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COMMUNITY PROGRAMME

**for working with local inhabitants in and around PAs
aiming at development of sustainable tourism.
Experiences from Nordic-Baltic countries.**

In the framework of the NORDLUS Adult Project

Community Programme for Sustainable Development (CPSD)

2014

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Background

Protection of natural, historical and cultural heritage is one of the key elements for providing high quality living conditions for the future generations. One of the most effective ways of fulfilling this task is designation of protected areas (PAs) as the key storage sites for the common heritage of the whole society.

Crucial role in successful implementation of these processes lies with the part of the society most directly involved in them, i.e., people living either inside protected territories or in the nearest vicinity. This aspect is recognized by and in many studies, researches as well as international planning documents. One of them is European Charter for Sustainable Tourism (www.european-charter.org) – practical management tool specially worked out by Europarc Federation – the largest network of PAs in Europe (www.europarc.org) – for development of sustainable tourism in protected areas. More than 100 PAs throughout Europe have joined the Charter network, realizing the benefits of working for nature and development in partnership with other stakeholders including local people. Yet, in many cases local people are not aware of the surrounding values and, consequently, the need of measures implemented to protect them; sometimes the benefits of tourism development remain unknown to them, too. This may cause a feeling of being neglected and escalate to more serious conflicts threatening chances of personal growth and education, quality of life, sustainable development and protection of natural and cultural heritage.

On the other hand, in many cases, responsibility for these significant sites officially lies on few institutions, often with limited capacity and chances of achieving powerful results. Besides, it has been proven that top-down approach often fails to deliver sustainable long-term results, especially in circumstances involving private landownership. Instead, fair participation of all parties involved is required.

Based on the previous experiences from the Baltic Sea region local community members and protected areas' personnel would value deeper collaboration and knowledge but have often reported a limited interaction between the interest groups. While time and financial resources have been evaluated as main reason for limited collaboration, the lacking information on protected areas management issues and local needs have also caused mismatch, mistrust and conflicting views between authorities and communities. For example, a key conclusion of COASTSUST project that focused on the Archipelago National Park (Finland), the West Estonian Archipelago Biosphere Reserve, the North Vidzeme Biosphere Reserve (Latvia) and the Curonian Spit National Park (Lithuania), was that there exists a major information gap between the areas (i.e. authorities) and the local people causing limited cooperation between the groups. (Grönholm & Berghäll, 2007; see also Rämetsä et al. 2005). This has resulted challenges for the sustainability of protected areas' management and community participation and involvement.

Considering the advantages provided by international networking, life-long and informal learning to be the best way of contribution to both - awareness of local people about the values

surrounding them and awareness of the managers of protected areas about the needs of people living inside the areas; as well as being convinced that this combination is a key to success in securing sustainable development and protection of our common heritage on a wider scale the Project “Community Programme for Sustainable Development” was set up and started within Nordplus Adult Programme in 2013. It involved three case areas, differing by their country, management system, size, population, development of Sustainable tourism and other aspects – Northeastern Finland with Oulanka and Syöte National Parks in Finland (Pan Park / Charter parks with 10 years of experience), Ķemeris National Park in Latvia (awarded the Charter in 2012) and Gražute Regional Park in Lithuania (not a Charter Park, but working towards development of Sustainable Tourism). The Partners of the Project are Metsähallitus Natural Heritage Services (Finland), Oulu University (Finland), Ķemeris National Park Fund (Latvia) and Gražute Regional Park Directorate (Lithuania).

The experiences of all the processes covered in the course of the Project – survey of local inhabitants in all the areas (including the methodology), analysis of the results, elaborating action plans, etc. – have been put together into a common “Community programme” for Protected areas involved in developing Sustainable Tourism – the document you are reading now. Further steps of implementation of the Action plans will be based on combination of resources and initiatives provided by local, regional and international development projects.

Project Team

The Project “Community Programme for Sustainable Development” was implemented by the following team:

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Short description of the study areas

Study area	FINLAND, Koillismaa	LATVIA, Ķemeri	LITHUANIA, Gražute
Size of the study area (km ²)	14 326	Same as Ķemeri NP	Same as Gražute RP
Demography			
Number of inhabitants	28 745 (in study area, not directly in PAs)	~ 4000 (inside KNP)	~ 1800 (inside GRP)
Nature protection and management			
Protected areas, their sizes (hectares) and years of foundation	Oulanka NP (29 000); founded in 1956 Syöte NP (30 000); founded in 2000 Sukerijärvi Strict Nature reserve, 3 Nature Reserves (Valtavaara-Pyhävaara, Soiperoinen, Kaunislampi), 2 Natural Forests (Iivaara & Näränkä; Natura 2000 areas)	Ķemeri NP (36 180) Founded in: 1997	Gražute Regional Park (31 933) Founded in: 1992
Land ownership in protected areas	mostly state-owned land	mostly state-owned and municipal land	mostly private land (~ 3000 different landowners); all lakes and 50% of forests state-owned
Stakeholders /main actors	Metsähallitus, municipalities, local co-operation groups, local tourism associations, partner enterprises	Nature Conservation Agency, municipalities, local inhabitants (very few organized groups), local businesses (no organized associations), NGOs, etc.	Directorate of Regional Park, municipalities, elderships, local inhabitants, tourism businesses, national forest enterprise.
Tourism			
Number of visits in NP/year	240 000 (Oulanka 170 000, Syöte 70 000)	50 - 70 000 (in 2010)	~ 80 000 (in 2013)
Income from tourism	Oulanka NP 15 M€; Syöte NP 3,8 M€	~ 1,1 M€ (in 2010)	Data not available
Employment in tourism	Oulanka NP 190 (person-years), Syöte NP & Hiking Area 51 (person-years)	~ 10% of the local population	~ 15 % of the local population
Participation in international sustainable tourism networks	Oulanka NP - certified PAN-Park 2002-2014 - certified Transboundary park with Paanajärvi NP in 2014  Syöte NP Awarded ECST in 2004 and 2011  	Ķemeri NP Awarded ECST in 2012  	Gražute RP Awarded EDEN in 2012, 2013 

