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## UPSILLING MUNICIPAL STAFF COMPETENCES

## ON PLANNING AND MANAGING SUSTAINABLE TOURISM

### MODULE 3 – SDG 16 LIFE ON LAND

LEVEL : ADVANCED

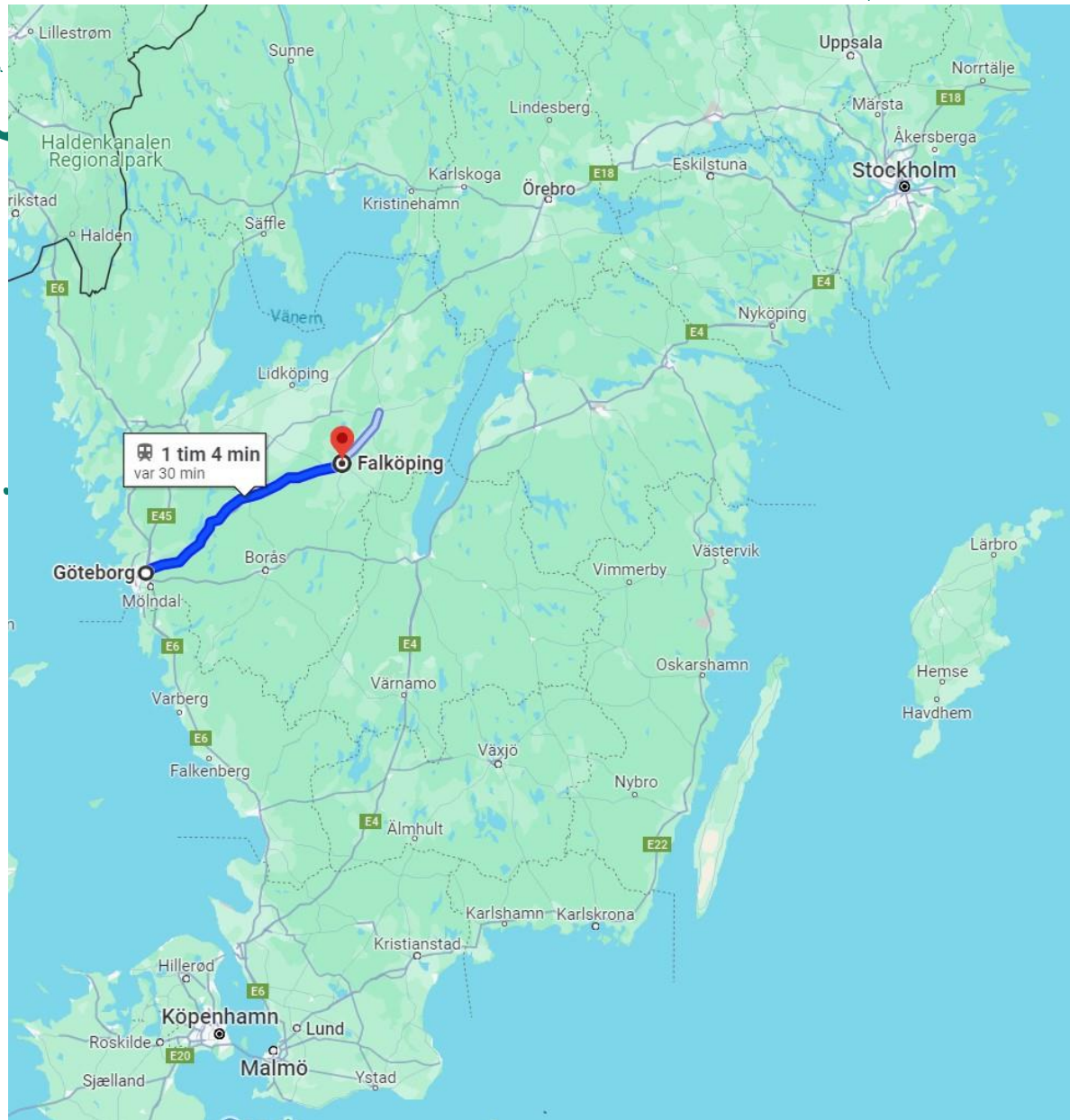


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# IN THIS MODULE, YOU WILL LEARN..



