

Providing knowledge,
upholding regulations,
creating awareness

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Interreg



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Providing knowledge, upholding regulations, creating awareness

Management of visitor flows in the Swiss National Park

Claudia Gerber



Special initial situation in the Swiss National Park

- **IUCN category 1a** - strict nature reserve
- **own legal basis** - Federal National Parc Act and its ordinance
- **strict regulations** - fined, if violated
- do not leave the marked paths (defined routes)
- no littering
- no natural object may be picked or removed: animals, plants, sticks, stones, ...
- no dogs allowed, not even on a lead
- no horse riding, cycling or flying of any kind (e.g. drones)
- no bathing in lakes, pools, streams and rivers
- no camping overnight and no camp fires
- nature must be left undisturbed
- visiting permitted only during daytime (time between the civil twilights)
- closed in winter, entry is forbidden (designated wildlife area)



General goals



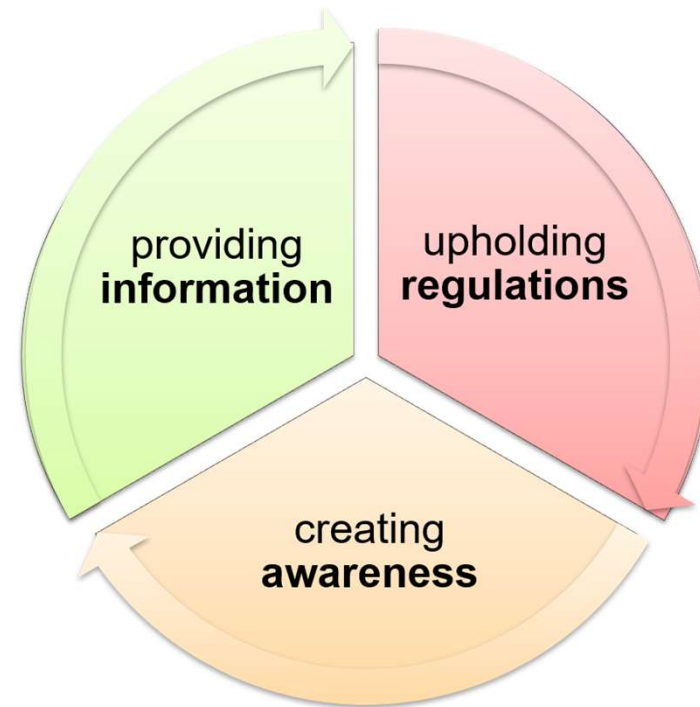
protect



research

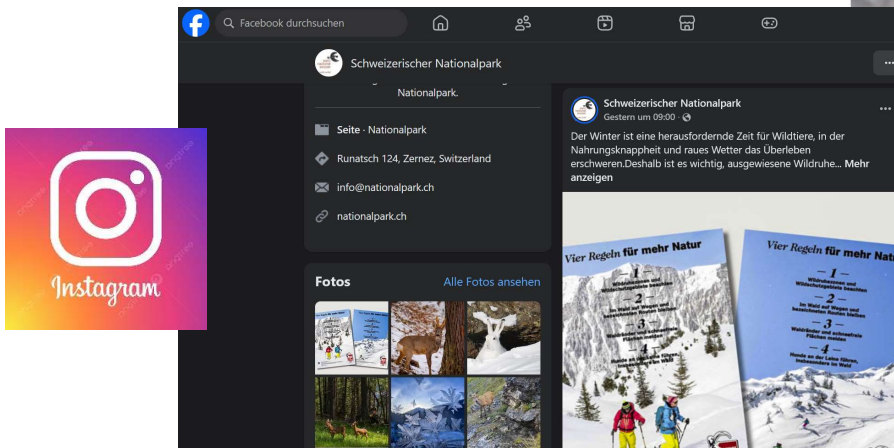
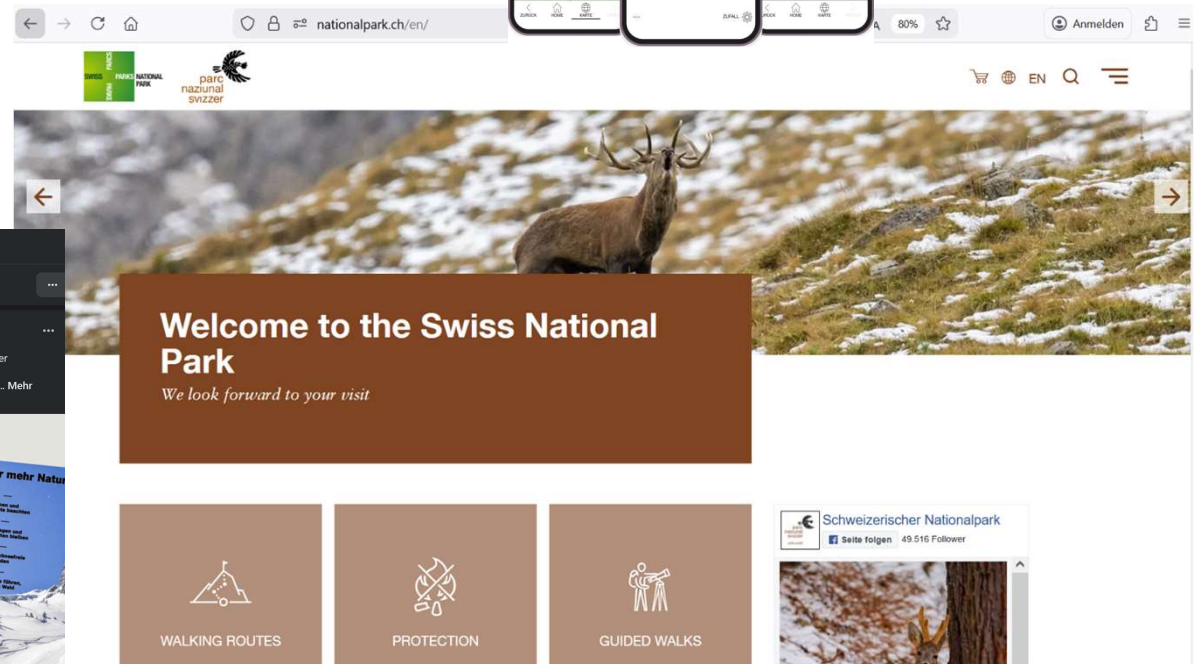
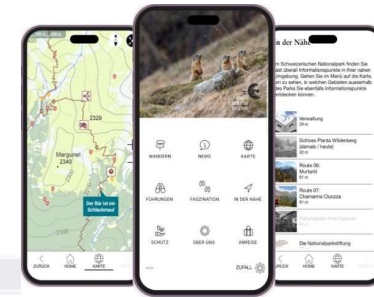
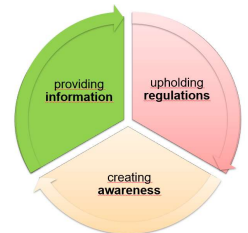


sensitize



Providing information - **digital**

- easy access to particular visitor information through website, National Park app, Facebook, Instagram & co.
 - › rules & their explanations
 - › news, activities, routes, offers, ...
 - › **where/how to visit**



