

1. Protecting valuable landscapes, biodiversity and cultural heritage

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Influencing land use planning and the control of potentially damaging developments. 2) Influencing the location, type and design of tourism developments. 3) Managing visitor flows, activities and behaviour in sensitive areas and sites. 	<p>Actions on the territory:</p> <p>1) <u>Land use planning and potential damages:</u></p> <p>The management plan (2001) of Söderåsen National Park (NP) regulates the land use of forest, pastures and fields, other land and water. The management practices vary according to the type of area, i.e. keeping old homestead-areas open and cattle grazing on pastures. The management plan is a binding document and all actions are under surveillance of the Swedish Environmental Protection Agency (SEPA).</p> <p>All constructions, except trail structures and general maintenance, must be approved by the County Administrative Board of Skåne (County Board) or SEPA, depending on the development in question. A building permit is also needed from the municipality.</p> <p>Spruce is an alien species in the area and the management plan states that it must be removed, and the forest restored to temperate broadleaf forest, consisting mainly of beech and oak. Over time, the forest should be left to free development without measures.</p> <p>2) <u>Tourism location:</u></p> <p>When the NP was formed an agreement of the tourism-related activities were decided upon; a visitor centre in Skärålid, within the NP, and a tourist information in Röstånga, outside the NP. Hence, the naturum (visitor centre) and the restaurant (private business) in Skärålid are the only two tourism-related businesses based within the NP.</p> <p>Recreation areas are well distributed in the NP and marked trails make most of it easy to access. Only the area of Kvärk is kept more remote, and without marked trails or recreation areas.</p> <p>A nature playground for children, Prins Oscars naturlek, was built in 2018-2019, and will be opened for play in the first half of 2019. It is placed in Skärålid by Skärdammen where tourists are already visiting in large</p>
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numbers. It will also be used by the naturum school guiding's and interpretation activities.

It is allowed for tourism businesses to host guided tours in the NP. They do not have to ask for permission, inform or plan with naturum or the management office beforehand, even if that is preferred, as long as they follow the NP regulations. For events or competitions exemptions must be gained from the County Board, where potential environmental damages/disturbances are considered before a decision is made.

The diploma for guides that can be acquired from naturum tests the knowledge about the NP, including the which regulations that apply. This is a means for influencing the location and type of tourism activities.

3) Visitor's flow, activities and behaviour:

There is no management of visitor's flow as such. In Sweden the right of access, Allemansrätten, allows free access to nature unless local regulations stipulate differently, which is the case in protected areas such as national parks. However, certain control measurements and restrictions are used:

The NP regulations are shown on information boards and in the trail map/information brochure that is free for all visitors. Regulation posters have also been put up in several toilet buildings during the summer of 2017.

Good trails, some with wooden boards, make it possible to guide visitors and minimizes the risk of soil erosion and the degradation of the forest floor, as visitors tend to keep to paths and leave the surroundings untouched.

Firewood is provided close to all sites where open fires are permitted to avoid illegal cutting of trees or collecting of firewood in the forest.

Keeping the NP facilities and trails neat and tidy is a conscious decision to show that "we care and hope that you do too".

Two visitor counters in naturum provides data about visitor's flow, a manual reading every month. One visitor counter along Skåneleden (a regional long-distance trail) add data about long-distance hikers, sent via e-mail.

<p>Strengths:</p> <p>The management plan regulates development and accessibility for visitors to experience the area.</p> <p>The regulations are easily available and point out what visitors can and cannot do, and thus protect the most sensitive environment, i.e. talus slopes and old trees with cryptogams.</p> <p>The abundant cultural heritage (cottages, cairns and stone walls) adds value to the nature interpretation as well.</p> <p>The nature playground for children is placed in Skärålid, an already well-visited area, as it is an activity that will draw high-density tourism such as families with children, thus limiting disturbances at more untouched areas.</p>	<p>Weaknesses:</p> <p>The management plan is from 2001 and several of the proposed measures have been carried out, while others are outdated due to different use of facilities or new views on nature conservation, thus the plan needs a revision.</p> <p>Several of the NP regulations seem old-fashioned and could therefore need a revision.</p> <p>There are not enough measures to manage and account for the visitor flow.</p> <p>There is a lack of current scientific studies to know more about the environment; the basis to know more about, and identify, sensitive areas and species.</p>
<p>Opportunities:</p> <p>To produce a strategic management plan, e.g. yearly plan or 5-year plan, including the charter activities.</p> <p>Producing an overall plan of the trail and facilities management to avoid unnecessary driving/building etc.</p> <p>Studies carried out by university students or interns.</p> <p>More cooperative studies with universities, like one done on <i>Phytophthora</i> a few years ago.</p> <p>A plan for visitors' flow management, as well as a more comprehensive carrying capacity study of the trail system than what has been done so far.</p> <p>To highlight the cultural heritage even more, which adds to the interpretation and understanding of the area i.e. with signs or guidings.</p> <p>The charter process can help to engage tourism stakeholders to engage with conservation and environmentally friendly actions.</p>	<p>Threats:</p> <p>Apart from the long-term guidelines in the management plan, there is no plan of the NP focusing on day-to-day management and upcoming projects.</p> <p>Damages on the environment caused by too many visitors, especially on the popular points of interest, i.e. Kopparhatten and around Skärdammen, but also along trails in specifically sensitive areas.</p> <p>Degradation and erosion of the trails, slopes and other well-visited places.</p> <p>Overgrowth of the talus slopes and meadows due to land-use changes. This could be the result of certain regulations as well, what is good for some organism/structures are not necessarily the best for others. Too much overgrowth at viewpoints could influence the attractiveness of the area.</p> <p>Ignorance of how to act and the consequences this brings, i.e. camping and fireplaces outside of recreation sites. A growing problem with many visitors, as more nature-novices visit.</p> <p>Shortage of tenant farmers with cattle to keep pastures open.</p>

