

Conservation and Tourism in National Parks Importance of Harmonization

Icelandic Tourism Conference – 30 November 2016

2016
National Park Service.
CENTENNIAL

Strategies for Balancing Tourism and Conservation



Park & Tourism Management Framework

USNPS Overview

Park Management and Park Planning

Visitor Use Management

Final Recommendations





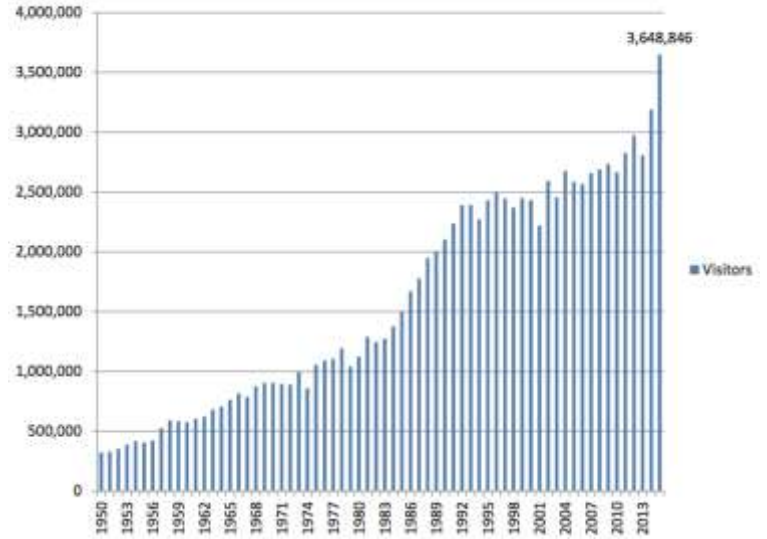
- Mgmt. plans
- Park zones
- Desired conditions
- Visitor capacity
- Visitor mgmt.
 - Fees, etc.



- Destination mgmt.
- Infrastructure
- Policy
- Marketing and promotion
- Regulation
- Product development



Visitation since 1950





FIND YOUR PARK

Share your story. #findyourpark or visit findyourpark.com

2016

THANK YOU

The National Park Service thanks our generous partners for their support of the Find Your Park national campaign.

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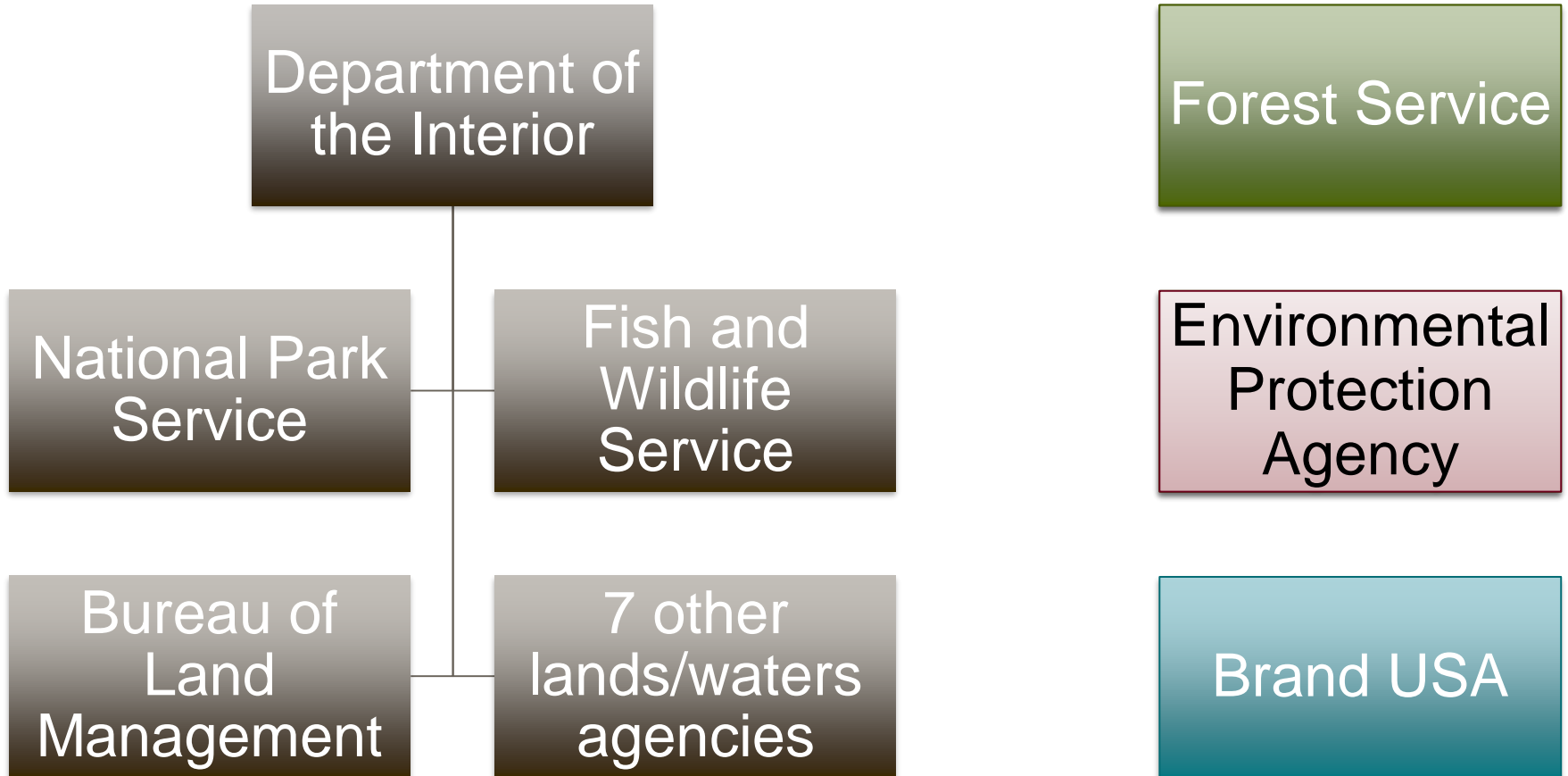


