

**M U N I
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**Visitor Management Tools for Sustainable
Tourism Development**

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Sustainable Tourism Tools – why to manage

- Tools to mitigate environmental, social, and economic impacts while maximizing benefits for destinations and communities
- Support the achievement of Sustainable Development Goals (SDGs)
- Maintaining competitiveness and preserving tourism resources, which are highly vulnerable to destruction caused by tourism itself
 - avoiding a tourist trap



Resident Quality of Life



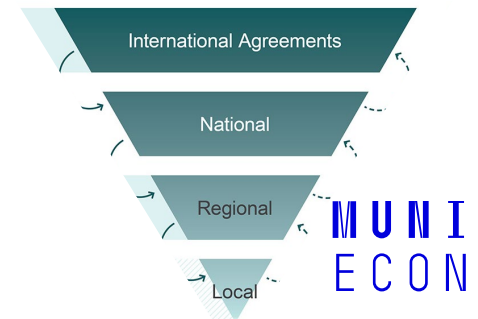
Visitor Experience

Sustainable Tourism Tools

- Support global commitments
 - E.g., align with SDG
- Integrate national and regional strategies
 - E.g., action plans for environmental conservation
- Enhance local perspectives
 - e.g., strengthen local governance by initiatives tailored to their unique needs / community-driven projects that address local environmental challenges and promote cultural preservation

Sustainable Tourism Tools

- Local perspective:
 - Highly specific, with tailored goals and actions that address local needs, resources, and challenges
 - Directly actionable with concrete policies, initiatives, and regulations that are implemented locally by communities, businesses, and local governments
- National perspective
 - More generalized than the local level, focusing on broader national and regional strategies and frameworks
 - Stronger enforceability through national laws, policies, and action plans
- Global perspective
 - The most general and broad, offering overarching recommendations and principles that guide global actions
 - Least enforceable at the local level; based primarily on recommendations and guidelines from global organizations (e.g., UN, WTO), with no binding regulations.



Sustainable Tourism Tools – who to manage

– Demand Management

- Control and influence the flow of tourists to/within a destination
 - Their behaviors, preferences, and numbers
 - Visitor flows, seasonality, and overcrowding at popular sites.
 - Encourage responsible travel choices to minimize negative impacts on the destination



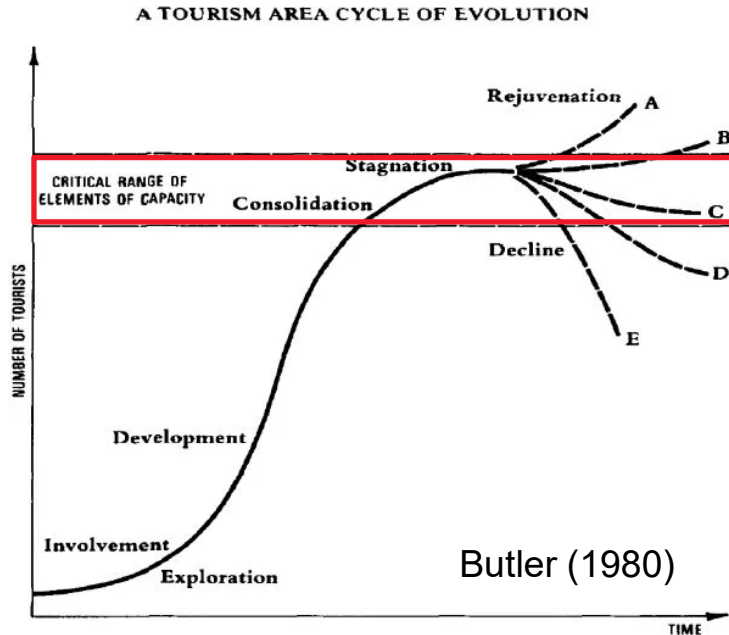
– Supply Management

- Manage the resources, infrastructure, and services provided for tourism
 - Create a sustainable tourism system that benefits all stakeholders
 - Ensures **high-quality services** and infrastructure



The key is to **match demand** (tourist numbers and behavior) with **supply** (destination resources and capacity) in a way that prevents overuse and promotes long-term sustainability.