2. Supporting conservation through tourism

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity. 2) Using revenues obtained from tourism-related activity to support conservation. 3) Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage. 	<p>Actions on the territory:</p> <ol style="list-style-type: none"> 1) <u>Support conservation:</u> <p>There is no policy for volunteering or actions to support conservation. However, the naturum school activities, guided tours and exhibitions include various degrees of teaching about conservation and thoughts relating to that.</p> <p>Some mentioning of environmental protection and conservation is included in the cooperation diploma for guides that naturum issues.</p> 2) <u>Revenues obtained from tourism:</u> <p>There is generally no need for tourism generated revenues as the budget is fully funded by the SEPA. It is possible to apply for additional funding for next year's budget when there is a need out of the ordinary, however, there is no guarantee for any extra funds.</p> <p>Revenues from books, post cards and souvenirs are used to buy new material. The sale is more a service to visitors than a way to obtain money.</p> <p>Sometimes naturum does guided tours for private groups (1000 SEK + VAT/hour). Naturum only take on tours if they have time and no diploma guides can do it. The revenue then goes into the naturum budget.</p> <p>Killahuset, the only cottage which is possible to pre-book, is free for schools and non-profit nature organisations, i.e. Friluftsrämjandet (Swedish Outdoor Association) and scout groups. Others can rent it for 500 SEK per night. The income goes into the management maintenance budget.</p> 3) <u>Investments in the NP related to natural and cultural heritage:</u> <p><u>Campsites:</u> The only areas where it is allowed to put up tents, thus limiting the impact to certain locations. They also show what a homestead could look</p>
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	<p>like in this area.</p> <p><u>Footbridges:</u> In wet or low-laying areas wooden boards facilitates walking and helps to protect the soil, reduce mudding, erosion and trail sprawling.</p> <p><u>Recreational areas:</u> Fireplaces and provided firewood makes it easier to control where people make fires, as well as where they eat and thus litter the most. All recreational areas have garbage containers for waste recycling (four different fractions) to reduce littering.</p> <p><u>Public toilets:</u> Present in all recreational areas, which reduces human waste in the surroundings.</p> <p><u>Activities:</u> Any relevant non-profit organisation or diploma guide company can announce activities in naturum's activity program and on the website, which gives an added publicity. The activities are nature- or culture-related and they spread the information to more people than naturum itself can reach.</p> <p>There are new information signs in place along some of the trails, with themes of geology, biology and cultural heritage. These will replace the old cultural heritage signs that are in poor condition.</p> <p>Concerts "Kultur i natur" (Culture in nature) have been held in the summer by Lake Odensjön between 1993-2017, it is unsure whether this will continue.</p> <p>There are several places around the NP that provides information about cultural heritage of the region of Skåne. I.e. the tourist information in Röstånga promotes the local culture of Skåne and the local handicrafts through information brochures as well as competent staff.</p>
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<p>Strengths:</p> <p>Naturum's motto is "look in – find out", in the double meaning to go outside and to learn more. They have competent staff specialised in different fields of biology and conservation and provide answers and guiding to visitors. The school activities educate students about nature and protected areas.</p> <p>The thriving cooperation with organisations and guide companies that offers activities and information about folklore, and cultural heritage, in the region.</p> <p>The NP offers a lot of outdoor facilities to the visitor such as cottages, shelters, toilets, picnic areas etc.</p>	<p>Weaknesses:</p> <p>A lack of volunteering opportunities, and a system of how to manage them.</p> <p>Revenues from products sold in naturum are not used to support conservation in the NP, as no profit is made.</p> <p>There is a lack of promotion by the NP about local crafts and not enough promotion about the cultural historical activities.</p> <p>A low focus on the cultural heritage found in the NP. The old weathered cultural heritage signs are in poor condition, they will be removed and there is no plan to replace them.</p>
<p>Opportunities:</p> <p>There is an opportunity for partnerships between local organisations and local businesses, facilitated by the naturum/management office.</p> <p>Naturum could inform about the local culture of Skåne more, by providing guiding's on the subject.</p> <p>Some actions could be developed to improve the promotion of the conservation and cultural activities by diploma guides etc. Naturum could develop their own cultural activities, such as inviting more schools for hay-making activities and other cultural events. Also, the naturum staff could encourage people to visit some cultural places of the area, more than they already do.</p> <p>The involvement of volunteers, as well as junior rangers, could help the NP on different subjects, such as the promotion of conservation, campsite hosts, garbage management, use of fireplaces, etc.</p> <p>SEPA's 2018 handbook for volunteering in protected areas can prove a good starting point for volunteer work in the NP, as well as in the nearby reserves.</p>	<p>Threats:</p> <p>An influx of visitors with no knowledge or interest in nature as such.</p> <p>There could evolve a problem with the free access of guide companies; too many companies bringing in customers to the same hot-spots, a disregard for the regulations or natural environment and/or a low interest in cooperation with the NP staff could create conflicts of interest.</p> <p>More visitors, especially those without/little nature experience, pose a need for more signs/trail markings, reducing the sense of wilderness. The higher number of signs also increase the risk of vandalism of the signs themselves.</p> <p>Lack of money for up-keep and repair work for signs and tourism facilities.</p>