For more detailed information on the study areas (in English) please refer to:

Annex 3. Study report of Northeastern Finland/Koillismaa

Annex 4. Study report of Ķemeri National Park (Latvia)

Annex 5. Study report of Gražute Regional Park (Lithuania)



Oulanka National Park

Further information www.outdoors.fi/oulankanp



Syöte National Park

Further information www.outdoors.fi/syotenp



Kemeri National Park

Further information www.daba.gov.lv/kemeri/eng; www.kemerunacionalaisparks.lv



Gražute Regional Park

Further information www.grazute.lt



Photos underneath by: Laura Ivanauskienė



Step 1. Creating reliable background for future actions with local inhabitants – implementation of a survey on educational needs of local communities

All processes carried out within Step 1 were planned and supervised by Oulu University (Finland) to ensure validity of the methods used and results obtained.

Koillismaa region (Oulanka and Syöte National Parks) in Finland was the only area in the Project with previous experience in implementing surveys of local inhabitants. A survey on the topics of sustainable tourism development and nature conservation was done here in 2002 – 2003, right before the process of European Charter for Sustainable Tourism (www.european-charter.org) was launched in Syöte National Park. The research was conducted in 2002-2003 as a postal survey, by sending a questionnaire to selected households within the study areas. The results of this survey were published in a study report (see Rämetsä et al. 2005, report in Finnish) and the survey data were further utilized for a supplementary research article (see Törn et al. 2008).

The experience and methods of this survey were used as a basis for the current surveys in Finland and the Baltic States. Moreover, it was considered that the use of the same questionnaire and data collection method would provide possibility to compare the results, as a means of monitoring possible changes in people's opinions over a decade.

1.1. Setting up the content of the questionnaire, reasons for differences in different areas

Taking into consideration the previous positive experience with the questionnaire as well as the valuable possibility of comparing the results, it was decided to use the questionnaire of the first survey in Koillismaa as the basis for the surveys carried out in the Project.

Finland

In Finland, only minor changes were made to the initial questionnaire. The questionnaire consisted of the following parts:

1. Attitudes towards tourism
2. Perceived impacts of tourism
3. Attitudes towards nature conservation
4. Perceived impacts of nature conservation
5. Respondent information

The questionnaire was then translated into English (see full version in Appendix 1) and evaluated by Latvian and Lithuanian parties.

Latvia and Lithuania

Whilst regarding the content of the original questionnaire as an excellent tool for measuring general attitudes of local population towards tourism and nature conservation, this information was considered insufficient for the local needs in the Baltic States. With the national PA management systems including the presence of thousands of people directly within the territories of the PAs (see the table on page 5), acquiring more practical information was considered essential for further consideration and use by PA managers. So, the questionnaires used in the Baltic States (identical in Latvia and Lithuania) underwent significant changes. Several questions were added to the already existing content of the questionnaire, focusing on:

- the ways of acquiring information about the PA
- willingness to get involved in nature conservation activities (volunteering)
- main problems encountered in nature conservation (open question)
- areas used for outdoor recreation and regional development needs (Public Participation GIS question)

As a result, the questionnaires used for surveys in Latvia and Lithuania contained 37 questions laid out on 9 pages. The questionnaire contained mostly Likert scale measurements but included also open ended questions. For full content of the questionnaire used in Latvia/Lithuania, please refer to Annex 2. After final agreement of all Project partners on the content of the Baltic questionnaire, it was translated into Latvian and Lithuanian for implementation of the survey in each of the countries.

The approach used to acquire spatial data on the areas used for outdoor recreation as well as regional development needs should be especially pointed out as valuable experience. A black-and-white copy of map of the Protected Area was given to respondents with a request to mark the above mentioned information on it (questions No 2 and No 5 in the questionnaire). After completing the data collection, this information was digitalized thus providing useful and practical data base for further use in PA management.

Benefits

Finland

- it was possible to compare results between the two implemented surveys in Koillismaa region and detect developments in attitudes and perceived benefits of nature conservation;
- results indicated some focus areas of community co-operation where protected area management should work with in nearby future;

- open-ended questions provided interesting and useful insights on topical and specific issues to Koillismaa region, such as different land uses (mining, logging etc.) and perceived benefits and drawbacks of nature conservation

Latvia and Lithuania

- the questionnaires provided very practical and useful information to be taken into account by area managers in future work; the questions providing most essential data in this respect were No 5-12 (see Annex 2);
- GIS based participation (PPGIS) was very useful: although quality of maps was not very good, they still provided a lot of information. They can also be used without digitalization of the data.

