



WORKPLAN/ROADMAP SUSTAINABLE TOURISM ACTION PLAN

Biosphere Reserve Salzburger Lungau (PP03)

CEETO - D.T2.2.2

Version 1
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1. Introduction

The history of the Biosphere Reserve Salzburger Lungau is not very long. At the beginning of the BR several “Forums” were established to work together on different topics regarding the regional development. The initial enthusiasm disappeared as quickly as it arrived and the forums have dissolved. In the past, many things were discussed and only few happened so people became very critical and were very prejudiced about such kind of systems. Anyway, it was possible to bring regional stakeholders in the context of CEETO together again and to establish some kind of forum. An attempt has been made, to select stakeholders from different areas to get a heterogeneous group as possible and thereby as different views and inputs as possible. Within the workshops the sustainable tourism action plan was defined and agreed. Furthermore, the pilot action was discussed and agreed. Some of the stakeholders are also part in the Preber working group, the stakeholder group for the pilot area (marked with a P).

2. Participatory Process for the Development of the Action Plan

1. First Stakeholder Workshop
2. Action Plan Workshop - Workshop on the spot
3. Echt.Sein Workshops
4. Workshops at the kick-off event

2.1. First Stakeholder Workshop

The first stakeholder workshop was held on the 2nd May 2018 It was attended by the following stakeholders of the forum:

- Mountain and nature guard association - representative
- District chamber of agriculture - chairman
- Heilkraft der Alpen society - chairman (CEETO external expert)
- Ferienregion Lungau - manager
- Hunting community - district hunter
- Biosphere Reserve Management - manager
- Biosphere Reserve Management - CEETO project manager
- E.C.O. - Institute for Ecology - representative (CEETO external expert)
- Mensch in Bewegung - moderator (CEETO external expert)

This workshop aimed at informing the stakeholders about the CEETO project and the idea behind. On the basis of the organization compass, challenges, opportunities and responsibilities in tourism were identified and possibilities, general visions and ideas for a sustainable development of tourism in the Biosphere Reserve Salzburger Lungau were discussed.

Impressions of the first stakeholder Workshop 2nd May 2018





2.2. Workshop on the spot - Action Plan and Pilot Action

The second workshop was held on the 10th of July in the Dreiländerwirt in Lessach together with Luca Lietti (Agenda 21 expert from Federparchi) and was attended by the following stakeholders of the forum:

- Echt.Sein partner Wanderhotel Steffner Wallner - owner
- Ferienregion Lungau - manager
- Department 5 nature protection Salzburg state government - commissioner for nature protection
- Bergbahnen Lungau - manager
- Lungauer educational association - manager
- RespektTiere deine Grenzen - project manager
- Hunting community - district hunter (also chairman of the TVB Weißpriach)
- Schutzgebietsbetreuung Lungau - responsible (P)
- Private Volunteer public transport (P)
- Mountain and nature guard association - district manager
- District chamber for agriculture - chairman
- Tourism umbrella organisation of Salzburg - district responsible
- Regionalverband Lungau - manager
- Politics - mayor of the district capital Tamsweg (P)
- Echt.Sein. partner Dreiländerwirt - owner
- E.C.O. - Institute for Ecology - CEETO external expert
- Biosphere Reserve Management - CEETO project manager

The objective of this workshop was to develop a common tourism strategy and the action plan. Within this workshop a visitor pressure map in the process of a participatory mapping was elaborated and a common vision for tourism in the Biosphere Reserve Salzburger Lungau was jointly defined. Furthermore, essential needs for a sustainable tourism development and the actions in the action plan were discussed. The participants agreed on the pilot action in the Preber Area and on the predefined actions for the action plan. It also was fixed, that the next workshop will be held after the first data analysis of the pilot action and the Kick-Off event in October, were everybody who will join this event, will get the possibility to participate in two workshops for a sustainable tourism development in the Biosphere Reserve.

Impressions of the Workshop on the spot 10th of July 2018





2.3. Echt.Sein. Workshops

Additionally, to the stakeholder workshops, 3 Echt.Sein workshops took place, where partners of the Echt.Sein. campaign participated. Echt.Sein. is focussing a near-natural tourism of high-quality tourism development. The partners of this campaign are regional tourism accommodations, including a wide range from 4****S hotel to holiday on farm. Furthermore, many of these partners are also representatives of tourism boards and of the regional tourism association Ferienregion Lungau. These workshops were focussing on the special needs and ideas of the regional tourism industry to enhance tourism in the region regarding sustainability, nearness to nature and high quality.

These partners are also part of the stakeholder forum:

- Ferienregion Lungau (FRL) - manager and project manager
- Tourism umbrella organisation of Salzburg - district responsible
- TVB St. Margarethen - chairman and Echt.Sein. partner Almgut
- Echt.Sein. Partner Eggerwirt - manager and also member of the FRL board
- Echt.Sein. Partner Dreiländerwirt - owner
- Echt.Sein. Partner Häuserl im Wald - owner
- Echt.Sein. Partner Bramlhof - owner
- Echt.Sein. Partner Löckerwirt - owner
- Echt.Sein. Partner Zirbenpension - owner
- Echt.Sein. Partner Wastlwirt - owner

The first workshop took place on the 17th of May, to inform tourism industry about the CEETO project, the objective and to improve the and agree on a closer cooperation between the tourism industry and the biosphere reserve management. The two others on the 17th of May and the second on the 20th of September, to discuss the action plan, the further development of tourism and the kick-off event in October 2018.