3. Reducing carbon footprint, pollution and wasteful resource use

<p>ECTS requirements:</p> <p>1) Working with tourism businesses to improve environmental management, including use of energy and water, waste management, and noise and light pollution.</p> <p>2) Promoting the use of public transport and other alternatives to cars.</p>	<p>Actions on the territory:</p> <p>1) <u>Management of natural resources (noise, light, water, waste):</u></p> <p>The NP regulations, and how to act accordingly, are part of the diploma for guide businesses and they cover several aspects of the use of natural resources. Presently, the diploma is the only tool in use regarding tourism businesses. There are ideas on how to improve this in the short future.</p> <p>The restaurant tenant has the same obligations to live up to the regulations as the management office and naturum, as well as all visitors in general.</p> <p><u>Air and water quality:</u> Söderåsen NP has its own water and cleaning filter system in Skärålid. The filtration system cleans and recycles water from sinks and showers. A Biovac system is installed to manage the sewage treatment. The collecting well is emptied 1-2 times/year. In spring 2017 the NP started a negotiation with the municipality of Klippan regarding a connection to the municipal water and sewage system.</p> <p>Surface water from the parking lot in Skärålid is collected in three wells connected to stone caissons, before being led out to nearby streams.</p> <p>The Swedish University of Agriculture (SLU) conducts a long-time monitoring study of water quality nationwide, at least since 1996. Once a month a sample from Skärån is sent for analysis. The results report that the water quality is of very good standard.</p> <p>No pesticides are used against weeds within the NP and only eco-labelled cleaning products are used for cleaning, inside as well as outside. This applies to the tenant entrepreneur as well. In 2017 a trial with steam treatment of weeds were conducted to kill them by the roots.</p> <p>The parking lot in Skärålid is adjacent to the nature, and traffic is dense during the summer, which certainly has an impact on the air quality in the vicinity. However, there is no collected data for this.</p> <p>There is no air quality control system in the NP.</p>
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	<p>Vegetable chain oil is used for chain saws and other equipment; always trying to use the best possible fuel available.</p> <p>In the future, the NP plans to use only electric equipment and machines (some are already acquired) for the staff, to reduce noise levels, contact with fuel and reduce pollution.</p> <p><u>Energy resources:</u> In 2017, a geothermal heat system was installed in Skärålid; a more sustainable heating system than the previous pellet heater. With this system, it is possible to regulate the incoming temperature according to the needs of the naturum, management office and restaurant, in a much more efficient way than before.</p> <p>The NP has an environmentally friendly electricity provider (green electricity by Swedish standard).</p> <p>A solar heating system complements the water-carried heating system.</p> <p>Floor heating in naturum makes it possible to lower the air temperature.</p> <p>Whenever new vehicles are bought they are either upgraded to biogas, electricity or environmental diesel.</p> <p>Klippan municipality will install two quick-chargers for electric vehicles at the visitor parking lot in Skärålid in 2019.</p> <p>The NP investigate the possibility of using a HVO cistern instead of fuelled diesel.</p> <p>The County Board has recently decided that all vehicles should be fossil free by 2020.</p> <p>The County Board property manager is currently working on an energy efficiency plan for all the properties in the county.</p> <p><u>Noise and light pollution:</u> The NP regulation states that it is forbidden to maintain a disturbing noise level, of any kind, for visitors and wildlife.</p> <p>The cottages and toilet buildings for visitors, except the one in Skärålid, are without electricity. In the toilet building in Skärålid there are signs asking visitors to switch of the light after use, but many visitors forget to do so.</p>
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	<p>All the light bulbs in naturum have been replaced with LED lights.</p> <p>The lights are turned off during the night, and several sections have movement sensors.</p> <p>There are lights around the management office and the restaurant during the dark hours of the day, though in a small area.</p> <p><u>Waste management:</u> At all the garbage stations in the NP, there are bins for metal, glass and residual waste. A metal bin for disposable barbecues is placed where barbecuing is allowed. This helps people understand the environmental importance of recycling.</p> <p>At the central garbage station, where the extra or full bins are kept, there is also recycling of cardboard, paper, plastic, sheet metal and glass. These are used by the staff and by the restaurant. Other fractions are collected separately and then taken to the municipal recycling station.</p> <p>The drop-toilets are emptied when needed by an entrepreneur.</p> <p>There are plans to organize trainings for the staff members about hazardous waste and hazardous goods handling in near future.</p> <p>There is no monitoring of how the stakeholders around the NP deal with waste management. However, the accommodations closest to the NP are interested in a sustainable management, waste-recycling included, and communicate this to their visitors. Apart from that they should follow the guidelines from the municipality.</p> <p>2) <u>Promotion of the use of clean transports?</u></p> <p>There are no specific actions in place to promote clean transports. However, naturum can provide visitors with information about public transport; bus schedules and bus stops along the NP boundary. The website links to Skånetrafiken (regional public transport company), where more information about public transport can be found.</p> <p>In Skärvald Klippan municipality will install two quick-chargers for electric</p>
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	<p>vehicles at the visitor parking lot in Skärålid in 2019.</p> <p>All the bus stops by the main road will be shown on a new version of the map (both in the brochure and on a loose-sheet map).</p> <p>More bus stops between Klippan and Skärålid have been discussed with Klippan municipality, as it must be a joint effort to persuade Skånetrafiken. This increase the connectivity for several nature reserves along the way.</p> <p>In Skärålid a bicycle parking is planned for 2018/19. There exists a bike path between Röstånga and Skärålid, which encourages people to come by bike; this will be shown on the new map as well.</p> <p>On the roads, both paved and gravel, in the NP it is allowed to ride a bike or a horse. At Skärålid there is a small enclosure for holding horses and close to Kopparhatten there are some bars to tie the horses to, which were constructed after requests from a local stakeholder arranging horseback riding in the area.</p> <p>There are no speed limit signs along the two roads accessible for visitors with cars. The current situation allows the same speed as on any other road of the same standard.</p> <p>In 2021 a new Pågatåg station (local train) will open in Kågeröd, making it easier to access the NP from the West. Plans on how to connect the station with the NP have been discussed with Svalöv municipality.</p>
<p>Strengths:</p> <p>Recycling is possible for visitors in three categories, according to municipality guidelines; the restaurant and management office/naturum have more.</p> <p>The administration has a policy of buying energy efficient equipment.</p> <p>There are no contaminated sites known inside the NP.</p> <p>Good water cleaning system.</p> <p>The new geothermal heating system for the NPs heat supply. This sustainable heating system will reduce the energy consumption.</p> <p>The monthly water sample sent to SLU shows a good water quality, Skärån</p>	<p>Weaknesses:</p> <p>No actions to measure and limit the noise in the NP, except NP regulations.</p> <p>No actions to limit light pollution.</p> <p>No air quality control system in the NP to monitor the level of pollution.</p> <p>There is no promotion program by naturum or tourism companies according to sustainable management of resources.</p> <p>There are no measures to reduce water waste.</p> <p>There are no actions in place to limit the electric lighting.</p>

<p>stream has been designated as “best water of the province”. It is of drinking water quality with only biological impurities as a risk factor.</p> <p>The bus stops in Skärålid, Röstånga and along the eastern NP boundary, which enables visitors and employees to travel with public transport.</p> <p>Small actions are done to lower pollution in general, i.e. eco-labelled cleaning products.</p> <p>The management plan of the NP prohibits the use of chemical pesticides against weeds and is strictly adhered to.</p> <p>LED lights are used in naturum.</p> <p>To limit the climate impact, the NP upgraded vehicles to biogas, electricity and environmental diesel cars, which is a County Board environmental goal.</p> <p>Some of the stakeholders have got training about sustainable tourism on their own initiative, meaning that they are engaged in the subject.</p> <p>The NP promotes public transports to visitors, but also green transport such as biking. However, there are no planned actions to do more of this.</p>	<p>The current water system results in water shortage during peak season; leaving no water to flush the toilets or for the restaurant to use the dishwasher etc.</p> <p>There are no speed limits in the NP or speed control system in use.</p> <p>There is no program for educating stakeholders about sustainability and resource management.</p> <p>There is no over-all resources management plan, nor sustainable mobility management plan.</p>
<p>Opportunities:</p> <p>A promotion program about clean transport could be developed and would improve the chaotic parking situation during peak season.</p> <p>Study opportunities on air quality and on the polluting emissions delivered in the air by the high number of visitors.</p> <p>Trainings on different subjects, i.e. eco-driving, hazardous waste and sustainable tourism.</p> <p>The newly started negotiation with Klippan municipality regarding a connection to municipal water and wastewater, which would solve the water deficiency the NP has on some occasions every year.</p> <p>The plan to use only electric equipment and machinery for the staff. The aim is to reduce the noise pollution and the contact with fuel and exhaust fumes for the staff and produce less pollution.</p>	<p>Threats:</p> <p>The noise pollution is difficult to monitor and regulate. But it certainly exists in the NP, especially during the high season.</p> <p>The air pollutants from the Skärålid parking lot etc. could result in carbon emission damages to the nature around the Skärdammen Pond.</p>

The NP wants to begin a monitoring system to monitor the energy consumption, with the aim to improve the heating efficiency.