The background of the slide features four puppets standing in a row against a large, dark rock formation. From left to right: a female puppet with a white hood and a blue and white dress; a female puppet with a white hood and a red dress; a male puppet with a white beard and a brown suit; and a male puppet with a white beard and a dark suit. The puppets are positioned behind two semi-transparent grey text boxes.

307,247,252
2015 RECREATION
VISITS TO NATIONAL
PARKS

2016 FORECAST FOR
ANOTHER 5% +/-
INCREASE OVER 2016

Organization





That's not all!

| | |
|---------------|---|
| 49 | National Heritage Areas |
| 11 | National Scenic Trails |
| 19 | National Historic Trails |
| 80,000 | National Register of Historic Places |
| 203 | Wild & Scenic Rivers |
| 2,500 | National Historic Landmarks |
| 598 | National Natural Landmarks |

Partners



Concessioners

Commercial Use Authorizations

Friends Groups

Cooperating Associations

Field Institutes

Community Partners

Educational Partners

Conservation non-profits

Tourism Sector



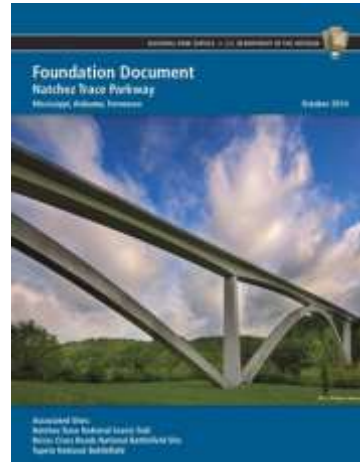
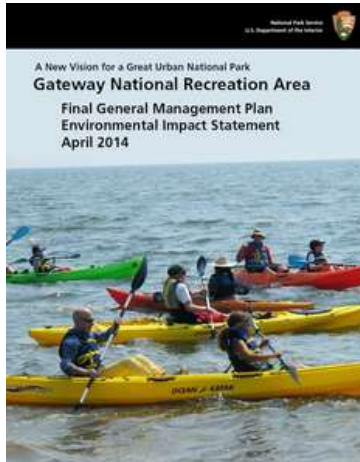
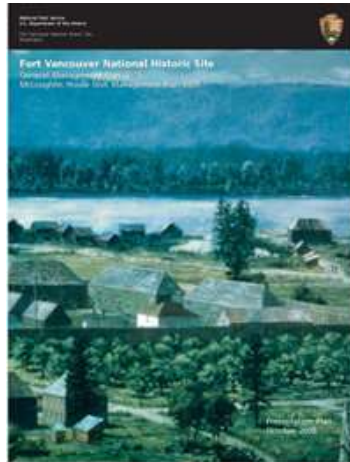
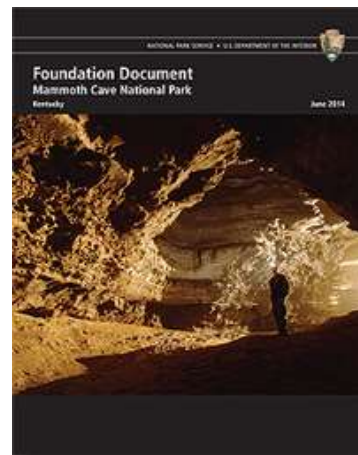
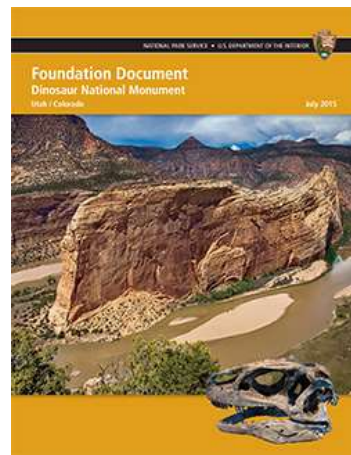
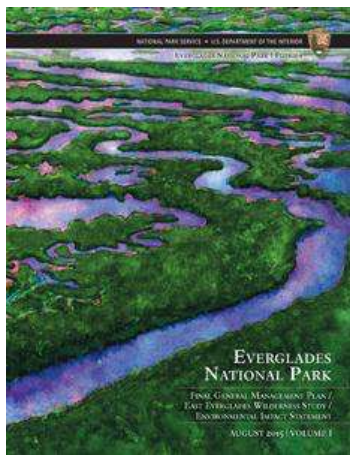
Park Management