Carrying Capacity



Types	Description	Key Considerations
Physical	The maximum number of visitors that a destination can accommodate without causing overcrowding, congestion , or deterioration of physical space.	Managing visitor flows, crowding , and avoiding congestion at key sites.
Ecological	The ability of ecosystems to absorb tourist activities without significant environmental degradation.	Impacts on biodiversity, habitat loss, pollution , and wildlife disturbances .
Economic	The level of tourism that can be supported without negatively impacting the local economy .	job creation, income distribution , and inflation .
Social	The maximum number of tourists a destination can host without causing social conflict or deteriorating the quality of life for residents.	Community well-being, cultural integrity , community involvement
Psychological	The level of tourists that can visit without diminishing the tourist experience due to overcrowding or lack of amenities.	Crowding in popular sites, visitor satisfaction , and overall quality
Institutional	The ability of institutions (e.g., government, local authorities, tourism boards) to effectively manage tourism without overwhelming systems.	Regulatory frameworks, tourism planning, resource management capacity , and monitoring systems .

Sustainable Tourism Tools – how to manage

– Motivate / Educate / Encourage

- Promote respectful interactions
- Inform about traditions, customs, responsible behavior
- Awareness-raising initiatives
- Provide sustainable options

– Punish / Discourage / Regulate

- Implement rules, set visitors limits
- Tourist taxes, differential pricing
- Prohibit disruptive behaviors such as littering, vandalism, or disrespecting cultural sites

Sustainable Tourism Tools – how to manage

Categories	Tools/Techniques	Purpose
Measurement	Limits, indicators, monitoring	measuring the impact of tourism on the environment, society, and economy; establishing visitor limits and using indicators to track goals
Command	Legislation, regulations, licenses	regulations to ensure environmental protection, or licensing requirements for tourism businesses
Control	Spatial planning, zoning	controlling the space available for tourism activities; assign specific areas for different types of tourism (e.g., living, recreation, conservation), reduce pressure on the local environment and community
Economic	Entrance fees, pricing policy, taxes	introducing entrance fees to popular tourist sites, using price policies to influence demand during peak seasons, or applying taxes to generate funds that can be reinvested into local infrastructure or conservation efforts
Supportive	Marketing, education, certification	encourage responsible behavior, marketing initiatives + de-marketing, and certification systems that recognize businesses or destinations that follow sustainable practices.

Visitor Management

- Strategies and practices implemented to:
 - Control and guide visitors to ensure sustainable tourism.
 - Minimize negative impacts on the environment, culture, and local communities.
 - Preserve natural and cultural resources for future generations.
 - Enhance the overall visitor experience by ensuring comfort, safety, and enjoyment.
 - Balance the needs of tourists, local communities, and the environment.
- Incorporating ICT for effective visitor management

Visitor Management

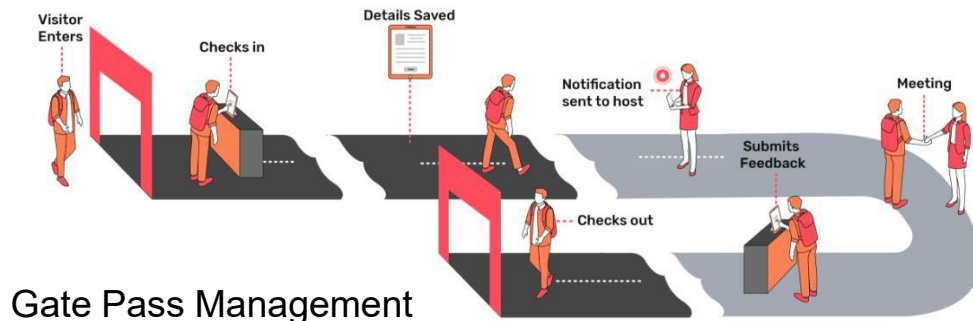


Division of geographical area, codes, guides, icons, warning signs, visitor centres



ICT in visitor management

- Real-Time visitor monitoring to optimize the visitor distribution
- Mobile apps to facilitate booking, reservations, and provide real-time information
- Integrate visitor surveys and feedback channels within mobile apps
- Use data analytics to identify trends, monitor visitor satisfaction, and predict future visitor behavior to optimize planning



Gate Pass Management



Cyclist x Pedestrian

Practices from destinations implementing visitor management

- Capping visitor numbers in Pálava not to exceed the ecological capacity
- Janičův Vrch lake case study