Improve both indoor and outdoor lighting, like sensor activated lights in the Skärålid toilet building.

Speed limits on public roads in the NP to reduce both pollution and noise.

A request to Skånetrafiken to increase the number of buses per day, especially in the weekends, in collaboration with local municipalities.

A bicycle parking area in Skärålid, clearly marked.

4. Providing safe access, quality facilities and special experiences of the protected area, available to all visitors

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Providing a wide range of access opportunities, with attention to safety and risk management. 2) Improving the quality of visitor facilities and services. 3) Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area's special natural and cultural heritage. 4) Providing facilities and information for visitors with special needs. 	<p>Actions on the territory:</p> <ol style="list-style-type: none"> 1) <u>Access opportunities:</u> There are two main points of entry; Skärålid (with naturum Söderåsen) and Röstånga (with the municipal-run tourist information). "Nature is always open", as naturum frequently emphasise, and it is possible to access the NP by foot from any chosen direction. Trails run mainly from the two trailheads, Skärålid and Röstånga. Skåneleden runs through the NP and connects to Klåveröd recreation area and several smaller roads are accessible on foot, bike or horseback. Skånetrafiken has bus stops at both entrances and in several places along the Eastern NP boundary. Skärålid and Röstånga have large parking lots with designated slots for disabled persons. Furthermore, some smaller parking lots are available along the roads, inside or bordering the NP. Safety and risk management: <ul style="list-style-type: none"> - The trails are well identified by colours on sign posts and trees. Distance, trail difficulty and whether it is possible to access on wheels is easily available on the information signs, in the NP brochure and in naturum. Free maps are found at most info points. - At the most visited viewpoints, there is a netted fence by the edge where the trail runs close to the talus slopes. Along other sections the trail has been moved further from the edge to prevent accidents. - With regular intervals, a staff member walks the trails to check for weakened trees, functioning signage, accessibility and to pick up litter. How often depends on the visitor frequency and season. This trail supervision is done to prevent accidents and to better plan the management of the trails.
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2) Quality of visitor facilities and services:

The management and naturum continuously work to improve the visitor facilities and the perception of the NP, i.e. by using social media for information.

The maintenance of facilities and buildings is monitored using SkötselDos, a nationally used web-based program for protected areas managers.

The cottages and toilets are cleaned several times a week, bins are checked regularly and changed when needed. The grounds and parking lot in Skärålid are checked daily for litter.

The campsite and recreation area at Liagården has undergone a renovation and upgrading in 2018, this work will continue when additional funding is available.

Accessibility is always on the agenda, to improve old facilities as well as making the best when new services and facilities are made, e.g. the barbecues in Skärålid are accessible on wheels.

Destination Söderåsen will enhance the cooperation and networking with businesses in the charter area and is an important partner for good visitor services.

3) Providing visitors specific tourism offers:

Söderåsen naturum provides information about the nature and the importance of good practices for conservation.

All staff members, the management included, have at least a basic, knowledge of the nature and culture in the NP and enjoy sharing this with visitors.

Guided tours by naturum are either planned in advance or done in the spur of the moment, covering a wide array of themes, depending on the specific knowledge of the seasonal staff. Every hour there is a free introduction to the NP in the exhibition.

The tours are promoted in various ways; social media, brochures, county

	<p>administrative nature interpretation guides, etc. The activities are aimed at all ages.</p> <p>For schools naturum have special guided tours and other activities free of charge. A regular cooperation agreement has recently been done with Klippan municipality.</p> <p>Private groups can book guided tours by naturum staff (1000 SEK + VAT/hour). However, naturum prefers to direct these requests to diploma guides, both because of limited time and not to compete with private businesses.</p> <p>Tourism businesses can operate in the NP without any prior agreement. However, to be recommended by naturum, and promoted on the website, tourism companies must be recognised as diploma guides.</p> <p>A wide range of tourism offers are provided by the partnerships the NP has with diploma guides or nature organisations: interpretative tours on natural and cultural heritage, horseback riding, photo safaris, and themed walks focusing on geology and mosses, among others.</p> <p>Certain days are also celebrated with special guests and/or nature organisations, i.e. National Parks Day, Nature night, Day of Fungi, Day of Mosses.</p> <p>4) <u>Facilities and information for visitors with special needs:</u></p> <p>Several facilities in the NP are available for motor disabled persons. The naturum, including the exhibition, toilets (Lake Odensjön, Killahuset and Skäralid) and Restaurant Skäralid is accessible for wheelchairs users. In front of the naturum entrance there is a small parking lot for disabled persons.</p> <p>The whole area in Skäralid is accessible on wheels, e.g. wheel-friendly gravel by the barbecues, picnic tables with prolonged tables to allow wheelchairs to get close.</p> <p>Two trails are accessible for wheelchairs and prams; <i>Skärdammen runt</i> and <i>Odensjön promenade</i>. At Kopparhatten there is a ramp so persons with</p>
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	<p>limited mobility or wheelchairs can enjoy the view.</p> <p>The southern entrance is also completely accessible, including the municipality run tourist information centre, exhibition room and toilets.</p> <p>There is an audio guide for the exhibition which is suitable for visually impaired or non-readers.</p> <p>Naturum carries out guiding's for groups with special needs if contacted beforehand, i.e. they have had a group with a sign language interpreter.</p>
<p>Strengths:</p> <p>Good access for motor disabled people, both on trails and the parking in front of naturum.</p> <p>Visitor facilities in good conditions, and accessible for motor disable persons.</p> <p>Diploma certification of guides since 2011.</p> <p>Söderåsen promotes knowledge about natural and cultural heritage and the importance of good practices for conservation.</p> <p>Cooperation with stakeholders that offer a diverse set of sustainable tourism products. The aim is to interest as many as possible: guided tours on natural and cultural heritage, horse riding tours, story-telling, trail running, etc.</p> <p>The Charter application is a good platform to inform more people about nature and conservation.</p> <p>Conservation council with experts meet once a year to discuss the NP management of the natural landscape. This is mandatory for all national NP to establish.</p> <p>Once a year the naturum council with members from nature organisations, tourism stakeholders and the municipalities meet, to discuss next year's program in naturum and how to improve over time. This is mandatory for all naturums according to SEPA regulations.</p> <p>A joint effort to reduce the number of thefts in the parking areas has just been begun with the local police in both Klippan and Svalöv municipality.</p>	<p>Weaknesses:</p> <p>Not enough buses per day, in weekdays service is every hour and in weekends every two hours. In peak season, some departures are full when leaving Skärålid. Also, the service stops in the early evenings thus making it less attractive to use public transport when visiting the NP.</p> <p>No measures to manage the car flow into the NP. The smaller parking lots within the NP are not necessarily used as frequently as they could be.</p> <p>The parking lot is over-crowded at the peak season, often also in off-season.</p> <p>Accessibility for disabled persons is only focused on motor disability.</p> <p>There are no warning signs about the talus slopes; long stretches of the trails follow the edge and at the viewpoints visitors can get close indeed.</p> <p>There is no improvement plan to raise the level of visitor satisfaction.</p> <p>The NP does not educate stakeholders in sustainable tourism or how to develop products focusing on the natural heritage and interpretation thereof.</p>