Drawbacks

Finland

- the questionnaire was too long and the data collection method resulted in relatively low response rate, which reduced the possibility of generalization of the results. Consequently, the results might not represent the population of the area evenly;
- too general or abstract questions resulting in lack of practical information. Due to the fact that the questions were determined by the possibility to compare the results, they weren't selected according to current management needs and issues.

Latvia and Lithuania

- the questionnaire was too long and complicated which resulted in alarmingly high numbers of missing values. The respondents admitted themselves that they did not have the patience and were losing attention towards the end of the questionnaire, in many cases just leaving the last part unanswered;
- many respondents objected to answering the question about income, it seemed too personal;
- the use of the map was problematic for big part of respondents;
- there was a problem of understanding the questions on impacts of tourism and nature conservation;
- there were questions which should have been asked, but were not, e.g., in Latvia a question on what kind of information on nature conservation and tourism issues local inhabitants would like to have from the managing institution, would have been very useful.

If we had to do it again we would

- not try to aim at "one fits all". As the results will be used by different PAs, the questionnaire should be developed according to the needs of each concrete PA exclusively;
- pay much more attention to the choice of questions in the questionnaire to reduce the number of them, be more focused and only ask things which are really important. Special

workshops could be organized in PAs with various stakeholders (managing institution, municipalities, etc.) prior to the survey deciding which aspects are the most topical/essential;

- try to prioritize the questions in the questionnaire depending on the results of the activities suggested in the previous point. For example, in the current survey it was concluded that the question about having been born in the area was not relevant; the question about income should only be included as optional or if really essential;
- be more simple –
 - ✓ consider using simpler structure of questions, e.g., 3 point Likert scale instead of 5 point Likert scale. In the same time, more detailed Likert can be beneficial in cases when it is necessary to obtain information on sensitive issues as it allows expressing more moderate and nuanced views;
 - ✓ have smaller amount of statements to be evaluated (in some cases there were as much as 11);
 - ✓ consider the wording – the simpler, the better. Wording in questions on similar topics should be similar, e.g., open questions should match the Likert scale titles were possible. All these aspects are even more important if there are limited time resources for personal contact and explanations;
- definitely include a clearly stated question on the ways people would like to participate and be involved in management of the area, including some suggestions to choose from. This aspect was already included in the Baltic survey but could be improved;
- include both communication and „real” issues into the questionnaire, e.g., Charter issues (e.g. Principle No 6, creation of local Tourism products; providing training programmes of locals; public transport);
- definitely include GIS based participation (PPGIS) again, perhaps devoting more time to considering various aspects of it (for more information on this subject please refer to Annex 8 of this document – report “How to involve local inhabitants in natural resource management of protected area” by Mikko Kesälä, Department of Geography University of Oulu);
- consider testing multi-channel data collection - combining methods of online survey, “distribute-collect”, postal survey, maybe even focus groups or interviews;
- include question(s) allowing to consider potential health benefits provided by nature and activities in nature;
- in Finland – include more precise and practical level questions providing stakeholder information so that the questionnaire serves PA management purposes;
- pay more attention to thematic layout of the questionnaire, i.e., positive statements should always be placed on one and the same side;
- consider a possibility of having some kind of reward for filling in the questionnaire, e.g., a lottery with a possibility to win excursion in the national park;

1.2. Choice of the sampling and data collection methods; practical implementation of the survey. Reasons for differences in different areas

Sampling method

Finland

Taken into consideration the above mentioned, no big changes were made to the sampling method in Finland. In practice, Koillismaa region was divided into four subareas: Syöte-Taivalkoski, Northern Kuusamo, Ruka, Kuusamo center. The questionnaires were sent to all households of Syöte and Northern Kuusamo areas, comprising a rather small number of households. In the bigger subareas the sampling was done by selecting randomly 1 000 households, as this was considered to be representative amount of units.

The Baltic States

In the Baltic States, due to lack of official information on the number of households in each specific region, the sampling was done in a different way. For smaller areas, all households were selected as respondents. In bigger ones, the number of households was estimated basing on the officially available data – number of inhabitants and population density. Basing on this estimation, certain percentage of households was calculated. In this way the territories of the study areas in the Baltic States (Kemer National Park and Gražute Regional Park) were covered completely, providing the possibility of obtaining representative data.

Data collection methods

Data collection was conducted differently in Finland and the Baltic States. In Finland, mail survey was preferred, in order to sustain the research design close to the initial one in order to have the possibility to compare the results temporally.

In the Baltic States, the main priority was reaching high response rate, and therefore another approach had to be found. Even though interviewing respondents traditionally leads to highest response rate, the financial, time and human resources available within the project were not sufficient for implementation of this method. Besides, there was a concern that people might be reluctant to provide fully honest and objective answers during a face-to-face contact, especially on more sensitive issues, thus possibly undermining one of the main aims of the survey – getting objective information on local inhabitants' opinion and attitudes towards different nature conservation and tourism related issues, including the problematic ones.