Functional Areas

- **Resource Protection**
- **Visitor Experience**
- **Facility Operations**
- **Maintenance**
- **Management and Administration**

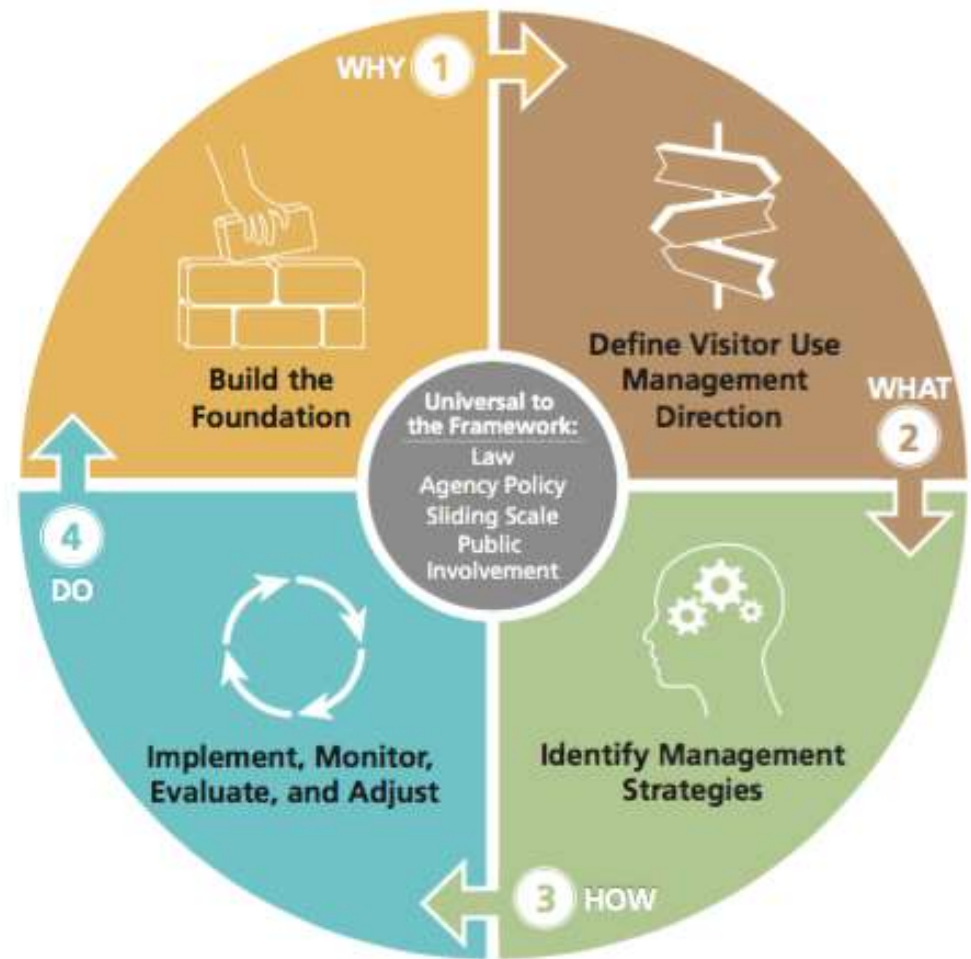
FRAMEWORK FOR PARK PLANNING





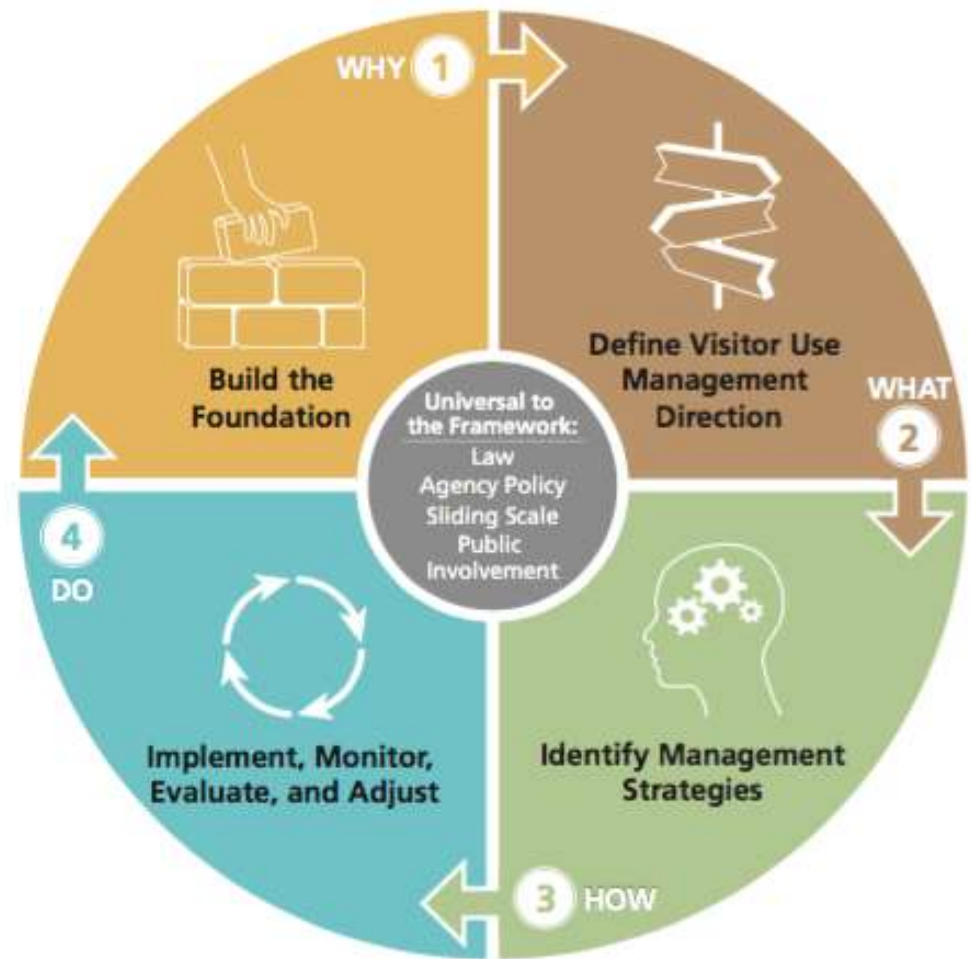
Visitor Use Management Strategy

1. **Build the Foundation**
2. **Define Visitor Use Management Direction**
3. **Identify Management Strategies**
4. **Implement, Monitor, Evaluate, and Adjust**