<p>Opportunities:</p> <p>Make a diagnosis and an assessment of factors that may affect the tourism development.</p> <p>Partnership opportunities to develop more special tourism products between the NP and stakeholders.</p> <p>Promote the NP as a sustainable tourism destination.</p> <p>Carry out market studies to identify new needs of visitors, and adapt the tourism offers, and resources.</p> <p>Develop the digital side (i.e. QR-codes on signs) to inform visitors about buildings and other cultural important sites.</p> <p>Cooperation program with tourism stakeholders according to the SEPA policy for national parks.</p> <p>The four municipalities of Söderåsen want to develop the area as a destination for nature-based tourism; depending on how the work is carried out and how much the NP can be involved and influence the work in a sustainable direction, this could be very good.</p> <p>Friluftsrämjandet have several ongoing projects concerning immigrants. A project like that would be a valuable opportunity for the NP/naturum.</p> <p>Develop an extensive traffic/parking lot control plan for the whole NP.</p> <p>Improve accessibility at all levels (planned for 2019-2020), including inputs from local/regional associations for people with different disabilities.</p>	<p>Threats:</p> <p>No specific measures according to the maintenance of the paths, except a regular trail supervision walk.</p> <p>No signs to inform people about the danger at some viewpoints by the valley slopes.</p> <p>Accidents in secondary paths; old trails and roads where no regular maintenance is carried out.</p> <p>A high influx of tourists coming before the NP has prepared for more visitors, i.e. more toilets and more parking space.</p> <p>More tourists arriving by car increase the difficulties of enough parking space, already experienced during summer season.</p>
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5. Effectively communicating the area to visitors

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Ensuring that marketing materials and activities promote the area effectively and responsibly. 2) Providing good quality and effective visitor information and interpretation. 3) Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors. 4) Providing specific information and interpretation for young people, schools and student groups. 	<p>Actions on the territory:</p> <p>1) <u>Promotion of the area:</u></p> <p>The website is a well-used tool for communication and promotion. Since a few years back the website is linked to a common site for all Swedish national parks, which ensures a common outlook and high standard.</p> <p>The naturum promotes the NP on various social media. Facebook, Instagram, and more seldom Twitter, are used to promote the area with pictures, articles, news about the NP (including management actions), as well as a mean to promote activities/events and guided tours organized in the NP.</p> <p>There is no measure in place to follow how the stakeholders promote the NP. However, interviews have made it clear that several of them use nature as their main selling point. The accommodations also promote their business with the diversity of activities available in the close-by region (hiking, canoeing, etc).</p> <p>Staff members participate in conferences, seminars, local fairs and other events.</p> <p>The NP involvement in Destination Söderåsen is thought to be a valuable means for communication with the public and the businesses in the charter area, as the two areas of interest overlap.</p> <p>2) <u>Visitor information and interpretation:</u></p> <p>Naturum provides information about natural and cultural heritage, through exhibitions, guided tours and other activities by the visitor centre. The staff is highly qualified for the task, they all have a life science background with different fields of specific interest (birds, insects, etc.). Interpretive training is part of the job and the seasonal workers are all chosen for their teaching skills.</p>
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	<p>Guided tours are always available in Swedish and English and depending on the staffs' language skills other languages are possible as well. German and Danish are the most asked for.</p> <p>The visitor information is divided into three parts, for the three main natural phenomena in the NP; mountain, forest and water. Within these areas educative interpretation covers both natural and cultural aspects. Presentations of the permanent exhibition are given every hour, free of charge, as a preparation for visitors to go out and discover more themselves.</p> <p>The exhibition texts are in Swedish and English, including the audio guide.</p> <p>A film room shows thematic films, mainly directed at children, depending on the general theme of the year.</p> <p>National park brochures and the website, are in Swedish, English and German. Brochures, in Swedish and English, are available for visitors about the Skåne region and other protected natural areas.</p> <p>During the year, naturum shows different exhibitions. In 2019 the plan is to show three exhibitions; "The Wild Life" (about wildlife and hunting/culling, curated by Svenska Jägareförbundet/Swedish Association for Hunting and Wildlife Management), "Butterflies" and "Dinosaurs" (curated by Malmö Museums).</p> <p>3) <u>Stakeholders: well informed about the area and provide good information to visitors:</u></p> <p>There are no actions in place to monitor if tourism stakeholders provide relevant information about the NP to their guest and participants, except for those who are diploma guides.</p> <p>For tourism businesses that collaborate with the NP, naturum is more aware of the quality of the information.</p> <p>Once a year the naturum council, with members from nature organisations, tourism stakeholders and municipalities, meet to discuss next year's program in naturum and how to improve over time. This is mandatory for naturums by SEPA regulations. Many topics are discussed during this meeting, such as</p>
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	<p>the program of activities in the NP, the events of last year and what will happen next year. The council also discuss the coming year's direction of work.</p> <p>Also, the NP informs stakeholders and locals about upcoming changes or planned events during this meeting. News are presented in a newsletter to naturum contacts and to visitors on the website and social media.</p> <p>4) <u>Specific information and interpretation for special groups:</u></p> <p>Schools and students can have guidings free of charge by naturum. Naturum adapts the information and interpretation according to participants background, knowledge and age. For two years Midgårdsskolan from Röstånga (the closest school) has had field days in cooperation by naturum, i.e. hay-making and traditional handicrafts. A collaboration with schools in Klippan municipality was introduced 2017, the idea is to invite more of the neighbouring municipalities to join as well.</p> <p>In naturum, there is a creative corner for children to learn about nature while playing at the same time.</p>
<p>Strengths:</p> <p>Naturum is open most of the year, providing a good visitor service.</p> <p>The website is linked to a common website for all national parks in Sweden; high visibility and quality standard.</p> <p>Participation on different social media.</p> <p>High standard interpretation provided by naturum, both about natural and cultural information.</p> <p>The naturum creates different types of exhibitions, films, quiz, games etc. to cater for different types of visitors.</p> <p>Naturum's focus on child activities, a well-represented group of visitors.</p> <p>A school program in collaboration with Klippan municipality, started in 2017,</p>	<p>Weaknesses:</p> <p>The NP has no actions to monitor how the stakeholders promote the area, a lack of coordination between the parts.</p> <p>The website setup is rather limiting, and any changes in the structure must be approved and carried out by SEPA.</p> <p>Some pages of the website are only available in Swedish.</p>