Providing information - digital



Walking routes and current condition of trails

All 21 hiking trails in the National Park at a glance

Home > Visit > Walking routes and condition



01 Alp Trupchun

Closed

Length: 9.50km
Time required: 3 hours



02 Fuorcia Trupchun

Closed

Length: 3.00km
Time required: 2 hours 15 minutes



03 Fuorcia Val Sassa

Closed

Length: 17.50km
Time required: 7 hours 30 minutes



04 Piz Quattervals

Closed

Length: 5.00km
Time required: 5 hours



05 Val Tantermozza

Closed

Length: 1.50km
Time required: 40 minutes



06 Murtaröl

Closed

Length: 8.00km
Time required: 3 hours 30 minutes



07 Chamanna Cluozza

Closed

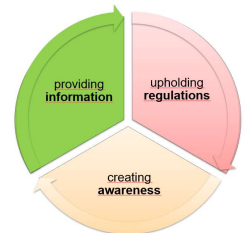
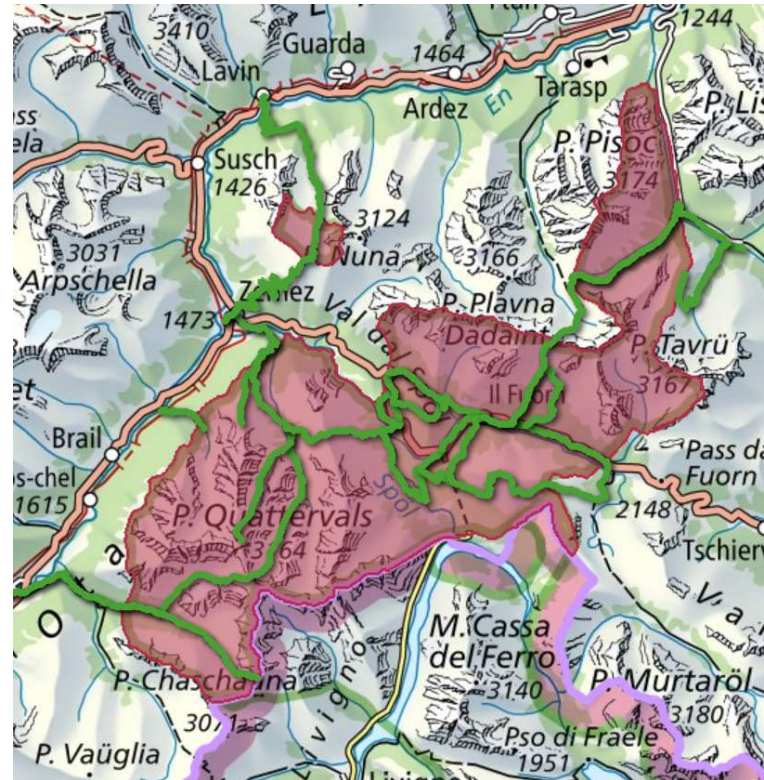
Length: 8.00km
Time required: 3 hours 30 minutes