A compromise solution was sought, still including the personal contact, but reducing its time significantly. As a result it was decided to test “house-to-house” “distribute-collect” method, i.e., the questionnaires were brought to each household personally, giving short instructions on filling it, and collected back in some time (2 days till one week). Agreement on the most suitable time for collecting the questionnaires was reached upon the first meeting with the respondents, i.e., upon the time the questionnaires were distributed.

During the data collection process, two more variations were tried out: 1) upon meeting the respondent for the first time, it was arranged that the filled-in questionnaire could be left in a post-box or similar place next to the house, so it could be picked up easily by the employee at any convenient time; 2) in cases when there was nobody at home, questionnaires were left in post-boxes of respondents together with a letter containing information about the survey and a request to leave it filled in a place it can be picked up. The last two variations, though proved to be the least effective with very few results collected back.

Practical implementation of the survey

Finland

Implementation began with ordering the respondents' mail addresses from Population Register Centre according to selected sampling criteria (see above). Questionnaires were mailed to the households in the end of November 2013 and respondents were given two weeks time to fill in the questionnaire. Press releases were published in local newspapers to provide information before the survey, preparing and motivating respondents to answer the questionnaire. Because of budgetary limitations, respondents weren't reminded with another reminder letter to fill in the questionnaire within the time limit.

Latvia

The survey was implemented from the very end of November 2013 (first questionnaires distributed) till beginning of January 2014 (last questionnaires collected). To ensure most reliable and non-biased results the survey was implemented by a „neutral” person – project employee hired just for the survey and not familiar with the territory and/or its inhabitants. Press releases were published in local newspapers to provide information before the survey (mainly encouraging people to open their doors to the project employees and answer the questionnaires) and after it (to inform that the survey has been finished). For more detailed description of the method used (“door-to-door” “distribute-collect”) please see above (the first paragraph of this page).

Lithuania

The data collection began in the middle of November and lasted till the end of December 2013. It was carried out by the Project Manager – a person hired specially for the Project, not familiar with Gražute Regional Park and/or its inhabitants, but with an intention to continue working for the territory also after the end of the Project. To provide information about the survey (mainly encouraging people to open their doors to the Project employee and answer the questionnaires) press releases were published on Gražute Regional Park webpage and placed on local information boards; special booklets were placed in local shops, too. In a similar way information about the conclusion of the survey was distributed. Residents had on average two to three days to fill in the questionnaires after which the questionnaires were gathered back. Mail boxes were used to help the delivery and gathering of questionnaires. In some cases, especially if

the respondent was old, the questionnaire was filled under guidance; this process lasted from 20 minutes to one hour.

The response rates of the survey

Finland, Koillismaa region

- Taivalkoski: 18 %
= 195 respondents
- Kuusamo 23 %
= 397 respondents

Baltic study areas

- Grazute Regional Park: 60 %
= 233 respondents
- Kemer National Park: 73%
= 349 returned formulas
and 321 accepted formulas

Benefits

Finland

postal survey

- having a research institution available to perform the survey. It spared a lot of PA management resources; besides, PA management might not always have the necessary expertise to implement sophisticated postal surveys;
- ability to reach out to large number of respondents. In a context where the population affected (indirectly, in Finnish case) is relatively large, postal or internet-based survey might be the only applicable option. Although possibility for a telephone survey should also be investigated;
- no external human factors affecting the response, enabling respondents to answer in a very honest and direct way.

Latvia and Lithuania

“house-to-house” “distribute-collect” method involving direct personal contact

- high response rates which are especially important to achieve in PAs with human presence inside (=direct effects of management measures on people’s everyday life);
- less time consuming than the method providing the highest response rates – interview;
- chance of gathering additional useful information. For example, in Kemer National Park new members of Sustainable Tourism Forum were identified;
- chance of distributing essential information. For example, in Kemer National Park tourism maps of the area were distributed to people together with the questionnaires, as well as detailed contact information of the Managing Institution of the area and sources of finding further information about it;
- personal contact proved to be the basis for developing sustainable long-term relationship also in the 21st century, the era of modern technologies. Respondents admitted that exactly the personal approach made them feel respected and taken care of.

Drawbacks

Finland

postal survey

- low response rate. This was considered to be a major weakness in the postal survey method that should be addressed in future;
- monitoring changes in people's attitudes towards nature conservation and tourism development since the earlier study did not meet expectations. The original formulation of the questions in 2002-2003 survey was not based on monitoring purposes and this impairs usefulness of the data. Reliability in monitoring was also affected by the low response rate.

Latvia and Lithuania

“house-to-house” “distribute-collect” method involving direct personal contact

- comparatively long data collection period. Although shorter than interview, the method still involves personal contact, so human factors should be considered. The time spent in each household was longer than originally planned as people (respondents) were willing to engage in discussions and share their experiences. In many cases, especially in Gražute RP, people also needed/asked for assistance in filling in the questionnaire due to their age and this created problems in both – drawing the line between two data collection methods (interview and “distribute-collect”) and keeping to the initially planned time schedule of data collection;
- difficulties in formulating exact number of households in study areas in case of missing official data. This was the case in Latvia and Lithuania where estimations of household numbers were made basing on available data (numbers of inhabitants and population density). Those turned out to be inaccurate in many cases (the number of households in reality was smaller than estimated);
- not any time of year might be suitable for this data collection method due to the human factors. Implementation of the process in November and December which are the darkest and gloomiest months on the Baltic calendar resulted in complicated physical accessibility of respondents (muddy, sometimes even inaccessible roads in rural areas) and inability to make the maximum use of the time when most people are at home after work (around 5-7 o'clock p.m.) - people are simply very reluctant to open the door when it is dark, especially in remote rural areas. Using the daylight hours of this time of year is also not quite possible, as most of the houses are empty (people are at work).