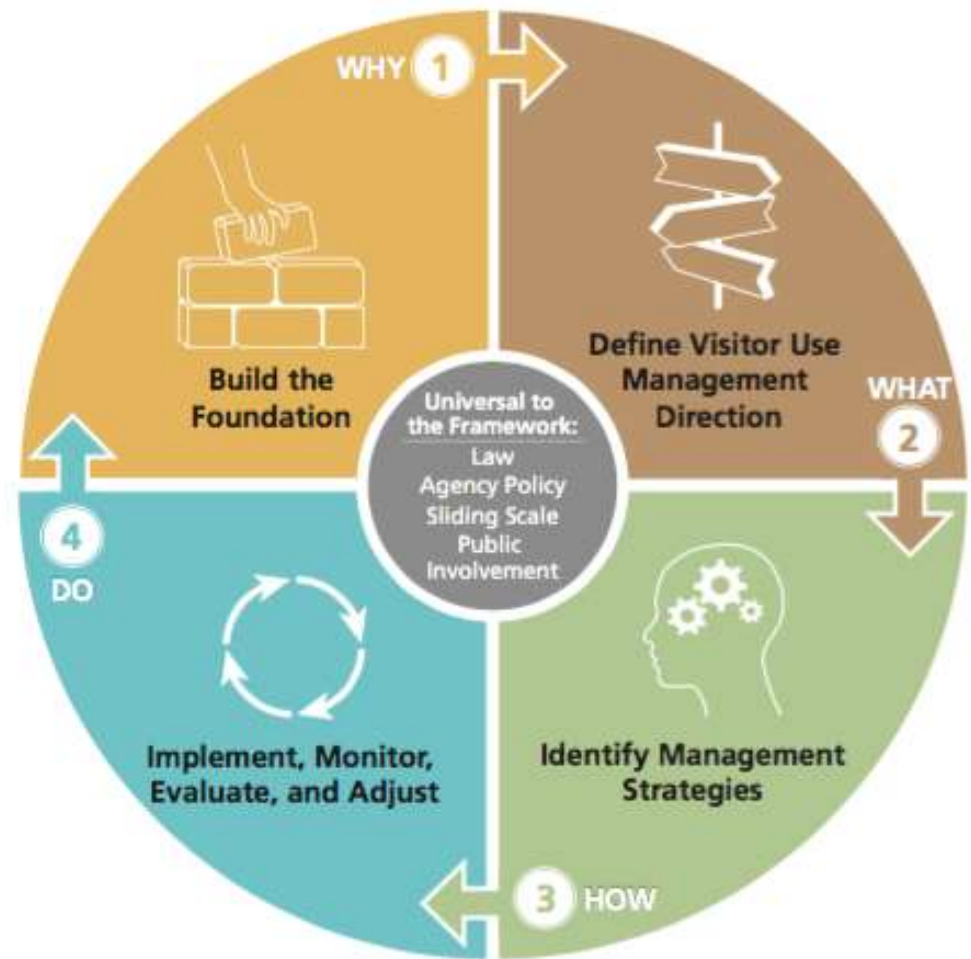
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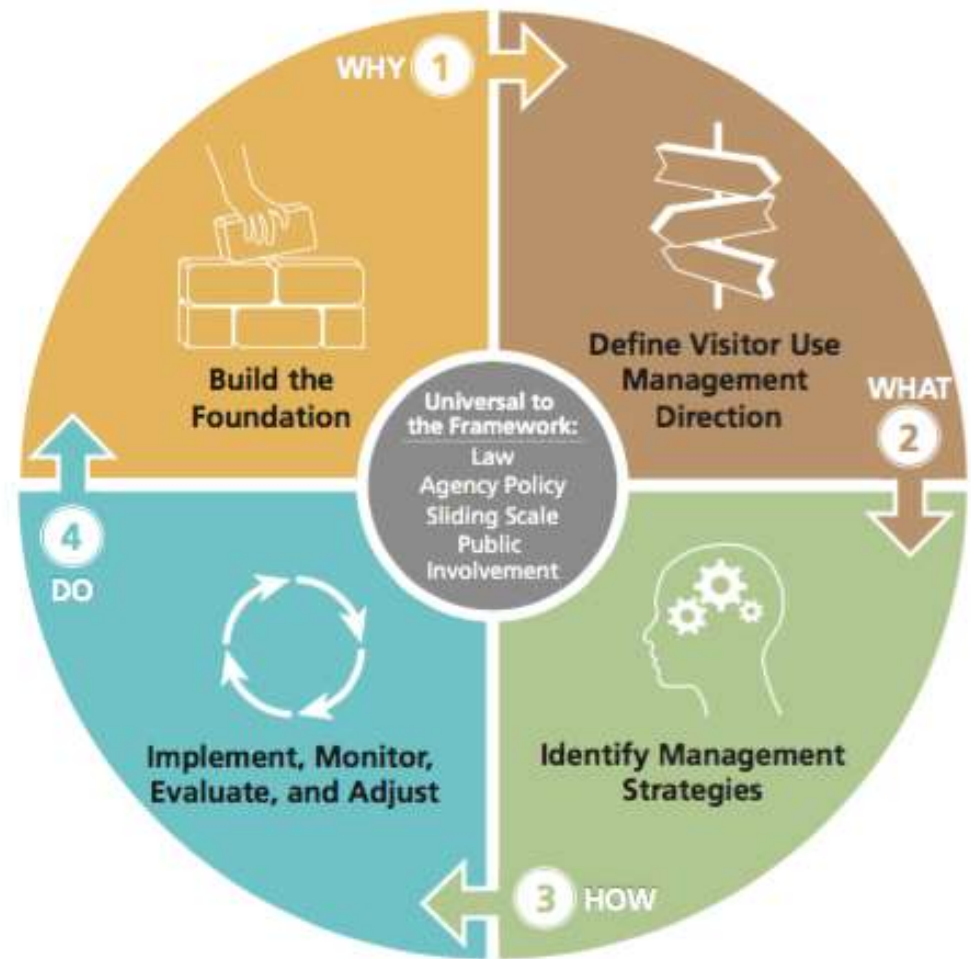