08 Murter

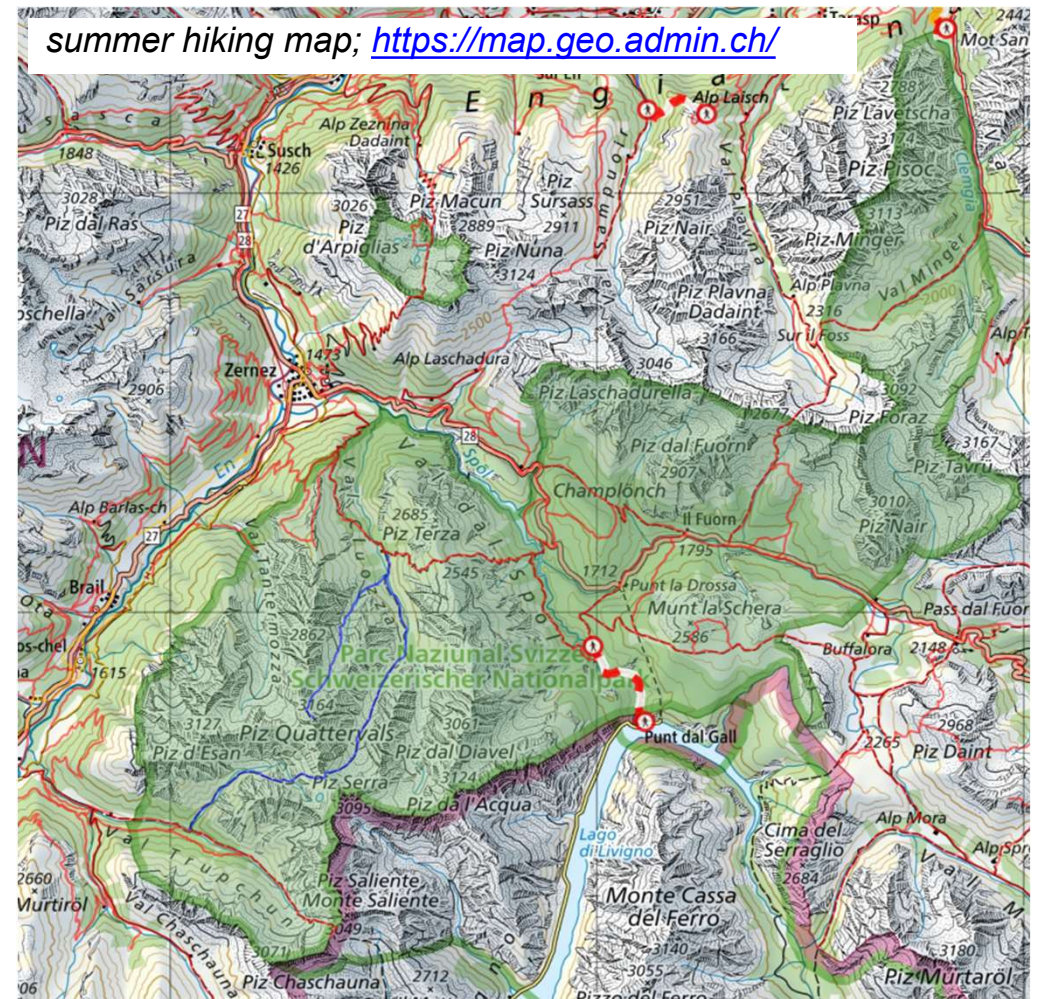
Closed

Length: 7.50km
Time required: 3 hours 45 minutes



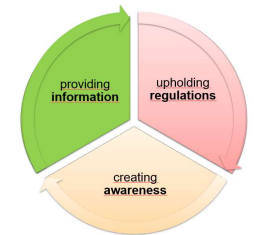
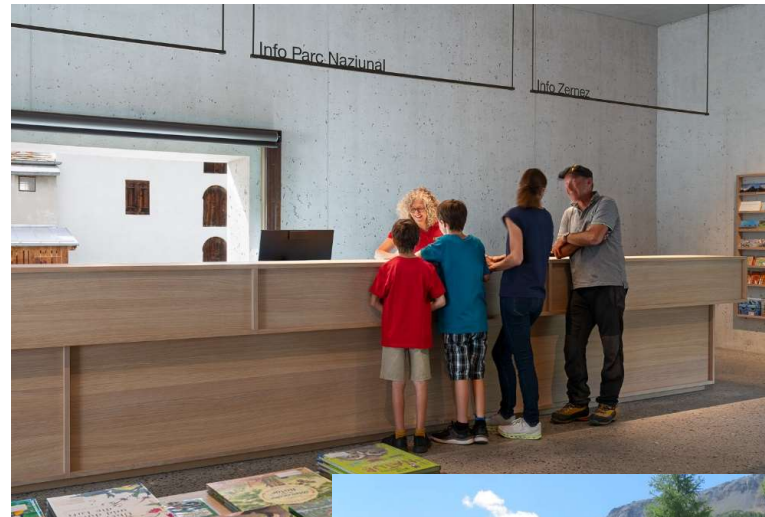
Providing information - **digital**

- problem – other map providers
- collaborations with regional/national trail associations and the national official map administration
 - › **undelayed synchronization**
 - e.g. official summer hiking map
 - › opening in spring / closing in autumn
 - › closures due to severe weather events
 - › construction works
- Komoot, Kompass, outdooractive & co. hardly used



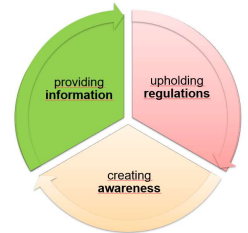
Providing information - **analog**

- still important and demanded
- **visitor center**;
recommandations, interactive exhibition, news, book store, souvenir shop
- **Infomobil**; during main season at hotspots;
recommandations, minishop, nature games, mini exhibition, news



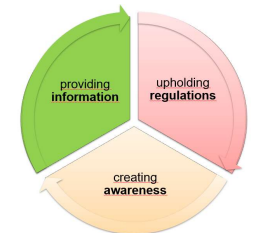
Providing information – knowing your visitors

- who, when, where...?
- experiences of previous seasons & visitor count systems
- thermal sensors in posts
- weight sensitive mats (batteries, logger, automatic data transfer or manual download)
- › most popular valley Val Trupchun:
season: **20'000-30'000** people
max days: over **1000** people



Providing information - signalisation...