Other interesting observations during the data collection process

Latvia and Lithuania

- there was an impression that middle and old-aged people are more active, at least when talking to them;
- all people met in the territory during the survey were responsive and willing to contact, even if the information they wanted to provide was not so positive;
- main reasons for refusing to fill in questionnaires were language barrier (Russian speaking population), old age, presumption of lack of knowledge about the National Park;
- in Ķemeri National Park, press releases published before the survey encouraged some people to contact the Managing Authority and ask for a possibility to fill in the questionnaire. These questionnaires were processed separately from the other results to prevent any chance of biased results;
- in Gražute Regional Park, people reacted in different ways towards the study. Some people considered the questionnaire to be mainly waste of time while others were happy to get the chance to express their attitudes and willing to fill in the questionnaire.



Some of the respondents in Gražute Regional Park (Lithuania). Photo: Laura Ivanauskienė

If we had to do it again we would

Finland

- supplement postal survey by providing an online platform for filling in questionnaires. Each respondent, chosen in accordance with the sampling method used for the current survey, together with the printed questionnaire, would also receive a unique code to be used for filling in the questionnaire online on a specially designed website;
- consider possibility of a telephone survey as a means of implementation, especially if there are companies offering such services;
- consider triangulation of methods, i.e., combination of different methods for gathering information at the same time (survey + interviews) . Although it could influence scientific representativeness of the data, the benefit of getting more information, including the aspect of “how people feel” and other qualitative data, is very important. Interviews could also be used as a follow-up of the postal survey;
- try to define the study areas more precisely, i.e., concentrate on inhabited areas situated in direct vicinity of the PAs, not the whole municipalities, and consider door-to-door method.

Latvia and Lithuania

- plan more time for the survey (at least 2 full months) to provide more time for giving instructions, personal discussions and assistance in filling the questionnaire in some cases (e.g., with elderly people), especially if the questionnaire is long and complicated. It should be evaluated though if cases of helping people in filling in the questionnaires could be regarded as interviews. In this case, evaluation is needed if combination of different methods within one survey could still provide scientifically reliable and valid results;
- try to achieve more accurate estimates of household numbers;
- implement the survey in a different time of year with more daylight to ensure maximum use of the time when most people are at home after work (around 5-7 o'clock p.m.);
- evaluate the possibility of implementing a parallel survey to promote and support public participation of all those willing to be active, i.e., make the questionnaire available publicly – on-line, in local libraries, etc., but process these results separately from the main survey strictly based on random principle

Step 2. Analyzing results and planning further action - identifying needs, comparing and discussing experiences, working out action plans to address the needs in each territory

After the data collection was finished, all the data was stored in an excel table and sent to Oulu University for analysis. The paper questionnaires and maps reflecting spatial perspective of the outdoor use of the PAs were sent to Oulu University, too.

Results that were measured in Likert-scale (5= I totally agree....1 =I totally disagree) were presented using:

- means - differences tested using T-test and one-way ANOVA;
- crosstabs with relative distribution -differences tested using X2-test;
- results were considered statistically significant when $p < 0.05$.

Open-ended questions were analyzed using quantitative content analyses.