- ✓ Deeper understanding of SDG 15 and its importance
- ✓ Practical examples how Falköping county strategically work for preserving ecosystems, protecting biodiversity, and promoting responsible travel within the framework of SDG 15.
- ✓ Examples' how the work for community well-being and its implications for municipal decision-making.
- ✓ Examples how the work with Cross-Department Collaboration is done
- ✓ How the work for collaboration with tourist companies has been done
- ✓ Take away message what we could do better and what we need to work more with



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# INTRODUCTION

Welcome to learn about Falköpings County in Western Sweden—a unique blend of natural beauty and cultural heritage. Situated by one of northern Europe’s leading bird lakes, this region offers an immersive experience in wildlife and local traditions.

Managed by the County Administrative Board, the nature reserve has undergone significant restoration, making it a popular destination for tourists. The annual crane dances alone attract over 100,000 visitors, contributing to the local community's growth and tourism industry development.

Aligned with Sustainable Development Goal 15, you will go into more depth with examples how Falköpings County works to preserve life on land. Through its recognized efforts, this region serves as an example of sustainable conservation practices combined with cultural appreciation. Join us to see how Falköpings County has implemented success and learn how to implement them in your own context



The famous lake Hornborgasjön, known for its visiting cranes in spring

*SDG 15, focuses on protecting and restoring the Earth's ecosystems and biodiversity. This includes forests, mountains, deserts, and all the incredible plants and animals that call them home. By working towards this goal, we can ensure a healthy planet for ourselves and future generations.*



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# CONTENT SLIDE #1

## SDG 15: Life on Land as a Roadmap for your Municipality



### SDG 15: Life on Land as a Roadmap:

Imagine SDG 15 as a blueprint for sustainable tourism in your municipality. It guides actions to protect the natural wonders that attract visitors and the well being of the local citizens, like forests, wildlife, and landscapes. This ensures these treasures are preserved for future generations and continue to be the foundation of your tourism industry.

### Why you as a municipality worker should work with SDG 15

A healthy environment is the foundation of tourism. SDG 15 promotes sustainable land management, preserving natural beauty and providing long-term economic benefits for the municipality.

Aligning with SDG 15, the municipality commits to protecting the environment and offering visitors a respectful, enriching experience.

SDG 15 builds resilience against climate change and environmental degradation, ensuring a healthy environment for residents and visitors.

A connected community is invested in protecting their environment. Collaborating with residents on SDG 15 ensures the preservation of natural beauty and fosters responsible tourism, benefiting both residents and visitors.

# CONTENT SLIDE #2

How Falköping County works with SDG 15

## Collaboration is the Key to Sustainable Tourism

Since 2015, Falköping County is part of Visit Hornborgasjön a united tourism organizations of Falköping, Skara, and Skövde municipalities, supported by their respective boards. Together with partners like the Västra Götaland County Administrative Board, we develop the Hornborgasjön destination.

Success hinges on strong relationships, clear responsibilities, and expertise, aimed at preserving nature and supporting rural life. This effort is crucial for Lake Hornborgasjön's protection and aligns with SDG 15.

Through collaboration, we safeguard Hornborgasjön's beauty, promote responsible tourism, and benefit locals and visitors alike, advancing SDG 15.

A strategic policy document outlines our collaboration efforts. In the next updated version, it will be stated that we are working towards Sustainable Tourism through Place Development.

**BUT Collaboration across municipal borders, even with non-traditional tourism stakeholders, is the cornerstone of our success.**



<https://www.vastsverige.com/en/hornborgasjon/>



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# CONTENT SLIDE #3

Collaboration across municipal borders, even with non-traditional tourism stakeholders, is the cornerstone of our success. This is how we did it.

## We work with Place Development not Destination Development

*Place development focuses on a place's unique qualities (community, environment) and its limitations, not just tourist desires. This guides responsible tourism development.*