- park «entries»
 - › information boards
 - › as many as needed - as few as possible



- park boundaries
 - › signs, marks and posts
 - › good visibility (hunting, skiing, ...)

Providing information – ...and maintenance

- hiking trails and signalisation:
 - › **must be in best condition**



- **process protection** - unconstrained natural processes in the national park
= **immediate** maintenance after severe weather & other natural events

Upholding regulations – **regulation control**



- sufficient control tours by park rangers
- guides (official tours) and additional volunteers in high season for guest information
- fast internal communication network through chats, defined processes, etc

Upholding regulations – **regulation control**

mostly used – information and admonitions, but sometimes...



no more excuses - they couldn't have not known...

- fine according to the Swiss National Park ordinance
- since 2025 digital fine system via app (online & offline)

Creating awareness - interacting on the spot

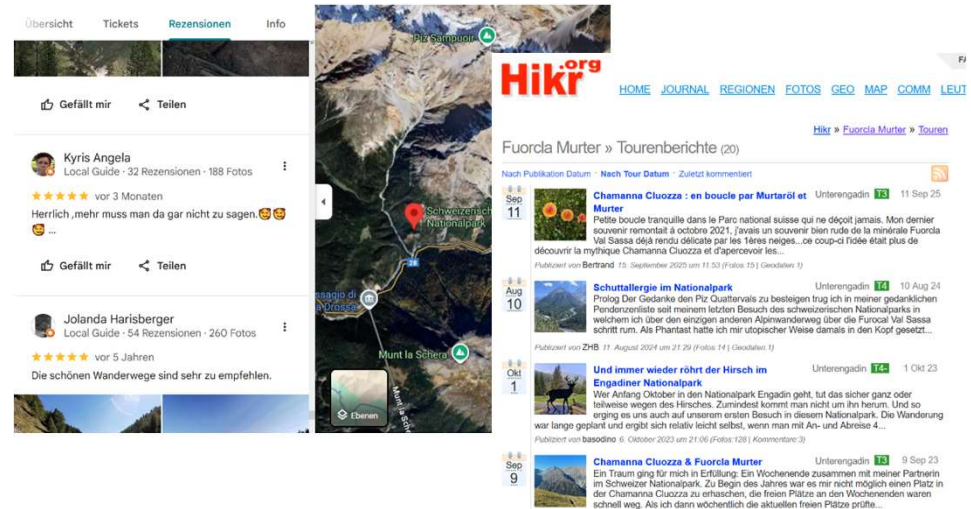
Best educational effect happens through live experience and direct conversation.



Creating awareness – digital «reflection»



- maintain own profiles on Facebook, Instagram & co.
- check comments on official sites like google maps, hikr, ...
- analyse official sites comments with tools like wordle



chance to...

- prevent disinformation
- correct misunderstandings
- get to know visitors understanding of the national park