<p>and is being developed further.</p> <p>Diploma guides since 2011.</p> <p>Both the management office and naturum guides/hosts visiting scientists, municipal staff and other specialists, both Swedish and international. Thus, the staff is partaking in valuable knowledge exchange on site, outside of the County Board collegiate.</p> <p>The involvement in Destination Söderåsen is a valuable means of communicating sustainability etc. with the local stakeholders.</p>	
<p>Opportunities:</p> <p>Better coordination with tourism stakeholders, better opportunities to communicate through stakeholders' websites, social media.</p> <p>Develop a new partnership with stakeholders, using the guidelines from the Environmental Protection Agency.</p> <p>More focus on less well-represented visitors, i.e. newly arrived immigrants by providing guiding's in additional languages and increased information about accessibility to make it easier for people with various disabilities to plan visits.</p> <p>The engagement of the NP in the charter will develop the communication between stakeholders and the management, and thus increase cooperation.</p> <p>Producing a communication strategy, to be completed in 2018. One aim is to become more active and effective on social media and the website.</p> <p>Collaborate with Svalöv municipality about introducing more nature interpretation in Röstånga tourist information.</p>	<p>Threats:</p> <p>Many activities are focused on natural heritage; a lack of activities and information about cultural heritage. The bad condition of the current signs of cultural heritage is adding to the problem.</p> <p>The guide information and interpretation are too focused on Skärålid, which adds to crowding.</p>

6. Ensuring social cohesion

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Anticipating, monitoring and minimising any existing and potential conflicts with local residents. 2) Maintaining good communication and engagement between local residents, businesses, visitors and the protected area authority. 3) Encouraging and developing appropriate partnership activity with and between stakeholders. 	<p>Actions on the territory:</p> <ol style="list-style-type: none"> 1) <u>Existing and potential conflicts with local residents:</u> <p>There are no existing conflicts between the NP and local residents. However, the question of traffic and parking during the high season is problematic. The neighbours in Skäralid sometimes have unwanted guests in the form of NP visitors that park their cars on private property not belonging to the NP. If need be, the director organizes a meeting with the concerned neighbours.</p> <p>The NP believes it is important to have a continuous and good communication and an open agenda with the citizens of Röstånga.</p> <p>Lake Odensjön is within the NP, but the fishing rights belong to Röstånga Byamän, which means that a good communication is necessary.</p> 2) <u>Good communication between all the actors:</u> <p>There is a good communication between local residents, tourism businesses that operates in the NP and the NP authority. This has improved after the charter work has started.</p> <p>The director feels that the NP staff has a good relationship with the local municipalities. The staff is encouraged to join all meetings they are invited to and to establish good relationships with stakeholders in and around the NP.</p> 3) <u>Partnership activity with and between stakeholders:</u> <p>Due to the engagement in the charter process, municipalities around are interested in partnership activities and start to develop communication and meetings between them and the NP.</p> <p>There is cooperation between some stakeholders. For example, the accommodations direct guests to the other facilities when they are full, links to other local businesses can be found on most websites and the businesses</p>
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	<p>all seem to know about each other's offers.</p> <p>The four local municipalities, Söderåskommunerna, invite all tourism businesses and organisations once or twice a year for a themed meeting and to discuss the coming season and any other large events.</p>
<p>Strengths:</p> <p>The management office and the naturum have begun a closer collaboration during 2017. This strengthens the NP, not least to outside partners.</p> <p>If a conflict arises meetings are held, with all involved partners, as soon as possible to resolve it quickly.</p> <p>The naturum council is open for all stakeholders in the area.</p> <p>Recommendations and somewhat promotion between tourism activity companies and accommodations.</p> <p>The engagement of local communities in discussion groups, after the beginning of the charter's process.</p> <p>Good communication between tenant farmers and the NP.</p> <p>Good relationship with both Svalöv and Klippan municipalities, which the NP is situated in.</p> <p>The municipal-led Leader-project "Destination Söderåsen" aims to develop a nature-based tourism destination and is a good opportunity to develop the relationship with the four local municipalities even further.</p> <p>The collaboration with local police and municipal officials about car thefts and security problems at the parking lots is a good opportunity for a safer visit.</p>	<p>Weaknesses:</p> <p>Lack of regular meetings between local stakeholders and the NP. Meetings are organised only when there is a problem, not in advance to avoid conflicts to arise. Not all tourism businesses participate at meetings.</p>
<p>Opportunities:</p> <p>Regular meetings with locals and stakeholders to work for the common good in the area.</p> <p>Collaboration between some stakeholders could generate partnerships, and not just promotion/recommendation.</p>	<p>Threats:</p> <p>Conflicts between local people, visitors and the national NP about the traffic, especially in the high season.</p> <p>New forms of recreation, i.e. mountain biking, slack-line and geocaching, and traditional ones, such as hiking and bird watching, can be difficult to combine.</p>

<p>A more visible promotion of collaborating stakeholders (e.g. diploma guides). Involvement of local stakeholders in the charter process as i.e. forum members.</p>	
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7. Strengthening prosperity in the local community