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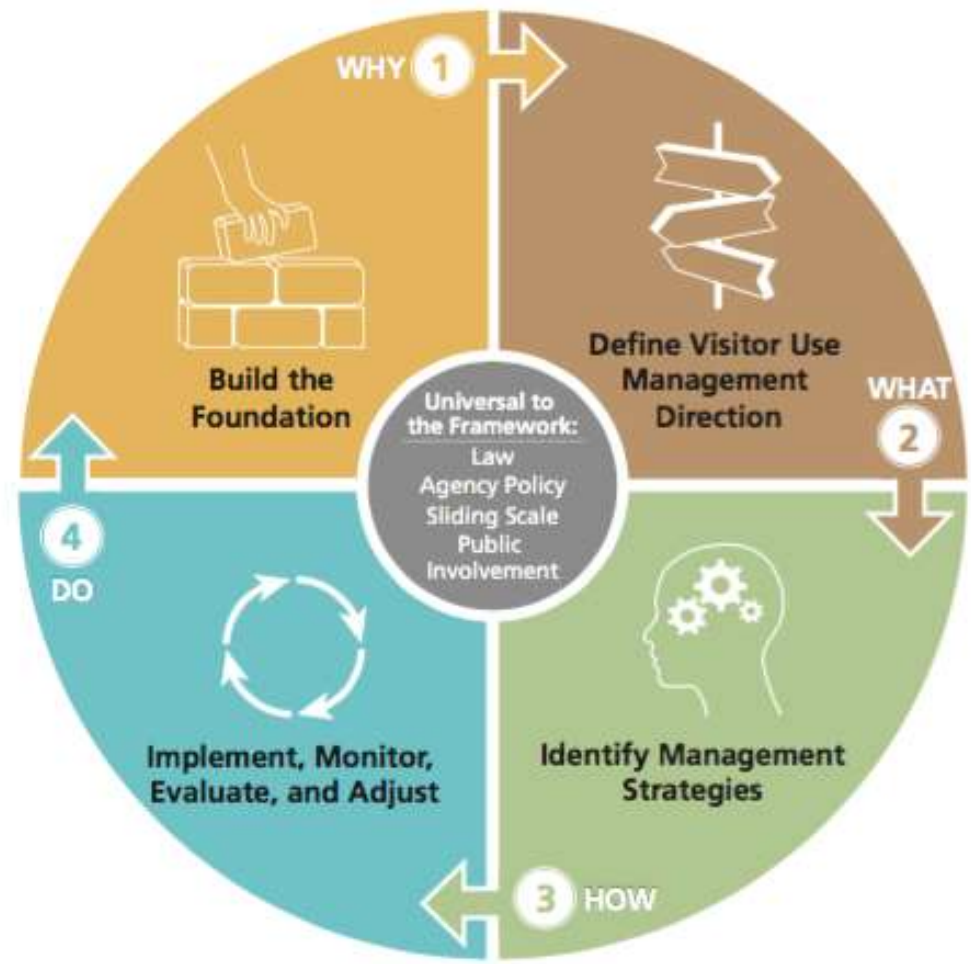
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Visitor Use Management Strategies