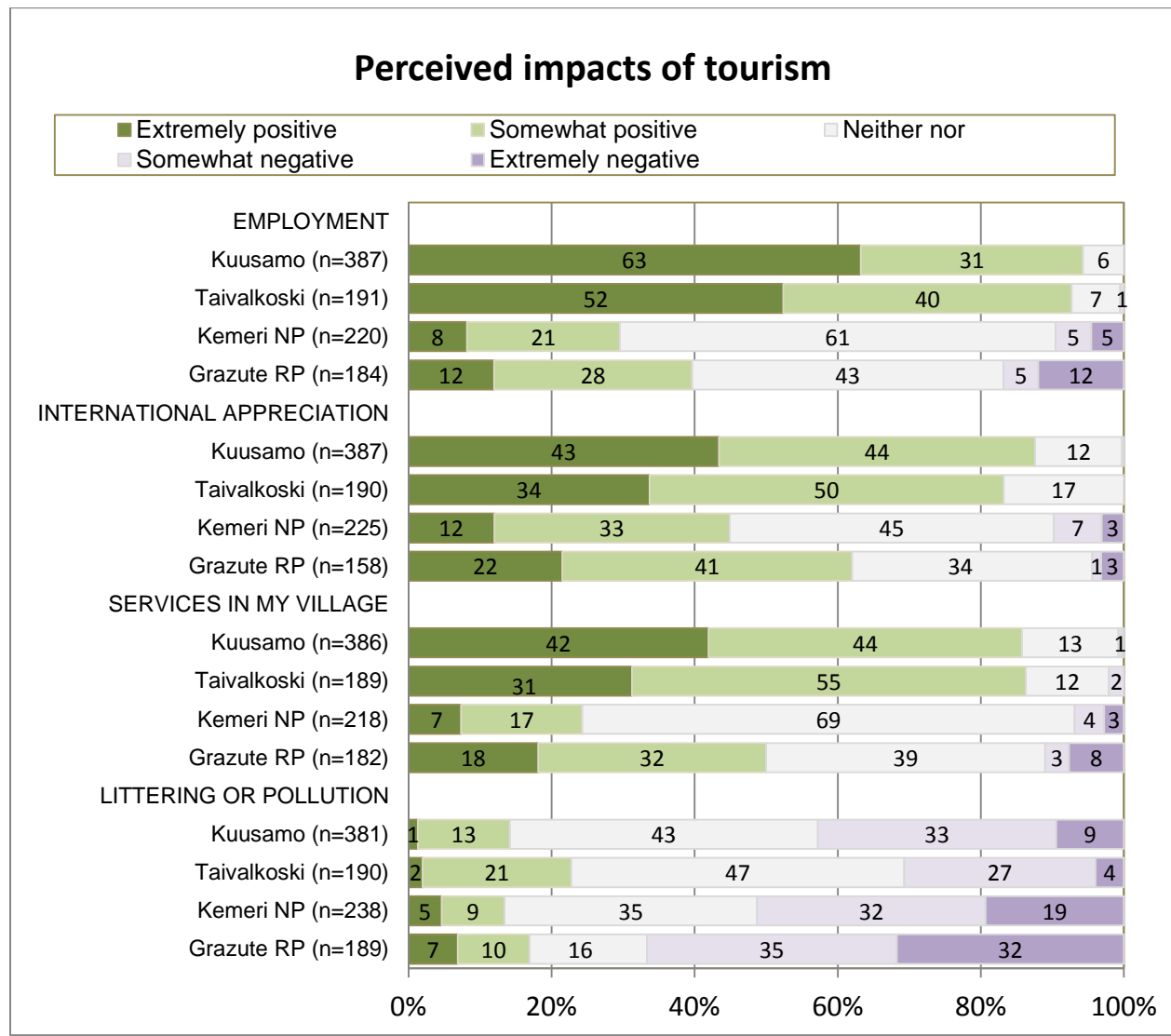
For more detailed information on statistical analysis, problems encountered, etc. please refer to Annex 8 of this document (report “How to involve local inhabitants in natural resource management of protected area” by Mikko Kesälä, Department of Geography University of Oulu).

As the main focus of the Project was on obtaining scientifically credible data to serve as basis for planning further actions in PAs regarding local inhabitants’ needs, rather than on analyzing similarities and differences between the areas, a detailed research comparing the different aspects of the survey results was not carried out. Still, some analysis can be found in Annex 8 of this document; and a glimpse into general overview of the results is depicted in the figures on pages 23, 24 and 25 of this document.

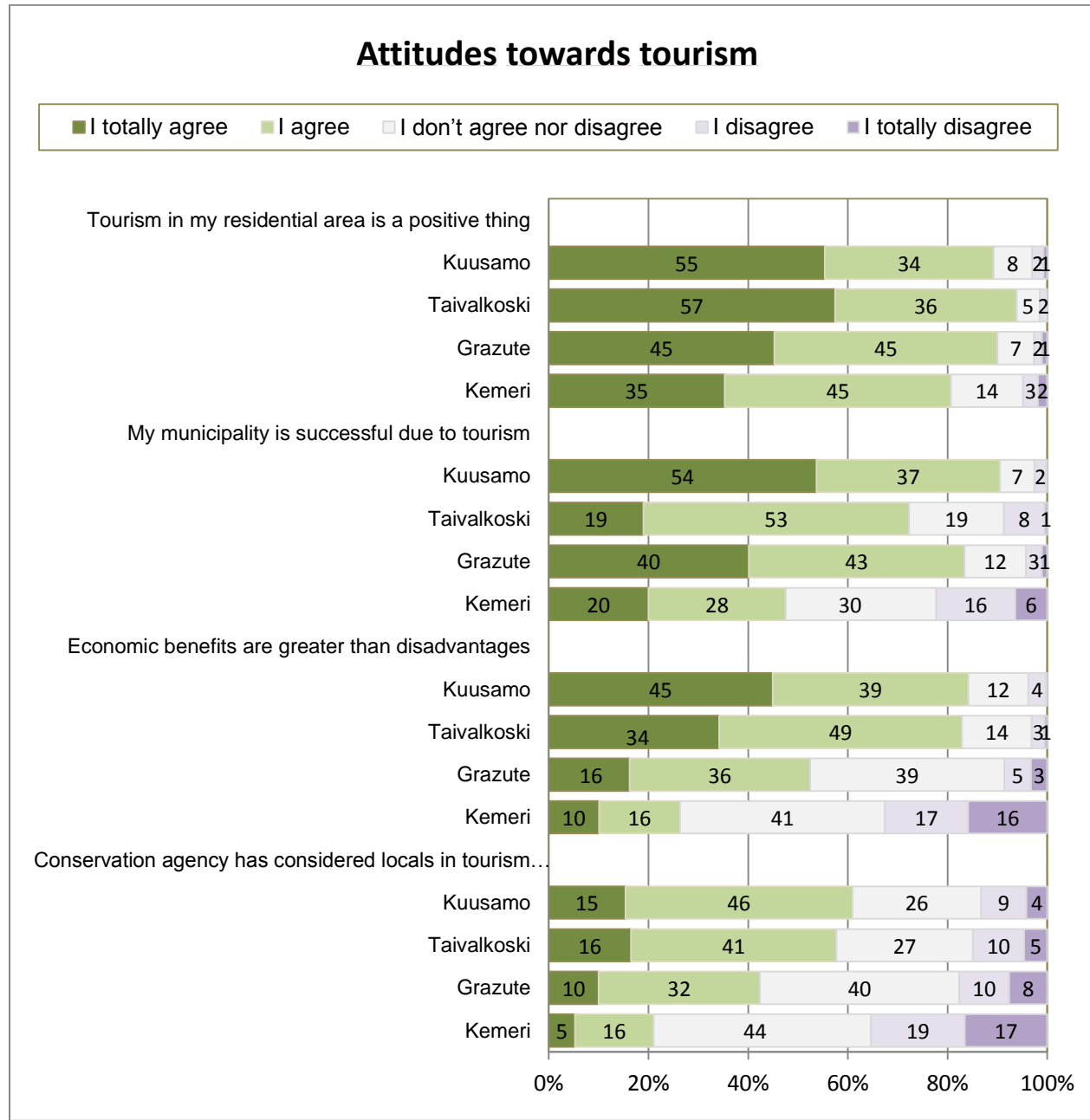
Characteristics of respondents in study areas