## 1. Cross-Department Collaboration – a common vision - workshops

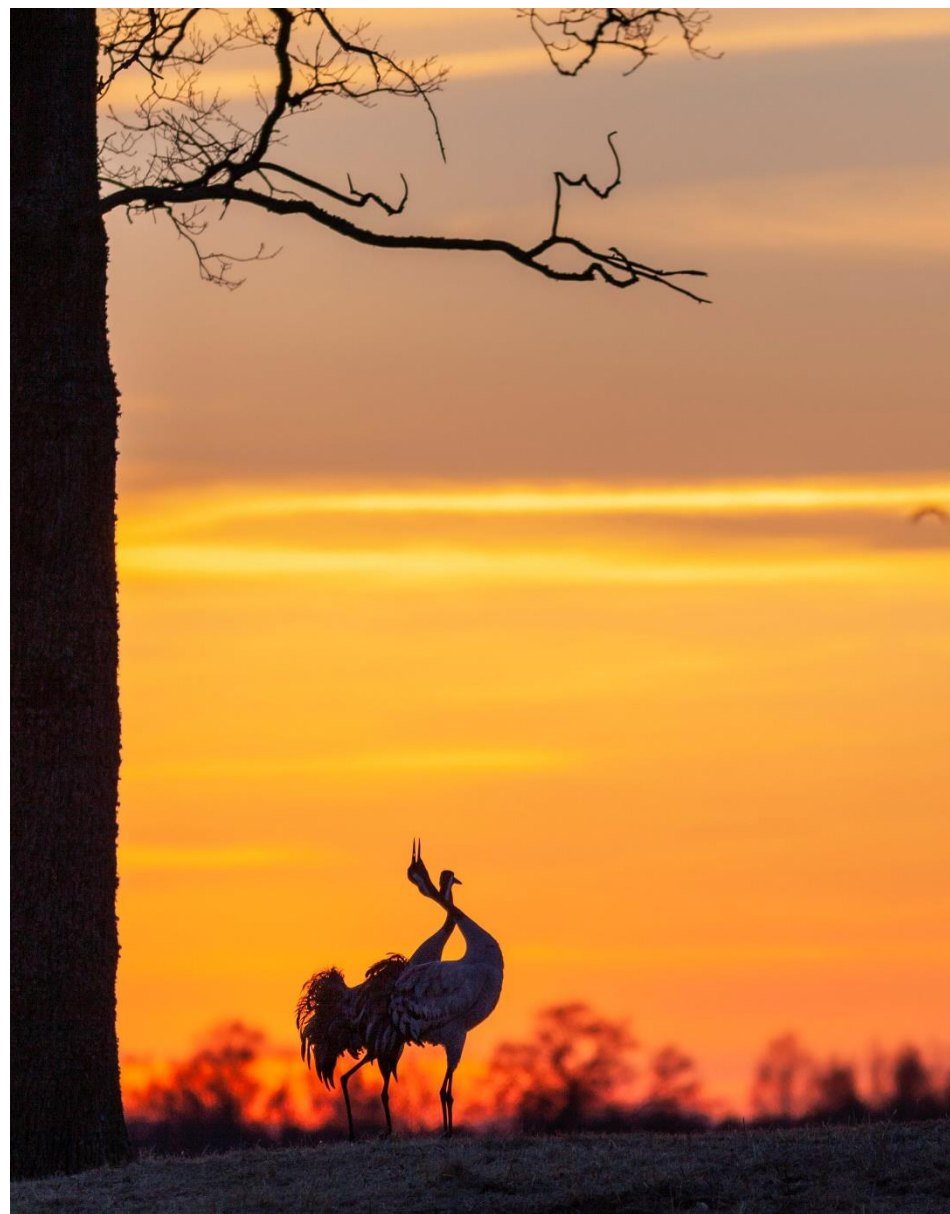
- Organize workshops inviting officials from various departments to establish a common understanding of sustainability in tourism and explore collaborative strategies.
- The primary methodology we used is back casting - a planning method that starts by defining a desirable future and then works backward to identify policies and programs that will link the specified future to the present. The back casting process occurred through **our three workshops**.

### Workshop 1

- Participants outlined features for Falköping County as a sustainable destination, covering ecological, social, and economic factors. We talked about how goals are connected and what to focus on in the future.

# CONTENT SLIDE #4

## 1. Cross-Department Collaboration – a common vision - workshops



### Workshop 2

#### Aim

Refine goals established in the initial session.

- Strategize ways to achieve these goals.

#### Challenges

- When the actual meaning and commitment associated with the vision of being a "truly sustainable destination" became apparent that the discussion became stuck.
- The clarification of the vision brought insights into the importance of legitimacy (who owns the question) and highlighted a need for resolving knowledge gaps.
- Another important finding is that several participants, especially those from the tourism/visitor industry accustomed to more operational work, found the discussions too abstract. This indicates a clear need to concretize visionary, often abstract discussions.

# CONTENT SLIDE #5

## 1. Cross-Department Collaboration – a common vision - workshops



### Workshop 3

#### Aim

- To illuminate the questions and approaches necessary for progress.

#### Challenges

- Need for concreteness in collaboration.
- Requirement for readiness and mandate to advance initiatives.
- Tendency for discussions to stall on long-standing concrete challenges like sustainable transportation and packaging.
- Preference for discussing familiar topics, indicating a need to broaden the conversation.