<p>ECTS requirements:</p> <p>1) Promoting the provision and identity of local produce and services and their purchase and use by visitors and tourism businesses.</p> <p>2) Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism.</p>	<p>Actions on the territory:</p> <p>1) <u>Promotion of local products and services:</u></p> <p>The NP has no actions in place to analyse the need of certain services of the local population around but intends to do it with the establishment of the forum in the charter process.</p> <p>The NP is also participating and supporting the local economy indirectly by being the largest tourist destination in the area, attracting around 400.000 visitors each year.</p> <p>2) <u>Support of the economic viability:</u></p> <p>The NP tries to use local businesses and entrepreneurs, if legally possible, when in need of a service.</p> <p>Also, naturum promote the nature reserves in the vicinity to get people to spend more time in the region. By doing that, visitors use accommodation, shops and restaurants around. Some brochures about nature reserves are available for visitors in naturum.</p> <p>The NP does not advise tourism businesses to adopt policies of local purchases and does not organize visits to companies or local artisans. Some stakeholders are known to use local and/or organic products. The NP promotes the purchase of local and organic food for its own arrangements.</p>
<p>Strengths:</p> <p>The NP gives priority to local stores and companies when services are needed, when possible.</p> <p>As the largest tourist attraction in the area the NP has an indirect influence on the local economy.</p> <p>The nature reserves that are managed by the NP are a good resource for</p>	<p>Weaknesses:</p> <p>The private restaurant in the NP has the priority to sell merchandise (handicrafts/local products).</p> <p>No actions in place to analyse the needs of the local population.</p> <p>The County Board has strict rules about purchases, and sales, which occasionally limits the use of local partners and entrepreneurs.</p>

<p>enticing visitors to stay longer in the area.</p> <p>The use of local products by the private restaurant and by some of the stakeholders.</p> <p>The good relationship with Röstånga tourism office, as well as with the different municipal tourism employees.</p>	<p>The naturum staff can only give information about local businesses and attractions according to their own knowledge, as they are not trained in tourism related questions.</p>
<p>Opportunities:</p> <p>To improve the visitor management the NP could develop a short survey to follow up a visit in naturum.</p> <p>The NP could develop a questionnaire to know more about the visitor's satisfaction after a visit in the NP, i.e. in a mobile application.</p> <p>Surveys sent to stakeholders to know their needs and perceptions. This will strengthen relationships between NP staff and stakeholders and will develop a feedback from the tourism businesses. This kind of work could be part of the charter process.</p> <p>There is an opportunity to develop actions to analyse the needs of the local population.</p> <p>Promoting partnerships among different sectors of the local economy so that tourism generates a positive impact.</p> <p>Naturum staff could take part in "Destination Söderåsen" training sessions for stakeholders to broaden their information input.</p>	<p>Threats:</p> <p>The growing urbanisation might lead to a decrease of the local population, which could result in less services in the area, as well as fewer tourism companies to cater for tourists.</p> <p>An increase in number of County Board procurement agreements will have a negative impact on the use of local businesses and entrepreneurs.</p>

8. Providing training and capacity building

<p>ECTS requirements:</p> <p>1) Providing relevant training for staff of the protected area authority in sustainable tourism development and management.</p> <p>2) Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.</p>	<p>Actions on the territory:</p> <p>1) <u>Training for the staff in sustainable tourism development and management.</u></p> <p>In relation to the charter there will be training sessions about sustainable tourism for the staff.</p> <p>2) <u>Training in sustainable tourism for stakeholders:</u></p> <p>There has been no training for stakeholders in sustainable tourism. The diploma for tourism businesses does not include it as a topic.</p> <p>The Leader-project Destination Söderåsen, which the NP is a partnering, wants to include sustainability in all courses and training sessions for businesses and other project participants, in addition to a specialised sustainability education. The NP staff will be responsible for the expert knowledge.</p>
<p>Strengths:</p> <p>Some stakeholders near the NP have participated in special training programs about sustainability on their own initiative.</p> <p>Tourism businesses promote sustainable tourism on their own behalf.</p> <p>Interested guide companies already collaborate with naturum, by hosting events in the NP and participating in the naturum council.</p> <p>The close collaboration with Kullaberg nature reserve, which was awarded the ECTS in 2017, is a good source of teaching possibilities and shared information. The staff at Söderåsen made a charter park visit to Kullaberg in February 2018 to learn more, everyone in relation to their specific field of expertise.</p>	<p>Weaknesses:</p> <p>Lack of training programs for the staff on sustainable tourism.</p> <p>No training programs about cultural and historical heritage.</p> <p>Not all the stakeholders have trainings about sustainability management and tourism, and none through our diploma guide-program. A training program for stakeholders' costs more than is in the current budget.</p>

<p>Opportunities:</p> <p>Nature tourism is a growing market according to international trends, considered an important factor for regional economy by Tourism in Skåne, which opens for a well-received certification process.</p> <p>Training about sustainable tourism for the staff related to the charter process.</p> <p>Training program for all the stakeholders of the area.</p> <p>Include sustainable tourism to the diploma training.</p> <p>The partnership program promoted by the Environmental Protection Agency includes and the diploma training.</p> <p>The nature-based tourism project “Destination Söderåsen” which the local municipalities runs is a great opportunity to be involved in and focus it on sustainable tourism.</p> <p>Visits to other charter parks.</p>	<p>Threats:</p> <p>There is a danger in leaving sustainable tourism out of trainings (for diploma guides and staff) too long. If the development of a nature-based tourism destination is successful, the NP needs to be several steps ahead.</p>
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9. Monitoring tourism performance and impacts

