



Международно Бизнес Училище  
International Business School



*XVII International WoodEMA 2024 Scientific Conference*

# **GREEN DEAL INITIATIVES, SUSTAINABLE MANAGEMENT, MARKET DEMANDS, AND NEW PRODUCTION PERSPECTIVES IN THE FORESTRY-BASED SECTOR**

*Sofia, 15-17 May 2024*

***Title of the paper: DEVELOPMENT OF A COMPREHENSIVE INDICATOR SYSTEM  
FOR MONITORING SUSTAINABLE TOURISM IN FORESTRY-BASED ENVIRONMENTS***

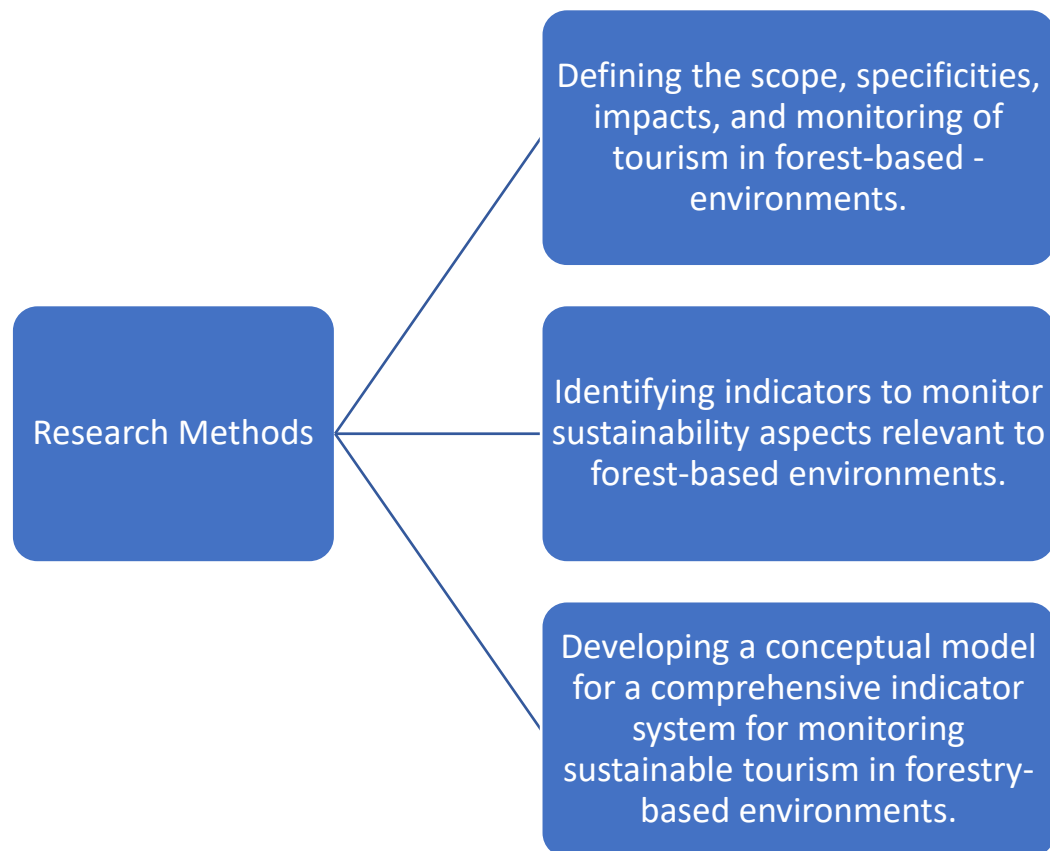
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# The Importance of Monitoring Sustainable Forest-Based Tourism

- Forests play a vital role in human well-being by providing essential ecosystem services, cultural significance, and recreational opportunities.
- Sustainable management of forests necessitates balancing multifunctional use with protection efforts.
- A scarcity of literature exists on indicators for monitoring sustainable forest tourism development.
- Existing systems often lack the capacity to assess environmental sustainability in this context.
- This research aims to develop a concept for a comprehensive indicator system for monitoring sustainable tourism in forestry-based environments.

# Research Method



- Detailed Literature review on forest-based tourism, sustainability monitoring, and existing indicator systems is conducted.
- Two sets of keywords are used to identify relevant publications: "*tourism development indicators monitoring*" and "*indicator monitoring sustainable forest tourism*"

# Forest-Based Tourism – Scope, Specifics, Impacts, and Monitoring

- Forest-based tourism encompasses a wide range of recreational activities.
- Forests are fundamental for forest-based tourism as they serve as the primary resource and attraction.
- Forest-based tourism often occurs in rural, mountainous areas and protected zones.