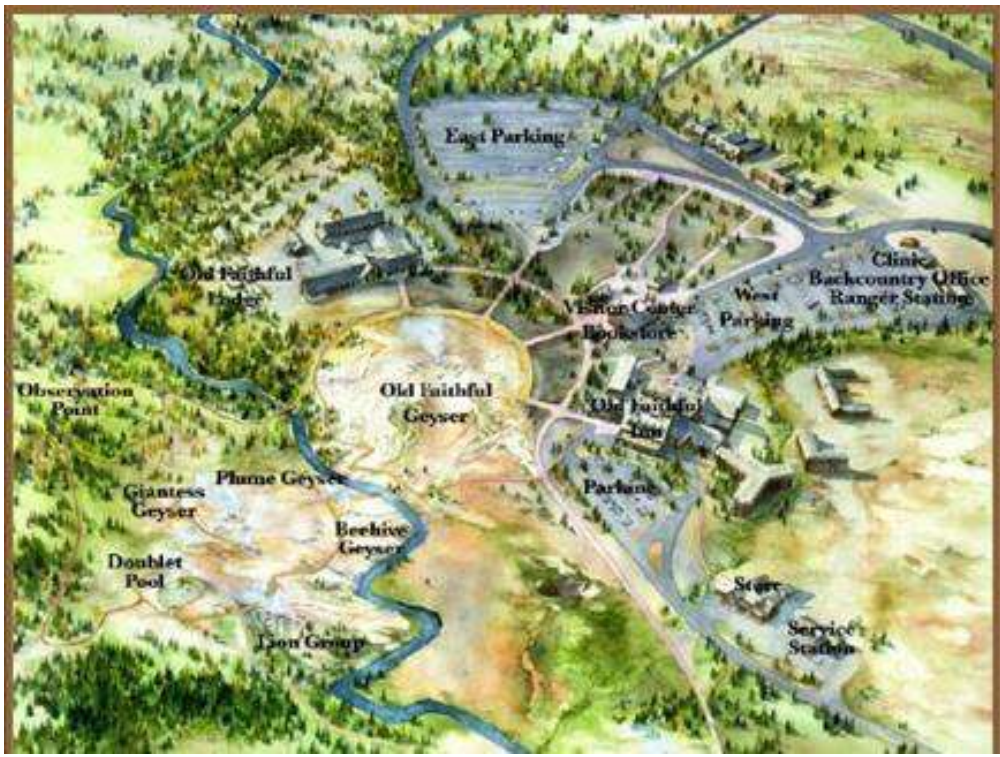
1. **Site Management/Engineering**
2. **Information and Education, Marketing and Promotion**
3. **Regulation and Enforcement**



