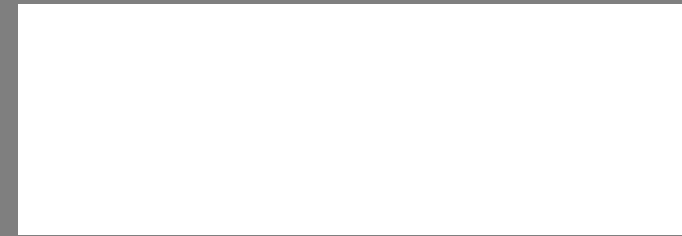


Involvement of the Swiss Partner: Zurich University of Applied Sciences Swiss Parks Network

13th February 2025, Gothal, Slovakia – Launch event



Dobrý deň!

Dr. Birgit Reutz

Tourism and Sustainable Development Research Group
Institute of Natural Resource Sciences
ZHAW Zurich University of Applied Sciences

Center da Capricorns
CH-7433 Wergenstein
birgit.reutz@zhaw.ch
www.zhaw.ch/unnr/tne

Structure

- About ZHAW and Projects
- Involvement Swiss Partners
- Network and Benefits
- Sustainable Tourism Strategy



Involvement Swiss Partners

In the field of the **soft measures** such as **sustainable tourism management, networks and educational and awareness-raising activities**



Dr. Birgit Reutz
Lecturer ZHAW
Team member Tourism and Sustainable
Development Research Group
reuz@zhaw.ch



Solvejg Jehle
Team member Tourism and Sustainable
Development Research Group
jehe@zhaw.ch



Nadja Urfer
Head of Tourism Office, Project Manager
Tourism, Team member Network Swiss Parks
n.urfer@parks.swiss

A brief overview: Institute of Natural Resource Sciences

- **Bachelor's degree programme** in Natural Resource Sciences
- **Master's degree programme** in Environment and Natural Resources
- **Continuing education** for professionals (many MAS and CAS courses) and organisation of conferences
- **Applied research and services**



Locations

Campus Grüental and Campus Reidbach,
Wädenswil



Center da Capricorns,
Wergenstein



As pioneers for sustainable solutions, we...

- ... focus on **interdisciplinary, socially relevant issues**;
- ... work in a **science-based and practice-oriented** way;
- ... exercise a variety of **disciplines and topics** at the institute;
- ... seek **cooperation** with partners from **research, industry and administration** bodies;



Our focus in education and research:
The interfaces between society, environment and technology
examples

Menu Sustainability Index



Environment

Tube Cam



Sustainable floodplain management and hydro-power



Technology

Main (applied) research areas

- Ecotechnology and Energy Systems
- Geoecology
- Organic Agriculture | Agroecology
- Sustainability Transformation and Food Systems
- **Tourism and Sustainable Development**
- Urban Ecosystems



Tourism and Sustainable Development Research Unit



A branch campus of IUNR at the Center da Capricorns in Wengenstein (canton Grisons) since 2007.



Tourism and Sustainable Development Research Unit

Who?

- 12 staff members

What?

- teaching, research and consulting, other services / projects that are both practice-oriented and science-based

Topics:

- sustainable (regional) development, nature and culture-based tourism, Parks and Conservation areas



Designing sustainable tourist experiences – the example of Nature Parks in Switzerland



A quick overview on our work with parks and protected areas



Management and development of protected areas and parks

(consulting and feasibility
studies)



Sustainable regional development in rural areas

(value chains, Cooperation
agriculture and tourism)