	Grazute	Kemeri	Kuusamo	Taivalkoski
Occupation	%	%	%	%
Entrepreneur or self-employed	6	12	13	7
Employee	28	37	38	43
Unemployed	14	4	3	8
Retired	40	28	39	36
Other	7	12	5	5
Missing	6	6	3	2
Tourism related job				
No	66	85	78	89
Yes	18	7	21	9
Missing	6	7	1	2
Land owner				
No	46	55	39	48
Yes	43	22	62	52
Missing	10	23	0	0
Age				
Under 45	22	32	19	18
46-65	41	36	46	50
Over 65	29	23	32	29
Missing	8	9	3	3
Education				
Primary school or similar	5	5	33	30
Secondary school	18	26	4	3
Vocational school	22	31	26	35
College	23	6	28	19
University	26	28	8	12
Missing	5	4	2	2
Origin				
Native	37	25	44	37
Returnee	12	5	24	31
Newcomer	46	60	30	31
Missing	5	10	2	1

Overview of perceived tourism impacts in study areas



Overview of attitudes towards tourism in study areas; summary of similarities and differences



MAIN DIFFERENCES

- Positive economic impact of tourism was emphasized in Finland
- Infrastructure development needs were emphasized in the Baltic territories

MAIN SIMILARITIES

- Environment was considered to face the biggest harm of tourism. Littering was especially stressed in the Baltic.
- Landowners were most critical towards tourism and nature conservation

The main outcomes of statistical analysis, though, were study reports for each of the study areas. All those are included as Annexes into this document – Annex 3 for Finland, Annex 4 for Latvia, Annex 5 for Lithuania.

The information provided in these reports was used for planning further activities in PAs, resulting in production of action plans as separate documents in Latvia and Lithuania (Annexes 6 and 7 respectively), and integration of actions in existing planning processes in Finland. This process is shortly described below.

2.1. The results of the survey in Finland – main conclusions and ideas for further action

The full survey report of the results in Koillismaa region can be found in Annex 3.

Overall, nature conservation and sustainable tourism development in protected areas is perceived in a very positive way in Koillismaa. The results indicated significant positive development within ten years. The report provided insights about local communities' expectations towards sustainable tourism development and importance of that. The open-ended questions revealed fears and opposition related to the plans to initiate mining operations near Oulanka National Park, which according to several estimations would impair sustainable tourism development significantly. Interestingly, the results indicated that active communication related to the benefits of nature conservation and sustainable tourism has reached the goals set and influenced local attitudes.

These findings verify the understanding based on the feedback of local sustainable tourism forums in Oulanka and Syöte national parks. The results have been discussed within Parks & Wildlife Finland, the management authority of the protected areas in Koillismaa region. The main findings have been presented and discussed in the aforementioned sustainable tourism forums. As a result of the discussions, introducing new local stakeholders to the sustainable tourism forums is currently being considered. Findings that could be considered as urgent feedback to the management of the parks have been dealt with; for example issues related to quality of recreational services or protected area communications.

During the project it became obvious that sustainable tourism development strategies for both national parks Oulanka and Syöte will be updated in 2015-2016 and the management plan in Syöte national park in 2015. Since developments related to co-operation with local communities are an integral part of both management plans and sustainable tourism development strategies, it was decided that the results obtained in the survey will be further utilized and discussed in these update processes. This ensures realization of the needs detected in the analysis of the survey report.