Site Management/Engineering

1. **Site design, construction, and maintenance**
2. **Location and spatial distribution of use**
3. **Tactic - increase ability of sites to withstand use**
 1. **Facilities and structures**
 2. **Hardening sites**











Information and Education and Marketing and Promotion

1. **Influencing behavior and setting expectations**
2. **Interpretive panels, visitor contacts, education programs, digital and social media, publications, maps, guides**
3. **Marketing and promotion**





Special Report: Utah's 'Mighty Five' put the squeeze on Moab, Springdale

by Amy Jai O'Donoghue [@amyjait](#)

Published: Oct. 6, 2016 10:45 a.m.

Updated: Oct. 7, 2016 8:50 a.m.


[f](#) [t](#) [15](#) Comments

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Regulation and Enforcement

1. **Operating hours**
2. **Entry fees**
3. **Commercial permits**
4. **Access restrictions**
5. **Restricting activities, equipment, or modes of travel**
6. **Restricting length of stay or group size**
7. **Requiring reservations or permits**

|  NATIONAL PARK SERVICE Commercial Tour Entrance Fees – Through 2016 A commercial tour consists of one or more persons traveling on an itinerary that has been packaged, priced or sold for leisure/recreational purposes by an organization that realizes financial gain through the provision of the service. | | | | | |
|---|--|------------------------------|----------------------------|----------------------------------|-----------------------------------|
| Tier | National Park Unit | Sedan* (1-6 seats) | Van (7-15 seats) | Mini-Bus (16-25 seats) | Motor Coach (26+ seats) |
| I | Grand Canyon NP | \$8/person | \$8/person | \$8/person | \$300 |
| | Grand Teton NP Yellowstone NP Yosemite NP | \$25 + (*) | \$125 | \$200 | \$300 |
| II | Big Bend NP Crater Lake NP Death Valley NP Everglades NP Glacier NP Hawaii Volcanoes NP Kings Canyon NP Mesa Verde NP Mt. Rainier NP Olympic NP Rocky Mtn. NP Sequoia NP Shenandoah NP | \$25 + (*) | \$75 | \$100 | \$200 |
| III | Acadia NP Badlands NP Bandelier NM Bryce Canyon NP Cape Cod NS Dinosaur NM Harpers Ferry NHS Joshua Tree NP Lassen Volcano NP Petrified Forest NP Theod. Roosevelt NP | \$25 + (*) | \$50 | \$60 | \$150 |
| | Zion NP ** | \$35 + 12/person | \$70 | \$80 | \$190 |
| IV | All other vehicle-based fee parks | \$25 + (*) | \$40 | \$60 | \$100 |

Great Basin National Park, Nevada

Gateway city: Las Vegas, 480 kilometers away

Ponder your place in the universe at Great Basin National Park in eastern Nevada during the annual Astronomy Festival. For three days in late September, stars are the stars at this remote park, which perches beneath transparent night skies in the Snake Mountains. Activities include talks, telescope viewings and an astronomy-themed talent show starring park rangers.