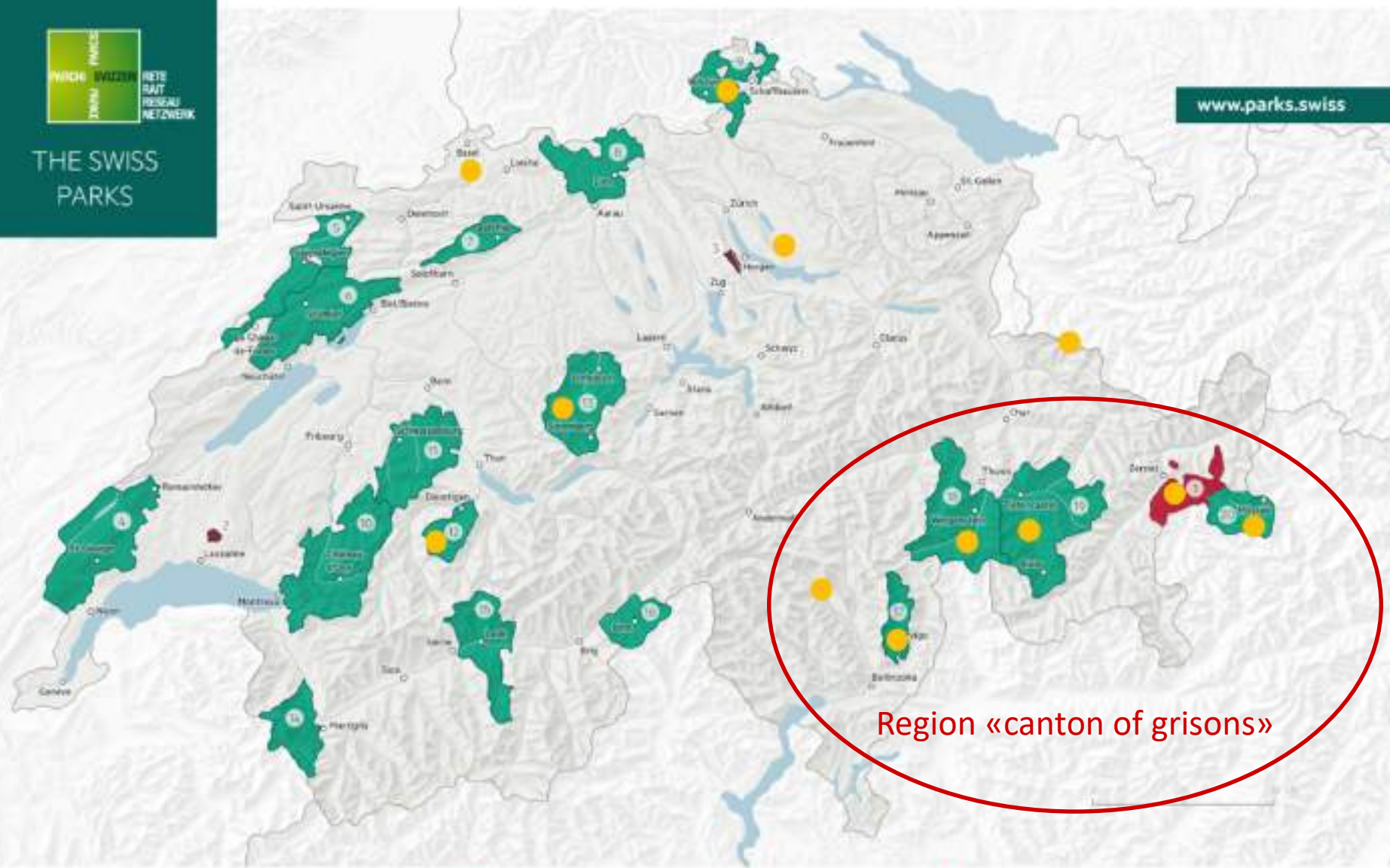
Sustainable tourism and education

(Strategies and concepts for
nature-based and cultural
tourism)



THE SWISS PARKS

www.parks.swiss



Swiss National Park

- 1 | Swiss National Park GR (since 1914)

Nature Discovery Park

- 2 | Parc naturel du Jorat VD (since 2021)
- 3 | Wildnispark Zurich Sihlwald ZH (since 2010)

