentations
- (D) Others, please detail

6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?
7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

*So far, we have had one large stakeholder meeting on a project idea that we proposed, and the participation and commitment of the participants was very good. There have also been votes with 2-3 participants, which I would not describe as uncommunicative or lacking commitment.*

*!!! It would be important to give feedback to the participants in the workshop on the orchid area in Spohns Haus on how the project is progressing!*



### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?

*As already said, best practice is very important to me (given tight staffing levels and low budgets).*

2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?

*Should be available in digital and printed form, and distinguish between chapters on modal shift, nudging and route planning*

3. How detailed would you like the guide to be in terms of explanations, instructions and examples?

Associated partner: Luxembourg for Tourism (LFT)

Name: Kerstin Philippi

Function: Executive Assistance

Department: Luxembourg for Tourism

E-mail: Kerstin.philippi@lft.lu



## 1. Skills and Competencies

1. Can you describe your organisation's existing skills and capacities in relation to the specified methodological frameworks and pilot activities?
  - Routing measures: not displaying any pictures during high seasons of swim lakes that are highly crowded; traffic light system during high season for crowded areas
  - Sensibilisation campaigns for awareness behaviour in nature areas
2. Please list the specific areas within the project where you feel your experience or expertise is lacking (e.g. monitoring, survey implementation, mobility strategies, nudging visitor behaviour and implementing measures).
  - Easy implement measures not involving any big political decisions would be best
3. Would you benefit from more detailed information on the pilot activities within the project (modal shift, nudging, routing)? If so, which details would be of interest to you?
  - Yes, nothing special but summaries of the development of the activities send on a regular base would be interesting.
4. Do you need additional resources, case studies or examples to better understand the potential impact and application of these activities in the nature areas?
  - No
5. Are there any challenges or barriers you foresee in implementing these activities in nature park settings?
  - No special challenges

## 2. Training Needs

Based on the user needs assessment, a detailed capacity-building plan with a joint training programme will be developed, specifying timing, content, venue and partner roles, and updated midway through the project. The training, based on the initial guidance document and WP1 results, incorporates lessons learned from previous projects as well as pilot project results.

This mix of physical and e-learning sessions will include three annual cycles of webinars and a joint physical meeting with nature areas. All materials will be consolidated on dedicated web platforms. It is aimed at local authorities and professionals in the field of mobility and sustainable tourism in NWE nature areas and aims to equip them with the necessary skills to promote sustainable practices.



1. How could we effectively reach and engage local authorities and professionals involved in mobility and sustainable tourism in NWE Nature Areas to participate in these training sessions?
  - Not contact directly but via tourism partners for example
  - Tailormade program that suits the problems of the local authority
2. What specific learning outcomes or skills should these target groups acquire through these training programmes?
  - How to implement measures in an easy way without a lot of time and personal resource
3. What methods or tools could be incorporated into the training programme to improve knowledge retention and practical application?
  - Handbook to look things up
  - Best practise examples
4. What would be the most appropriate time to undertake the training in relation to the project tasks?
  - During winter; persons working in nature area have perhaps more time
5. What are your general preferences for meeting formats to discuss project-related issues or to share information between partners?
  - (A) Group discussions combined with presentations
  - (B) Q&A sessions
  - (C) Presentations
  - (D) Others, please detail
6. Are there specific communication platforms or tools that would facilitate better interaction and collaboration between nature areas and stakeholders?
7. What strategies or approaches could improve engagement and participation in meetings or communication activities within the project?

### 3. Guidebook

The 'Guide to Sustainable Tourism in Natural Areas' aims to provide practical guidance to natural areas and stakeholders to support the development of sustainable plans, services, infrastructure and communication strategies. Emphasising sustainable tourism through modal shift, routing and nudging methods, the guide includes a methodological framework, development strategies, templates and monitoring results from pilot projects, demonstrating their effectiveness in different contexts.

The guide will evolve gradually as new issues are addressed and as pilot sites make further methodological advances. An initial version will be available at an early stage to serve as a basis for the



capacity-building plan. To ensure its credibility and effectiveness, the guide will be validated by the partnership and associated organisations through dedicated workshops during partner meetings. The overall purpose of the guide is to serve as a comprehensive resource to assist nature areas and associated stakeholders in promoting sustainable tourism practices, thereby conserving and enhancing the value of these areas.

1. Are there particular topics or sections that you feel should be emphasised or covered in more detail in the guide?  
No
2. How can the guide be structured or formatted to ensure that it is user-friendly and accessible to the managers and staff of the nature area?
  - Online version
  - Topic → Explanation → Best practice → How to implement
3. How detailed would you like the guide to be in terms of explanations, instructions and examples?
  - Not too detailed, perhaps write down where more information can be looked up if needed.