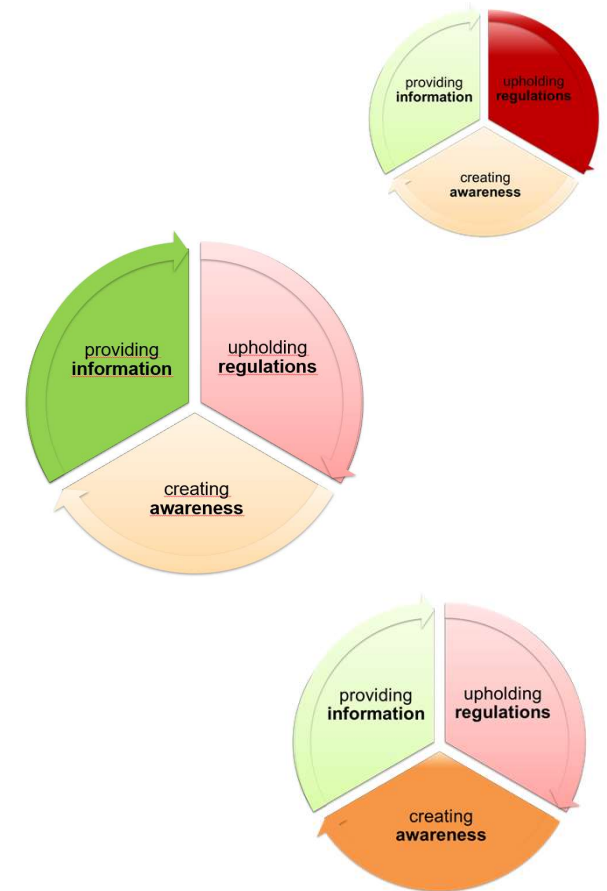
Conclusion

using **knowledge of visitor flows** to deal with visitor pressure

- › Implementation in tour offer planing and staff coordination

providing **coherent** and **up to date** information

- › get the visitor to accept, understand and support the regulations
- › otherwise no credibility and arguments to uphold them





Many thanks!