Impressions of the Echt.Sein. Workshop 17. May 2018



Impressions of the Echt.Sein. Workshop 19. July 2018



Impressions of the Echt.Sein. Workshop 20. September 2018





2.4. Workshops at the kick-off event

At the kick-off event 2 workshops were held and open for everyone who is interested.

1. Tourism development in the UNESCO Biosphere Reserve Salzburger Lungau. Attentive visitor steering as a chance.
2. Treasure hunt in the UNESCO Biosphere Reserve Salzburger Lungau. Possibilities of tourist offer development.

FREITAG, 05. OKTOBER	SAMSTAG, 06. OKTOBER
08.30 - 08.45 Come Together Begrüßung durch den Biosphärenpark Salzburger Lungau und die Festrednerin Lurigna	07.30 - 08.30 Morgens-Tauschtag zur Lungau! mit Barbara / max. 20 TeilnehmerInnen Wo: Hotel Kitzau im Wald, Mangfalltal
08.45 - 09.00 Der Mensch und sein Ökosystem. Die Bedeutung des Lebensraumes Natur für Lebensqualität, Erholung und Gesundheit als Univ.-Prof. Dr. Bernd Löhsch	08.00 - 10.00 „Berufstätige“ mit Ruhe, Romantischer Weinort Wo: Gutshof St. Michael im Lungau max. 10 TeilnehmerInnen (Anforderungen: GOLFGRUNDKUNDE)
09.45 - 10.30 Nachhaltige Tourismus - Wunsch oder Wirklichkeit? Hr.-Prof. Dr. Bettina Kretz von Buxtehude	09.30 - 13.30 „E-Bike als Bewegungsmittel“ mit Cornelia / max. 14 TeilnehmerInnen Wo: Zillertalweg Löffelweg, Mauterndorf
10.45 - 11.30 Momente für Life: Die heilsamen Kräfte der Natur bewusst erleben (Ernährung, Bewegung, Achtung, Respekt, Heiligkeit) Ulrike Grotzer	14.00 - 15.00 „Kreuzwegwanderung im Mühlbach“ mit Hans Wo: Aberg, Vilar & Bata Hotel, St. Margarethen max. 20 TeilnehmerInnen
11.30 - 12.15 Die Biosphärenpark Salzburger Lungau - Chancen und Risiken für eine größere Modellregion für nachhaltige Entwicklung Mag. Andrea Thurner	15.30 - 16.30 „Erfindende Neumarkting“ mit Cornelia / max. 10 TeilnehmerInnen Wo: Langgasthof Gollmann, St. Margarethen
12.15 - 13.00 Respektiere Deine Grenzen. Nutzungskonflikte und Potenziale in Schutzgebieten Mag. Dr. Hubert Stock	
14.00 - 18.00 Workshop 1: Touristische Entwicklung im UNESCO Biosphärenpark Salzburger Lungau: Achtbare Besuchererfahrung in Ötztal Stock/Thurner/Schallberger	
14.00 - 17.30 Workshop 2: Schuttschnee im UNESCO Biosphärenpark Salzburger Lungau. Möglich- keiten der nachhaltigen Angebotserweiterung Burian/Kolster/Schüller	
16.00 - 17.30 Paneldiskussion unter der Leitung von als Univ.-Prof. Dr. Bernd Löhsch mit Vertretern aus Wirtschaft, Tourismus und Politik und Vertretung der Erdbiologie Ötztal	
18.00 Kampagne für ein nachhaltiges Abendessen in der Raucherstube des Biosphärenpark Salzburger Lungau (St. Michael, 1. Stock)	Informations & Anmeldung: Biosphärenpark unter 0472 7163 11 oder biospharenpark.org Anmeldungstermin: Donnerstag, 27. September 2018





3. Perspectives

3.1. Management tools to be implemented

To ensure, that the objectives of the Action Plan, the Pilot Action and thus of the CEETO project will be achieved, regular ongoing meetings (at least a half a year) with the forum members are planned (starting in spring 2019). Within these meetings work packages and responsibilities, the implementation of actions and the progress of the action plan will be discussed. Furthermore, there will be room for meetings which need to be held to implement the actions. Also stakeholders outside the forum will be invited to participate and be part in the implementation of the actions.

The next workshop will follow in spring 2019 after the winter season (probably in March), to guarantee a highest possible number of participants, considering the stakeholders from tourism industry. Within this workshop, actions, which will be organized and implemented in 2019, will be discussed together and stakeholders will be encouraged to actively participate in the implementation of the actions.

The next meeting with the Preber working group will also be held in spring 2019 (probably in March), after the mayoral election, to present the first results and discuss and elaborate the implementation of defined and possible measures.