# CONTENT SLIDE #6

## After the workshops, concrete efforts have been made to work on achieving the Sustainable Development Goal (SDG) 15 targets

**Help preserve a unique environment!**

Lake Hornborga, is a place of natural beauty and biological diversity. As a visitor, you have the privilege of experiencing all of this, but you must also treat the environment with care. By following our code of conduct, you help preserve this unique environment.

**Respect nature and wildlife** The Lake Hornborga region is home to a vast number of plants and wild animals. Help preserve this by not picking flowers, disturbing wildlife or littering. Mind the birds in particular.

Inside the nature reserve, special rules apply. At [hornborga.com/nature/rules/](http://hornborga.com/nature/rules/) you can read what applies in which area.

**Follow the Right of Public Access** Outside the nature reserve, the Right of Public Access applies. Please be aware that it also comes with obligations. Do not cross gardens, crops or other land that you might damage. Also, remember to close gates behind you when walking through pastures.

**Shop local** By shopping at markets, shops and restaurants/cafes that are owned or run by locals, you support the local community, while also making your stay more memorable.

**Use parking spaces** Please park your camper van in a dedicated space. This helps support the local economy, while also preserving the environment and having a pleasant stay.

**Be responsible for your dog** In spring and summer, you are required by law to watch your dog closely. In most cases, this means that it must be leashed. Inside the nature reserve, dogs must be kept on a leash at all times. Avoid walking your dog in paddocks with grazing animals.

**Protect our cultural heritage** Resist the temptation to collect "travel souvenirs". By leaving the site intact, you help preserve Lake Hornborga's historical and cultural treasures for the future.

**Keep tidy** Leave no trace behind. Pick up rubbish and waste – even things left behind by others. By doing the right thing, you inspire others to do the same.

**Waste separation** Please separate your waste, even as a visitor. Find the nearest recycling station or take your rubbish home with you.

**Never throw away food scraps outdoors** Swine fever is a dangerous disease that affects wild boars and domestic pigs. It can be transmitted when wild boar eat things such as sausage or ham. This is why you should never throw away food scraps outdoors.

**Save water** Water is an important resource – use it sparingly. Never empty greywater or latrine waste into the environment.

**Drive carefully** Pay attention to speed limits and traffic rules, especially on narrow roads. Where possible, use larger roads.

**Fill up on eco-friendly fuel** Consider using HVO 100 if suitable for your camper van. The emission reduction is almost 90 percent compared to fossil diesel.

**Be considerate of others** Show consideration for locals and other visitors. It helps create an enjoyable experience for everyone. Take care of the place as if you lived here yourself.

**Support local projects** Please consider supporting local conservation projects. These help to preserve the natural beauty and diversity of Lake Hornborga.

**Read more here!**  
Please visit [visthornborgasjon.se/campervan](http://visthornborgasjon.se/campervan) where you can read more about everything from local traders and parking spaces to waste stations.

**Thank you for helping to protect this special place!**



**15 tips!**

**Caravan attractions around Hornborgasjön**

- Karlsfors Gärd**  
Interior shop, art, café, touring pitch, hiking trail
- Varnhems klosterkyrka, Kata gård**  
Café, farm shop, hiking trail
- Mellomgården**  
Café, farm shop, art, touring pitch
- Naturum Hornborgasjön**  
Hiking trails, café, exhibition, viewpoint, overnight parking
- Billingen**  
MTB trails, hiking trails, café, restaurant, camping
- Löfwings Atejé & Krog**  
Art, café, restaurant, touring pitch
- Gudhems Klosteruin**  
Museum, monastery garden, hiking trail
- Äsle tå**  
Experience museum, café, restaurant, touring pitch
- Mösseberg**  
Jogging trails, MTB trails, café, restaurant, viewpoint, camping
- Wrågården**  
Elk and bison park, farm shop with café, touring pitch
- Ekehagens Fornstidsby**  
Archaeological open-air museum, café, restaurant, touring pitch
- Alphems Arboretum**  
Park and garden, café, touring pitch
- Falbygdens Osteria**  
Cheese and delicatessen shop, restaurant, café
- Sommarland**  
Amusement park, café, restaurant, camping
- Prästakvarna gård**  
Touring pitch, farm shop, nature trail, self-picking of vegetables

Some facilities are only open part of the year. Check their websites for opening hours. Many attractions are pet-friendly, check them at [visthornborgasjon.se/campervan](http://visthornborgasjon.se/campervan)

[visthornborgasjon.se/campervan](http://visthornborgasjon.se/campervan) VISIT HÖRN Borgasjön

