

INTERNATIONAL RESEARCH CONFERENCE

DR. MATEUSZ ROGOWSKI

Department of Tourism and Recreation
Adam Mickiewicz University, Poznan, Poland

Visitor monitoring in Protected Natural Areas to address the issue of overtourism

Issue from the Stołowe Mts. National Park, S-W Poland case study

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The increase in tourist traffic in national parks has made managing tourism more challenging. To improve management, park managers need reliable data on visitor numbers and behavior, which is provided by visitor monitoring. This monitoring offers both quantitative data on visitor numbers and qualitative data on their needs and behaviors.

The COVID-19 pandemic has changed visitor behavior, increasing tourist traffic, especially in easily accessible mid-mountain parks. This trend, along with climate change extending favorable weather periods, has made overtourism a major challenge.

To address this, the Method of Overtourism Optimisation was developed. This method uses visitor monitoring data and surveys to diagnose overtourism and create optimization actions. The entire issue will be show using the Stołowe Mts. National Park, S-W Poland, where Monitoring System of Tourist Traffic has been in operation since 2016. This will be supplemented by results from other national parks of the European Central Uplands region