

## Creation of value through tourism in the UNESCO Biosphere Reserve Val Müstair Parc Naziunal

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### Keywords

Creation of value, tourism, Biosphere Reserve Val Müstair Parc Naziunal, Swiss National Park

### Abstract

The poster presents the results of a recent study on the value creation through tourism in the UNESCO Biosphere Reserve Val Müstair Parc Naziunal (BACKHAUS et al. forthcoming) and compares it with earlier studies and results from the Biosphere Reserve Entlebuch (the second of its kind in Switzerland; KNAUS 2012). The research area consists of the Swiss Nationalpark that serves as the biosphere reserve's core area and commits its hundredth anniversary in 2014, and the recently established and added Biosfera Val Müstair where buffer zone and transition area are located. This combination is unique and in terms of value creation quite a challenge. It was the aim of the study to establish the revenues created by tourists visiting the area and their contribution to the regional income. Moreover, the project makes a distinction between general revenues and those that were specifically created through visitors of the national park and of the Biosfera.

Close to 3000 people participated in the survey that was conducted during the summer months in 2012. Besides situating the research area on a map, the poster explains the methodology and the background of how to define value creation in terms of nature conservation. Moreover, it will differentiate between the two labels "Swiss National Park" and "Biosfera Val Müstair" in order to ascertain the impact on tourism revenue by an old and well-established attraction versus the one by a newly gazetted conservation area. Results show that there is indeed a great difference in terms of value generation through tourism by these two institutions.

KÜPFER (2000) conducted a similar research in 1998 and calculated that the Swiss National Park (the biosphere reserve did not exist at that time) generated ca. 17 million Swiss Francs through tourism. The poster shows whether this amount has increased since that time or not and finds explanations for this development. A spatial comparison will be made with the "Biosphere Entlebuch" where a similar study has been conducted in 2011 (KNAUS 2012).

The poster concludes with a discussion of pros and cons of such studies and recommendations regarding a comprehensive monitoring of economic revenues through tourism in conservation areas.

### References

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