Great Basin National Park, Nevada



Alaska, Colorado, Virginia, Wyoming, South Carolina, California, Utah, Washington, Florida

20 Amazing Views You'll See in U.S. National Parks

USA

VisitTheUSA.com

Brand USA

Congaree National Park



Great Sand Dunes National Park



USA

VisitTheUSA.com

The official travel site of the USA.



Destinations

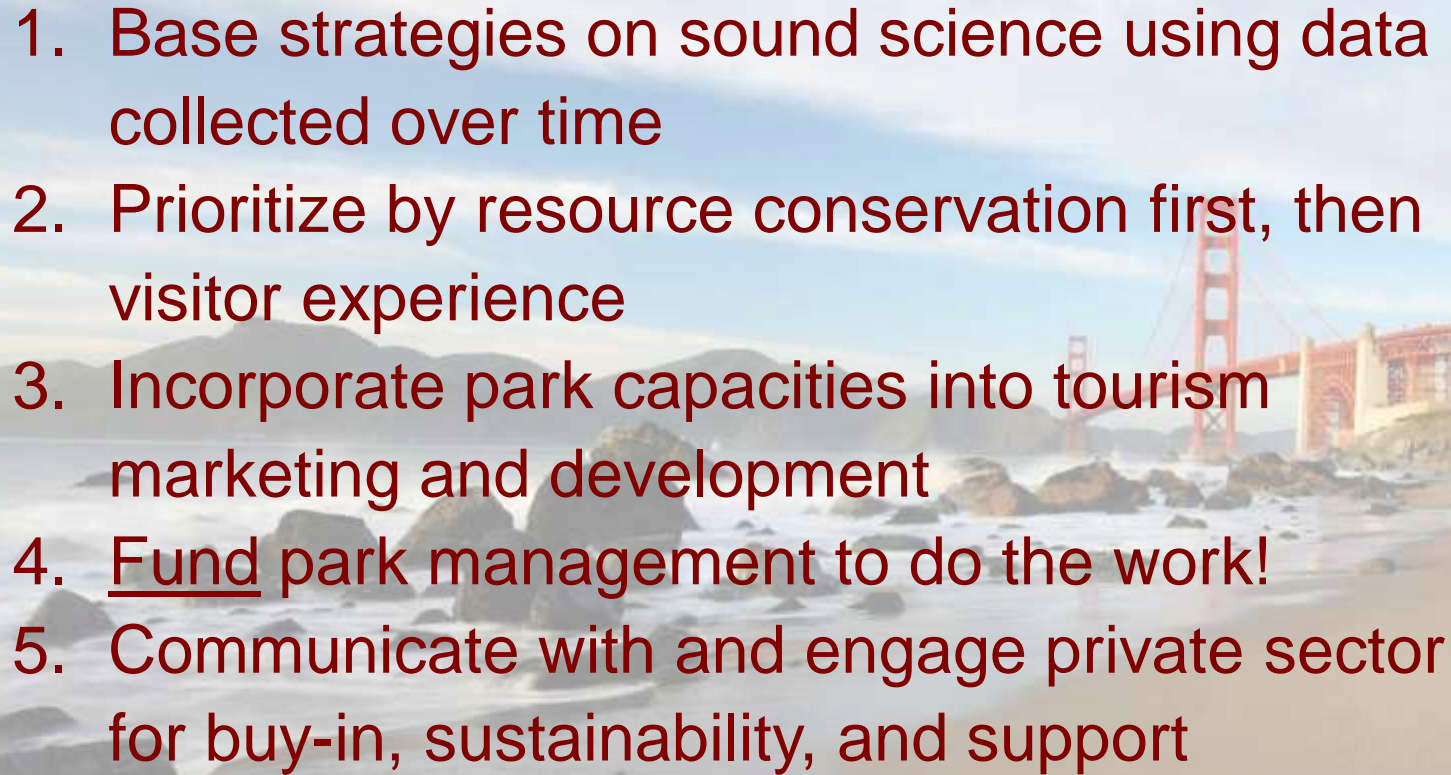
Trips

Experiences

5 Must-See National Parks in Fall

Arizona, Maine, North Carolina, Tennessee, Colorado, Nevada

By: Amy C. Balfour

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1. Base strategies on sound science using data collected over time
 2. Prioritize by resource conservation first, then visitor experience
 3. Incorporate park capacities into tourism marketing and development
 4. Fund park management to do the work!
 5. Communicate with and engage private sector for buy-in, sustainability, and support

Thank you!