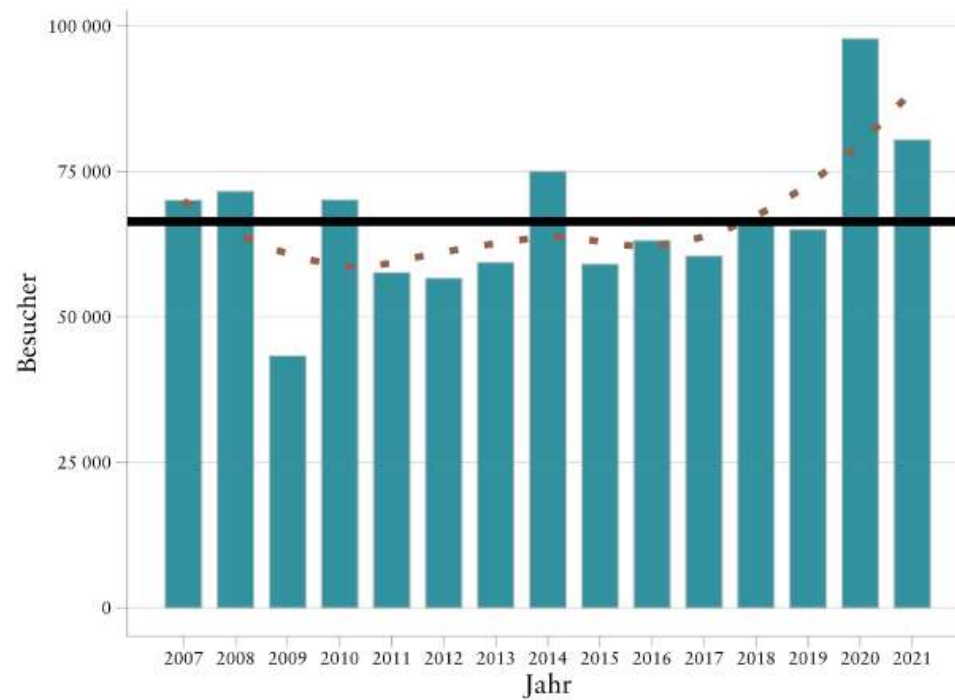


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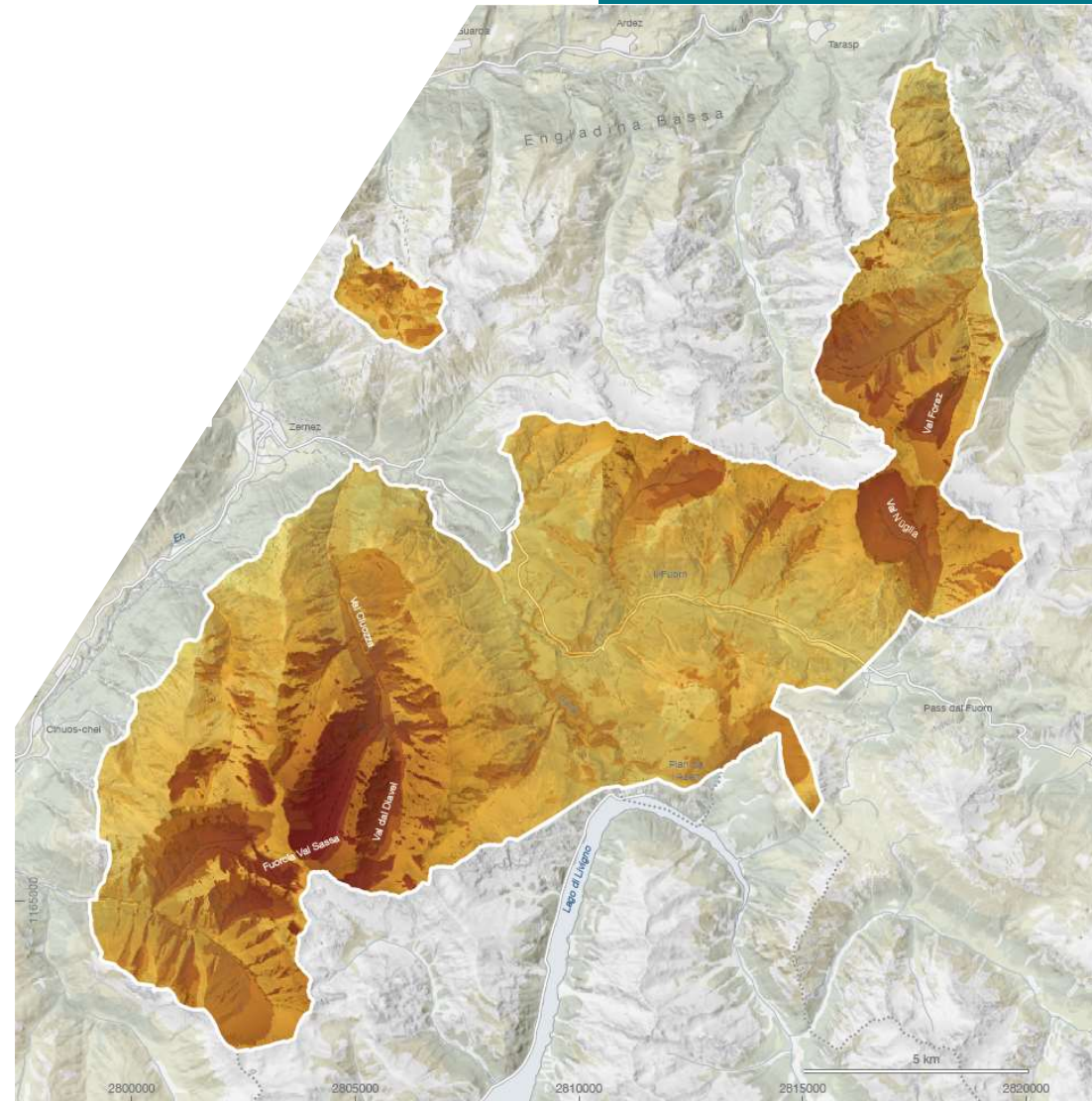


Increasing interest and number of visitors



wilderness territory

Gruppe	Beschreibung	Gewichtung
1 (Gesamtgewichtung: 5)	(Luft-)Distanz zu Dörfern	1
	Distanz zu Strassen	1
	Distanz zu Wanderwegen	1
	Distanz zu Holznutzungen 17. Jh.	0,3
	Distanz zu Holznutzungen 18. Jh.	0,6
	Distanz zu Holznutzungen 19. Jh.	1
	Distanz zu ehemals beweideten Flächen	0,1
2 (Gesamtgewichtung: 3)	Sichtverbindung zu Dörfern	1,5
	Sichtverbindung zu Strassen	1
	Sichtverbindung zu Einzelgebäuden	0,5
3 (Gesamtgewichtung: 3)	Erreichbarkeit zu Fuss	3



Organisation chart Swiss National Park