Regional Nature Park

- 4 | Parc Julia vaudois VD (since 2013)
- 5 | Parc du Doubs AU/NE/BE (since 2013)

- 6 | Parc régional Chasseral BE/NE (since 2012)
- 7 | Naturpark Thal SO (since 2010)
- 8 | Jurapark Aargau AG/SO (since 2012)
- 9 | Regionaler Naturpark Schwyz Aargau SH/CH/D (since 2018)
- 10 | Parc naturel régional Gruyère Pays-d'Enhaut VD/FR/BE (since 2012)
- 11 | Naturpark Gemisch BE/FR (since 2012)
- 12 | Naturpark Diemtigen BE (since 2012)
- 13 | UNESCO Biosphäre Entlebuch LU (since 2008)

- 14 | Parc naturel régional de la Vallée du Trient VS (candidat)
- 15 | Naturpark Pflun-Finges VS (since 2013)
- 16 | Landschaftspark Binnital VS (since 2012)
- 17 | Parco Val Galenica GR (since 2024)
- 18 | Naturpark Beverin GR (since 2013)
- 19 | Parc Ela GR (since 2013)
- 20 | Biosfers Val Müstair GR (since 2011)

Region «canton of grisons»

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 data: Swiss Parks Network / Federal Office for the Environment FOEN, swissparcs



THE SWISS PARKS

FOR NATURE

FOR SOCIETY

FOR THE ECONOMY

The Swiss parks are extraordinary regions: their inhabitants are committed to nature and culture and support the local economy. Together, the 20 Swiss parks form a community of values.

Involvement Swiss Partners

ZHAW – OFFICIAL SWISS PARTNER



Swiss Parks Network – SUBCONTRACTOR



Activities Support Measure

I.

Renovation and building of the facilities for the activities supporting sustainable tourism and ecosystem and biodiversity protection

II.

Joint support of the **sustainable tourism** in the National Parks and its promotion

III.

Development of the Tourist activities for steering the flow of the tourist and promotion of the sustainable tourism

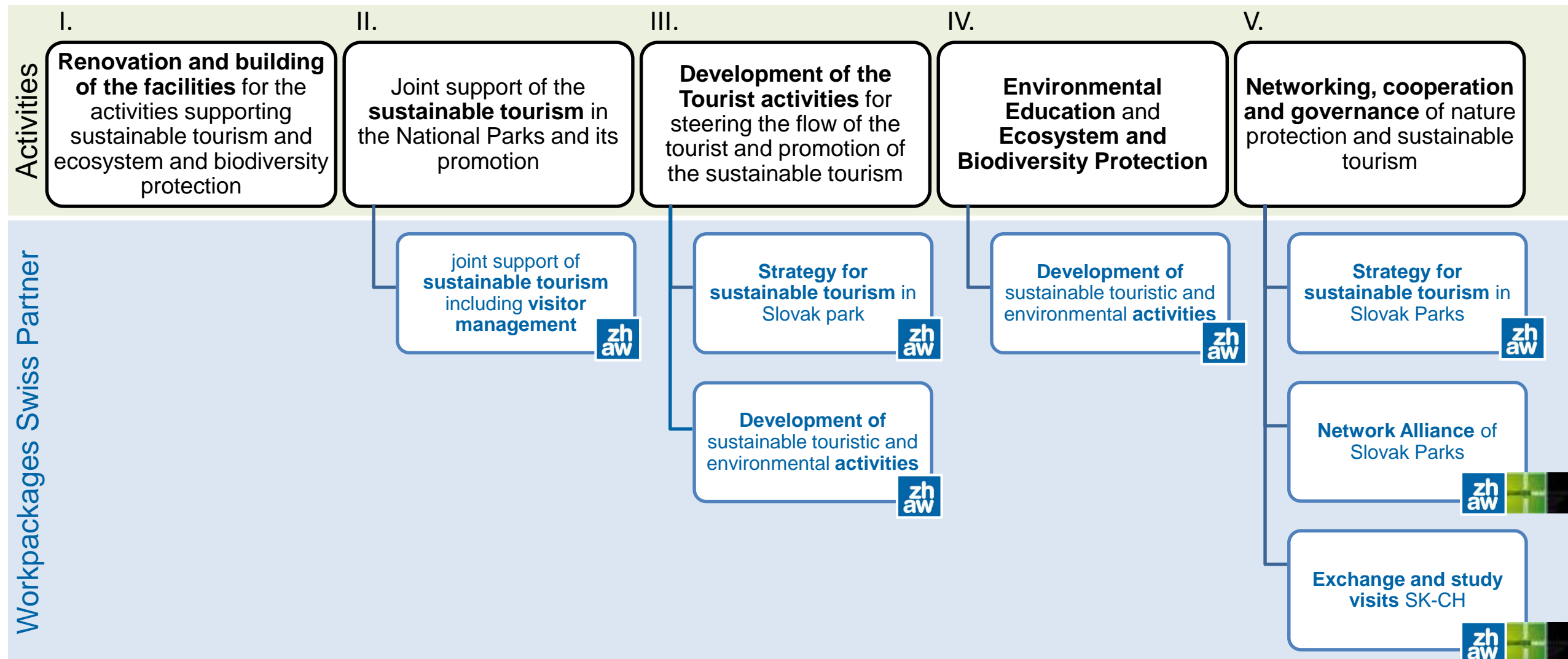
IV.