# Indicators for Monitoring Sustainable Forest-Based Tourism

- Socio-economic indicators
- Environmental Indicators

# Socio-economic indicators

- Reflect social needs and economic benefits for various stakeholders.
- Examples include:
  - Visitor and local population demographics and satisfaction
  - Tourism supply (availability, quality of enterprises, services, etc.)
  - Employment and qualifications of tourism staff
  - Information provided to visitors
  - Revenues, costs, and investments

# Environmental Indicators

- Assess the impact of tourism on the natural environment.
- Examples include:
  - Air and noise pollution, energy consumption, and waste management
  - Terrain preservation and soil quality
  - Biodiversity conservation
  - Deforestation/reforestation caused by tourism development
  - Forest health and impact of tourism activities
  - Trail degradation and erosion

# Data Collection for Monitoring Indicators

- Various data sources are used to monitor indicators.
- Sources include:
  - Statistical data and studies
  - Online data and administrative data
  - Data collected at tourism sites
  - Primary data from surveys
  - Social media and GIS data
  - Unmanned aerial vehicles (UAVs)



# Information System for Monitoring

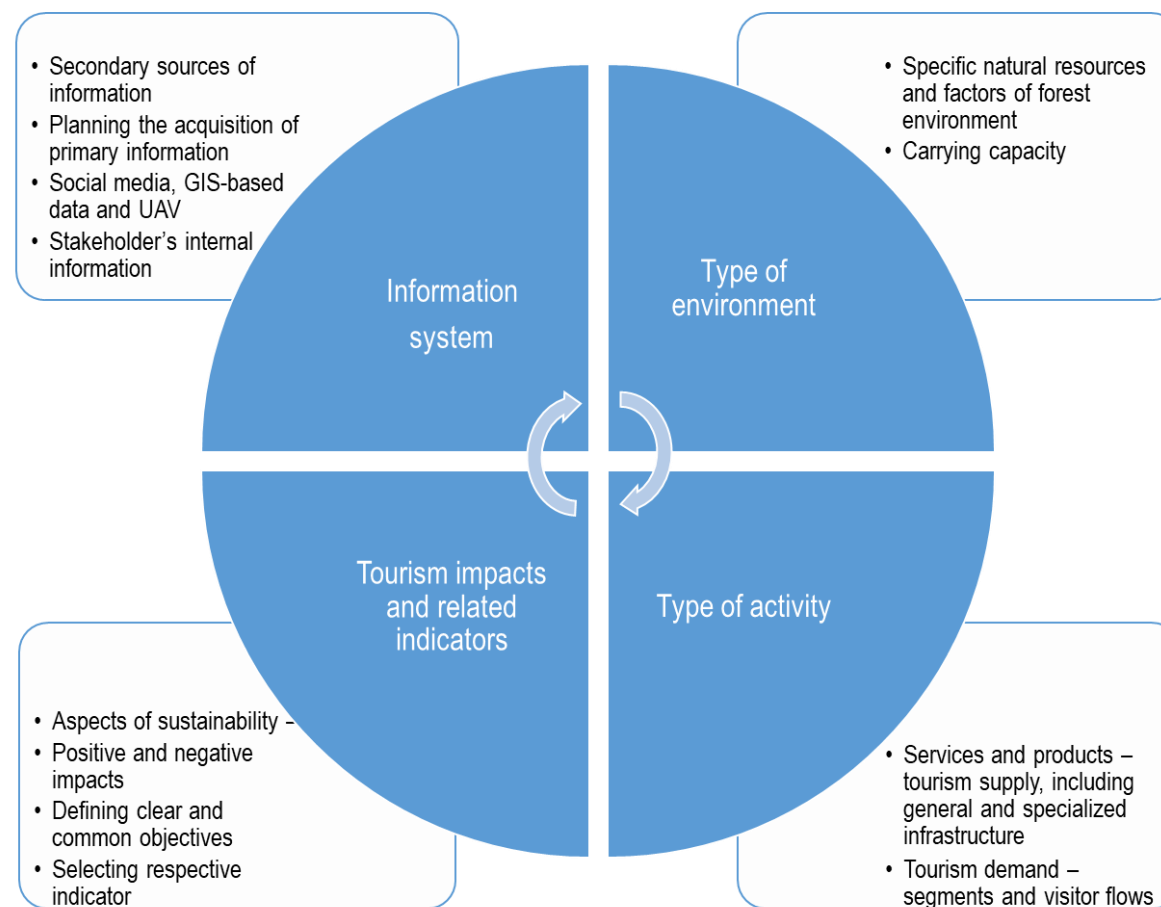
## The information system considers

- Objectives of monitoring
- Selected indicators
- Cost

## Data sources can include

- Secondary data
- Primary data
- Social media, GIS data, and UAVs
- Stakeholder information

# Concept for a comprehensive indicator system for monitoring sustainable tourism in forestry-based environments



# Indicator system

- Integrates knowledge of forest-based tourism and indicator systems for sustainable tourism monitoring.
- A step-by-step, systematic process.
- Environmental specificities of each forest destination.
- Defining Objectives and Measurements
- Resident Involvement
- Selection of specific indicators
- Tailoring the System - Customization for each destination.



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*Thank you for attention. Questions?*

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