2.2. The results of the survey in Ķemeri National Park (Latvia) – main conclusions and ideas for further action

The full study report of the survey results in Ķemeri National Park can be found in Annex 4.

Most useful conclusions from the report:

- ways of getting information – the survey indicated that only 9% of local people attend local inhabitant meetings organized by the Managing Institution of the PA. So those cannot be regarded either as adequate means of distributing information to the local population or as representative indicators of local inhabitants' attitudes towards nature conservation and tourism matters. Instead, all kinds of resources and efforts should be more focused on other communication channels, e.g., local newspapers which turned out to be the most popular means of getting information, or identifying and making use of/joining existing meetings of local communities (organized by municipalities, NGOs, etc.);
- overall attitude of local people towards nature conservation is positive. Such conclusion would have been impossible to make on the basis on the most popular means of communication used before the survey – local inhabitant meetings, where mostly only negative attitudes were expressed;
- more than a half of respondents expressed willingness to take part in volunteering activities;
- local people do not seem to realize the benefits of sustainable tourism, i.e., the correlation between tourism and development of local economy

The study report was discussed within the Managing Authority of the Park, as well as with local municipalities. As a result of these discussions, action plan to meet the needs of local inhabitants has been worked out (Annex 6) with the main actions addressing the key issues indicated above and in the study report (Annex 4).

2.3. The results of the survey in Gražute Regional Park – main conclusions and ideas for further action

Most useful conclusions from the report:

- reliable information on most popular recreation areas and activities of local inhabitants as well as management needs to support those (infrastructure development, overall improvement, maintenance).
- almost half (49%) of the respondents considered that tourism business had developed in Gražute Regional Park during the past five years. Residents also felt that their own attitude towards tourism had either sustained the same or improved during the past five years;

- the attitudes towards tourism were overall positive, with people mostly considering Grazute Regional Park as an interesting tourism destination. Behaviour of tourists though was criticized heavily by locals;
- also the attitudes towards nature conservation were in general rather positive. Respondents mainly agreed that nature must be preserved for future generations and that conservation areas were vital; most also felt that nature conservation promoted tourism industry in the area.
- littering of the environment was indicated as residents' major nature-related concern, with 40 respondents mentioning this as a real problem in the area, either generally or in specific sites (forests, lakes, rivers, cemeteries). Some also named deforestation as increasing problem within the park;
- over half of the respondents considered that it was rather easy to find information on Grazute Regional Park and only 3% thought it was hard. The most common source of such information was newspapers (indicated by 46% of respondents), followed by web-pages. As much as 24% of respondents indicated community meetings as their source of information;
- one third of the respondents had attended the nature education events organized in the Regional Park area; further 10% indicated they had done it more than two times. Still, half of the respondents admitted having never attended these events, with lack of information, time and interest, as well as age and health problems indicated as main reasons for that.

The study report was discussed within the Managing Authority of the Park, as well as with local municipalities. As a result of these discussions, action plan to meet the needs of local inhabitants has been worked out (Annex 7) with the main actions addressing the key issues indicated above and in the study report (Annex 5).

3. Roadmap in a nutshell

Step 1. Identify and involve your scientific partner to develop survey methodology, to guide and supervise its implementation and ensure validity of the results.

Step 2. Select the study area. We recommend focusing on people living inside or in the nearest vicinity of the PA (depending on the national PA management system).

Step 3. Decide on the content of the questionnaire, basing strongly on the awareness of the information you want to obtain. Make it as clear, short, simple and focused as possible. We recommend including PPGIS approach into the questionnaire. For more information about recommendations to the content of the questionnaire and lessons learned please refer to Pages 11-15. Questionnaires are also found as Annex 1 (Finland) and Annex 2 (Latvia/Lithuania).

Step 4. Select the sampling method. Note that some data may not be available (e.g., number of households), so estimations should have to be used instead but they are not always accurate.

Step 5. Select the data collection method. We recommend that in PAs with direct human presence, methods involving personal contact should be chosen. “House-to-house” “distribute-collect” method is quite effective, but the quality of the data would very much depend on the simplicity, precision and length (or rather “shortness”) of the questionnaire. For more information about the data collection methods used in this survey please refer to Pages 15-21.

Step 6. Plan at least 3 months for data collection involving direct personal contact and 2 months for postal survey. When choosing method involving direct personal contact, consider the time of year. We recommend choosing the period of year with most daylight available to ensure most effective use of the time when most people are at home after work. Use the direct contact to distribute more information about the area (maps, booklets).

Step 7. Discuss the study results with all relevant stakeholders, gathering ideas for further action. Those can then either be included in a separate document (as in case of Latvia/Lithuania) or integrated into other planning processes/documents (as in case of Finland).

4. Ideas for future cooperation on addressing some of the needs of local population in PAs

Although most of the activities planned for the future can be regarded as homework for each PA, there are matters which could be addressed by joining forces and making use of international cooperation and networking, e.g.:

- ways of involvement of local societies in PA management;
- identifying and raising awareness about problematic topics. For example, the role of deadwood is not recognized by society in Latvia and Lithuania, but in Finland the situation is different;
- raising awareness about health benefits provided by nature and outdoor recreation;
- raising awareness about contribution and potential of sustainable tourism in local economy, etc.