Environmental Education and Ecosystem and Biodiversity Protection

V.

Networking, cooperation and governance of nature protection and sustainable tourism

Involvement Swiss Partners



Workpackages and expected results

Workpackages
Swiss Partner

Strategy for sustainable tourism in Slovak parks

Network Alliance of Slovak Parks

Exchange and study visits SK-CH

Development of sustainable touristic and environmental activities

Expected results

Common strategy for sustainable tourism for Slovak Parks



Field survey (support)



Good examples Switzerland



Workshops



Workshops



Strategy document for the creation of the network alliance



Online Exchange with Slovak Partner



Webinar with parc directors with Q&A



input at field trip in Switzerland



Regular transfer of documents



minutes of consultation meetings



Collection of good practice examples



Guidelines for sustainable tourism products in Parks



Workshops



minutes of consultation meetings



Involvement Swiss Partner ZHAW

- **Development and Management of Tourist activities** in the national parks and protected areas
- **Environmental education and awareness-raising activities** about sustainable forms of tourism
- **Involving local people** in activities to protect ecosystem and biodiversity
- Pilot activities and best practice measures for the **biodiversity protection are mapped, developed, tested and implemented**
- **Strategies, management or action** plans for sustainable tourism development and biodiversity conservation are **elaborated, revised or updated**
- The **collaboration between the strategic stakeholders** in the field of sustainable tourism, ecosystem and biodiversity protection is enhanced and **networking is supported**