- Code of Conduct for campervans visiting the area
  - After conducting interviews and surveys, we realized that campervan visitors did not exhibit the desired behavior, such as contributing to the local economy, and often did not consider the best practices. We designed a code of conduct and specific tips on what to visit that would support local businesses

<https://www.vastsverige.com/en/hornborgasjon/campervan/>

*Help preserve a unique environment*

*As a visitor, you have the privilege of experiencing all of this, but you must also treat the environment with care. By following our code of conduct, you help preserve the unique environment*



**Read more here!**

Please visit [visthornborgasjon.se/husbil](http://visthornborgasjon.se/husbil)  
Here, you can read more about everything from local traders and parking spaces to waste stations.

# CONTENT SLIDE #7



## 2. Engaging in dialogue with the local community

We attend local association annual meetings to gather feedback from the community about tourism and its potential impact on nature and the daily lives of residents. After the summer season, we will send out an anonymous survey to assess the effects of the visitors.

## 3. Environmental Policy for the Shop and Café at the National Park

- Goal to reduce the usage of single-use disposable items.
- Purchase from local suppliers/vendors.
- Sustainable souvenirs.
- Etc ...

# CONTENT SLIDE #8

## 3. Working Closely with Local Tour Operators

Once a year, we organize a bus tour that invites local tour operators, providing an opportunity for everyone to meet and learn about other businesses in the area. During the tour, we visit and introduce peer companies around Lake Hornborgasjön. Additionally, updated information is provided by the County Administrative Board, which manages the Hornborgasjön Nature Reserve. 🚌

We also arrange one-on-one Swedish Fika meetings with local tour operators. During these meetings, we listen to their thoughts and challenges and share our vision and work towards a sustainable destination through place development. ☕

## 4. Engaging the Local Politicians

Four times a year, the tourist manager of Falköping arranges day trips for the leading politician to visit local tour companies. These excursions serve as valuable opportunities for the politician to gain insight into the companies' operations, challenges, and successes. Moreover, they facilitate meaningful discussions on sustainable tourism between the politician and the tourist manager, fostering a shared understanding of the principles and practices of sustainability in tourism.

# Challenges in integrating SDG 15 into Sustainable Tourism in Falköping County

*Measuring SDG 15 outcomes is like navigating a complex ecosystem. Collaborating with new partners inexperienced in tourism and sustainability presents challenges. Adapting to sustainability in tourism demands political decisions and consensus across sectors.*

- Difficulty in measuring the outcomes from our efforts to achieve SDG 15 achievement due to the complex nature of ecosystem health and biodiversity.
- Challenges in collaborating with new partners inexperienced in tourism and sustainability.
- Tourism officials find it challenging to adapt to new ways of working. Finding new partners within the municipality and prioritizing sustainability over traditional tourism development approaches is also difficult.
- Need for political decisions to mandate municipal departments to allocate time and resources for sustainable tourism, requiring consensus and commitment across sectors.

# THE NEED FOR COLLABORATION WHY IT IS IMPORTANT

We did a movie to learn and inspire to work with Sustainable Tourism

<https://youtu.be/xZXmi9awHUg>



# KEY TAKEAWAYS

1. Encouraging Collaboration: Stress the significance of different departments working together, even those not typically involved in tourism projects. Encourage teamwork across departments, breaking down barriers, and fostering cooperation among different areas of expertise.
2. Community Engagement: Engage local residents and stakeholders in decision-making processes. Their input and involvement are vital for the success and sustainability of tourism initiatives.
3. Environmental Protection: Partner with experts who possess the knowledge and expertise to effectively protect the surrounding natural environment. Prioritize sustainable practices to ensure the preservation of local ecosystems.
4. Strategic Preservation Plan: Develop a strategic plan in collaboration with stakeholders to preserve the place where you live and work. This plan should outline concrete steps and objectives for maintaining the area's cultural and environmental integrity.
5. Regular Meetings and Workshops: Schedule regular meetings and workshops to facilitate ongoing dialogue, knowledge sharing, and skill development among stakeholders. These gatherings are essential for gaining new insights and fostering a deeper understanding of sustainable tourism practices.

In conclusion, let's unite around Sustainable Development Goal 15: to safeguard terrestrial ecosystems. By collaborating across departments, involving local communities, and prioritizing eco-friendly practices, we can help achieve SDG 15 while preserving our natural landscapes for future generations. Together, we can create a future where tourism and conservation work together, ensuring a sustainable legacy.





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