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Monitoring of visitors – volumes, patterns, spending and satisfaction. 2) Monitoring of tourism businesses – performance and needs. 3) Monitoring of tourism impacts – on the environment, economy and community. 4) Monitoring progress in implementing the action plan. 	<p>Actions on the territory:</p> <p>1) <u>Monitoring of visitors:</u></p> <p>Naturum has two visitor counters which provide information about visitor flow. Another counter is placed along Skåneleden, providing data about long distance hikers.</p> <p>There are no specific actions to monitor which paths are more used than others. Questions about paths from visitors and the feed-back naturum receives give a good idea of where people visit the most. Also, the wear and tear of the paths are highly different and give an indication of the usage.</p> <p>The NP plans to install a counter to monitor the cars driving up to the viewpoint Kopparhatten.</p> <p>Every year a visitor evaluation is done in naturum to evaluate and enhance the interpretation. It is done on the demand from SEPA and Centre for Nature Interpretation (CNV).</p> <p>According to a survey conducted in Skärålid the summer of 2017 visitors were highly satisfied with both the outdoor facilities and naturum.</p> <p>2) <u>Monitoring of tourism businesses:</u></p> <p>The communication between the NP and tourism businesses is good, but there are no specific actions to monitor them.</p> <p>Interviews conducted in 2017 made it clear that local business wish for a list of “places to recommend” (according to possible activities), a selection of different guide material to give to guests and visitors, a big-scale map and a complete set of the NP regulations.</p> <p>Local tourism stakeholders provide information about the NP and the area, the accommodation and restaurants around, etc. according to interests.</p>
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	<p>3) <u>Monitoring of tourism impacts:</u></p> <p>There are no studies about the tourism impacts on the environment. This is of high priority because of the high number of visitors and how to solve this is up for discussion among the staff.</p> <p>There are no studies about tourism impacts on the local economy and community.</p> <p>The NP tries to develop and improve all the facilities for visitors, and in this way managing the impact. I.e. to urge them to stay on paths wooden boards are laid in sensitive and wet places. Moreover, if there is a sensitive area where a path is going through, the management office tries to change the route to avoid damages on the environment.</p> <p>4) <u>Sustainable tourism strategy:</u></p> <p>The diagnosis about the tourism situation intends to be the first step to develop a sustainable action plan for the NP.</p> <p>In the dialogue meeting in May 2017, the NP introduced the project to become a sustainable tourism destination through EUROPARC, and how these strategies could be implemented. This has continued and developed since.</p>
<p>Strengths:</p> <p>Good reviews of the facilities from visitors.</p> <p>The results from the counter on Skåneleden provide good data about through-hikers, accessible to Skåneleden managers and Svalöv municipality.</p> <p>The results from the two counters in naturum are sent to the SEPA for further use and budget distributions.</p> <p>Söderåsen has one of the most visited naturums with a well-used school curriculum.</p> <p>The guide diploma is a small, though important, step in the direction of</p>	<p>Weaknesses:</p> <p>Even if the NP has small actions in place to monitor the number of visitors and the tourism location, it is not enough to provide relevant information.</p> <p>Not enough surveys to have a good understanding of visitor satisfaction.</p> <p>Lack of actions to monitor the needs and requests of tourism businesses.</p> <p>No studies about tourism impacts on environment, economy and community.</p> <p>In certain habitats the inventories of flora and fauna needs to be updated.</p> <p>The management plan needs to be revised and updated in relation to visitor</p>

becoming a more sustainable tourism destination.	impact.
<p>Opportunities:</p> <p>Visitor counters on certain paths and at the entrance of the parking lot, as well as on the road to Kopparhatten.</p> <p>A management plan for visitor's flow would be useful for regulation measurements.</p> <p>A plan to monitor the tourism impacts on the environment.</p> <p>Capacity charge studies and plans, for the car traffic and for the hiking trails.</p>	<p>Threats:</p> <p>Damaging impacts on the environment due to the high number of tourists and few actions to regulate it.</p> <p>The trail system could degenerate unless a conservation strategy comes into place.</p>

10. Communicating actions and engaging with the Charter

<p>ECTS requirements:</p> <ol style="list-style-type: none"> 1) Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level. 2) Promoting and making visible the award of the Charter. 3) Engaging with EUROPARC and the Charter Network, including participating in related events and activities. 4) Taking steps for re-application and renewal of the Charter. 	<p>Actions on the territory:</p> <p>1) <u>Communication of sustainable tourism actions:</u></p> <p>The plan is to host a yearly meeting for interested parties, i.e. the participation forum meeting.</p> <p>A shared participant list at larger meetings makes it easier for participants to contact each other and to send news to more than the council members.</p> <p>Newsletters are sent by naturum to inform stakeholders about programmed activities in the NP. They also put programs on the news board, website and social media to promote events and activities.</p> <p>Strengthen the communication between locals, NP and visitors.</p> <p>The NP has a good relationship with local news media, who regularly publish articles regarding the NP.</p> <p>The municipal-run Destination Söderåsen is a parallel project and as a partner the NP can influence that work towards sustainability and reach more stakeholders than otherwise possible.</p> <p>2) <u>Promotion of the charter:</u></p> <p>The promotion of the charter started in 2017, the local municipalities have been introduced to the work and several meetings have been held.</p> <p>The awarding of the charter to Kullaberg nature reserve has been good promotion in the region. The municipalities of Söderåsen are interested in the process, and the NP believes that a joint effort such as the nature-based tourism destination that they are planning is a result of this. The NP director will be part of the destination executive committee, and other staff will join project/action groups. This is a good stepping-stone for closer collaboration between businesses in the area.</p>
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	<p>The invitation to the annual dialogue meeting is widely spread.</p> <p>Meetings with stakeholders are held to introduce the charter work and further the cooperation between them and the NP.</p> <p>Communication on the website about our involvement of the charter.</p> <p>Presentations have for example been held at Svalöv municipality's Business Fair and at a local Rotary chapter meeting.</p> <p>3) <u>Engagement with Europarc and the Charter Network:</u></p> <p>Söderåsen National Park has a close collaboration with Kullaberg nature reserve, awarded with the charter 2017. This mentorship also adds visibility towards other stakeholders.</p> <p>Söderåsen participated in the Europarc conference 2017, and in the Charter park network meeting in Isola del Gran Sasso, Italy. In 2018 the NP is represented at the Nordic-Baltic Section seminar in Finland and naturum participated in the Siggen seminar.</p> <p>4) <u>Re-application of the Charter:</u></p> <p>The NP intends to involve all the staff in the charter work, as this would help with the renewal of the charter in the future; by creating a comprehensive strategy plan for the charter and using it properly.</p>
<p>Strengths:</p> <p>Cooperation with the stakeholders around the NP.</p> <p>Every year, a small study about visitor satisfaction is made by naturum.</p> <p>The good communication between naturum and the stakeholders about events and activities carried out in the NP.</p>	<p>Weaknesses:</p> <p>Conflicts with opponents of the certification (i.e. developing tourism instead of nature preservation).</p> <p>Lack of interest by certain stakeholders.</p> <p>Difficulty to spread information about the positive impact of becoming a charter park to the public; and the concern of using public resources to do it.</p>

<p>Opportunities:</p> <p>Build a good and strong network in the charter area.</p> <p>Closer engagement and cooperation with municipalities and stakeholders.</p> <p>Trademarked as a sustainable tourism destination. Especially important as Destination Söderåsen is developing parallel to the NP charter work and including many of the same stakeholders.</p> <p>Word-of-mouth about the good work.</p> <p>Better understanding of the visitors' points of view, adaption to an efficient management according to visitors' requests and needs.</p> <p>A staff team with good understanding of sustainable tourism and visitor interaction.</p> <p>To prepare a strategic development plan for the NP, implementing sustainable tourism as a main theme.</p>	<p>Threats:</p> <p>Some stakeholders cannot see the benefits that they will get after the NP has been certified.</p> <p>There is a fear of it turning into nothing, and therefore some stakeholders do not want to be engaged.</p>
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