THE SWISS
PARKS

Benefits Network Alliance



Shared



Exchange of experience among knowledge



Coordination of joint projects



Joint tools and capacity



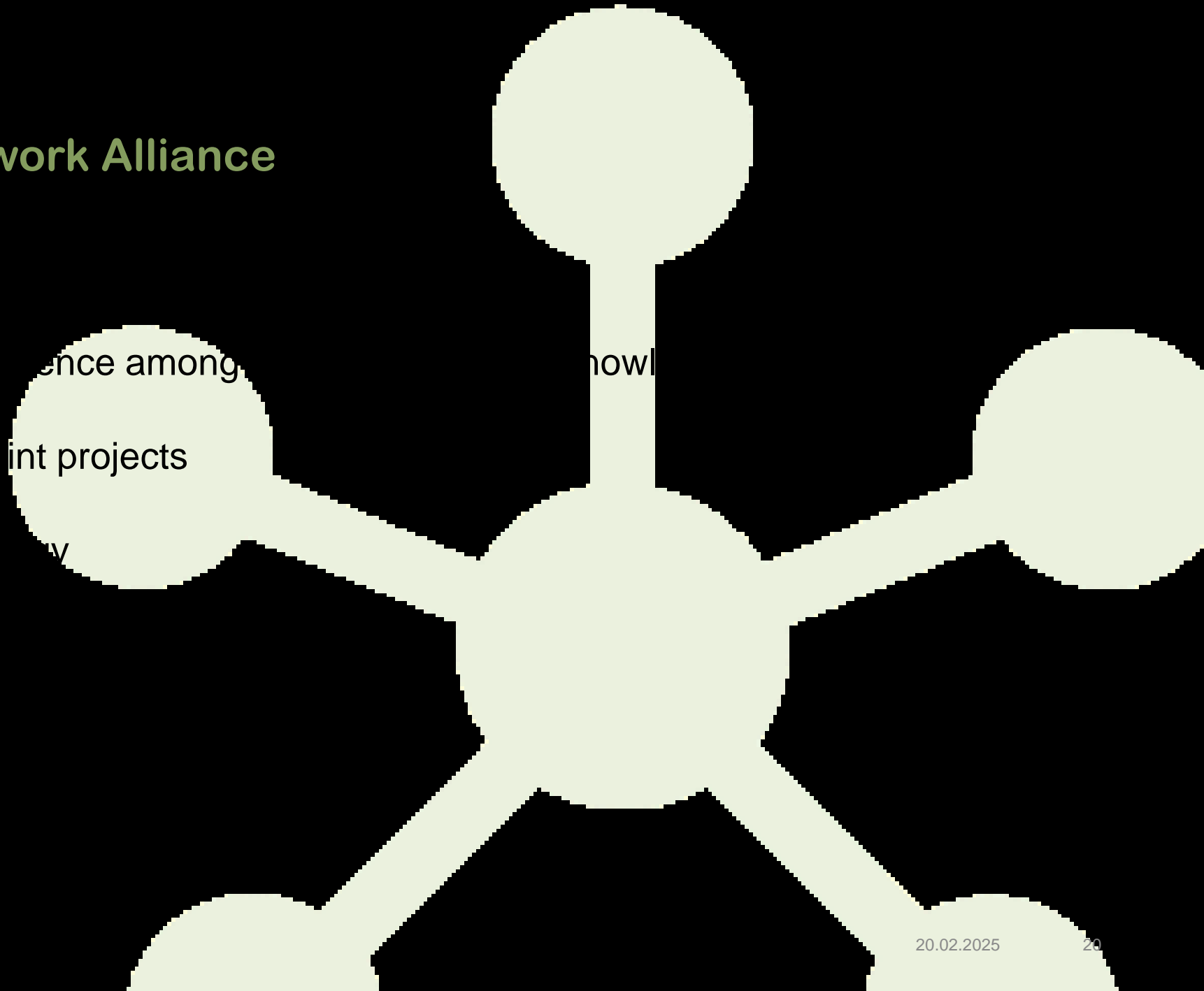
Visibility



Representation



(national) alliances



Strategy for the development of sustainable tourism in National Parks

Finding a common tourism vision:

Long-term development of sustainable tourism in which tourism and leisure activities in the parks have a **positive impact** on **residents and visitors**, **culture** and the **local economy**, while protecting and **enhancing nature and the landscape**.

→ **Parks enable tourism projects, initiate them or support their partners in their realization.**

Spotlights Switzerland



Volunteering for the park (by companies and schools, clean-up day)



Education for sustainable development (guided tours, geo guides and rangers)



Sustainable valorisation of nature, landscape and culture



Communication (joint app for the Swiss parks)



Regional products and value chains (Foodtrail Savurando)



Cooperation and partnerships (partner companies in the parks)



Sustainable mobility (Destination Nature, hiking buses «Alpine Bus»)

See you...

... later at the Kick-off
Workshop with the National
Parks of Slovakia
...in June in Switzerland

