

PILOT ACTION MONITORING WORKPLAN

CEETO - D.T2.2.1

Version 1
12 2018





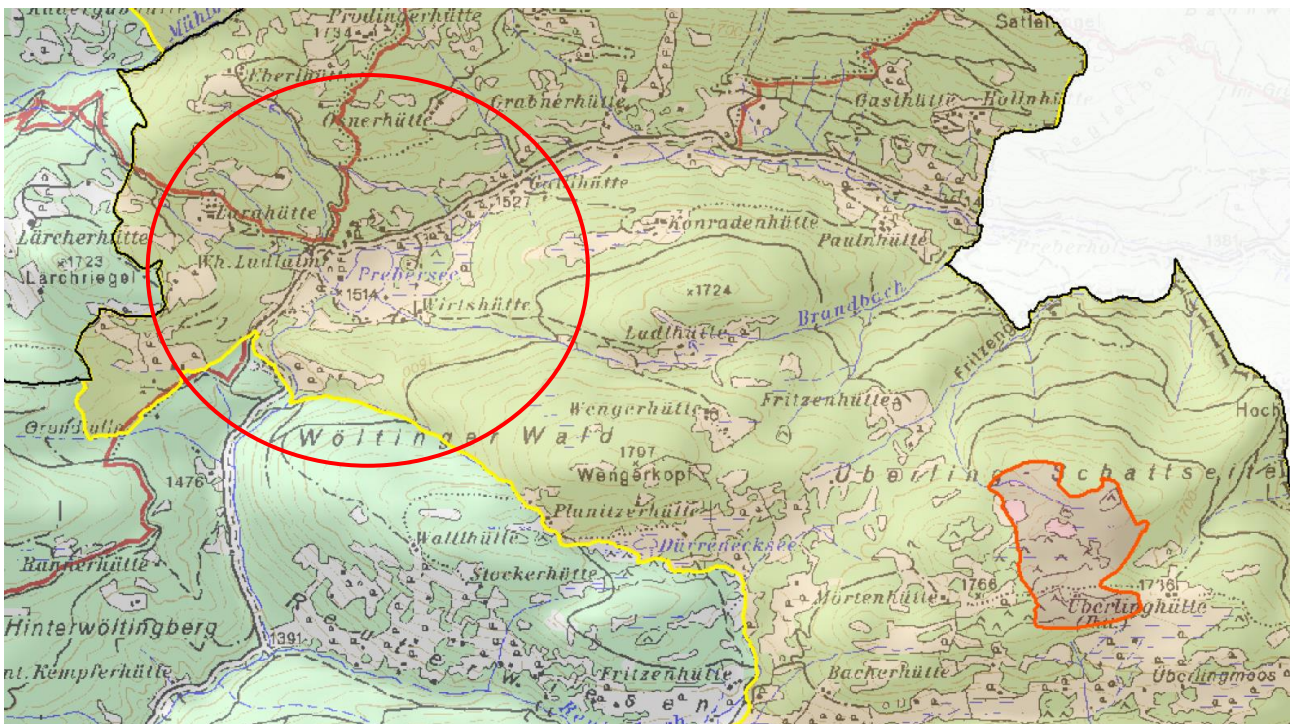
Content

1. Introduction	2
2. Pilot Action: Visitor management and monitoring in the Preber area	3
2.1. The specific situation of the Preber area	3
2.2. The general knowledge and awareness about the biosphere reserve	3
2.3. The Survey	4
2.3.1. Expected outcome (Indicators)	5
2.4. First results of the pilot action	5
2.4.1. Facts about the conduction of the survey	5
2.4.2. Analysis of Results - Visitor management and traffic in the Preber Area	5
2.4.3. Analysis of results - Awareness about the Biosphere Reserve	8



1. Introduction

Subsequent to the workshop on the spot with regional stakeholders, it was agreed to start with the “hotspot” area Preber. The area around the Lake is a popular destination for locals and guests in summer as well as in winter. The protected landscape area on the Preber and mainly around the Preber Lake which is near the Natura2000 area Überlingermoor is a heavily visited area in the summertime. On hot summer days when the weather is nice, many tourists are coming by car into this area for hiking, relaxing and swimming. There are several parking spaces free of charge, but the capacity is not sufficient on peak times. Hence, many cars are parking along the street. Two years ago, this street was a municipal road where parking was allowed, but since then it is a state road where it isn't allowed any longer. So, guests are breaking the law two times. In the first case because of the two wheels on the street, the second case because of the two wheels on the green strip along the road, which belongs to the protected area in this region. A line bus traffic is existing, but isn't very much used at the moment. Sometimes, due to the parking cars the bus can no longer get through. During the nature conservation negotiations another parking space (in front of the others) was prescribed but never realised. Because of the renovation of the Ludlalm last year it can be assumed that the traffic problem will further increase.





Therefore, a visitor survey will be conducted in summer 2018 and will be repeated in summer 2019 with the aim to evaluate the effects of the taken measures. Target group of the survey are visitors, which means locals as well as tourists. The pilot action can be seen as some kind of startup action to 1) improve the situation in a specific area and 2) get more information about the awareness of visitors regarding the biosphere reserve. The results from summer 2018 will also be considered in the development of further actions within the action plan and the further actions shall improve the results of the follow up survey in summer 2019.

2. Visitor management and monitoring in the Preber area

2.1. The specific situation of the Preber area

The huge number of visitors causes some problems, but predominantly the traffic situation plays a crucial role, mainly in the summertime. Most of the visitors arrive by car. There are 3 parking lots but, on some days, additional cars are parking all along the road. A public transport opportunity is currently being offered but should be improved, given this parking situation. The area has numerous entrances and the street is an official state road, so many cars are just passing by on their way from Salzburg to Styria or vice versa and therefore it is not possible to close the road. The road is public and access thus cannot be changed or limited. A local association, Team Preber, is taking care of the area and works on the improvement of the visitor management. The results of the survey will be provided to the Team Preber and together appropriate measures will be developed, to improve the situation in this area through an e.g. appropriate parking management system, improvement or adaption of the public transport offers by integrating visitors needs and elaboration of information materials (brochures and information boards) about the area and sustainable arrival possibilities to promote the use of public transport offers.

Objective

Improvement of the parking situation in this area (measures will be developed together with the Team Preber)

2.2. The general knowledge and awareness about the biosphere reserve

For the management body, it is important, to get more information about the current level of knowledge of visitors about the biosphere reserve in general. Therefore, the survey in this area will be also used, to get more information about that. The results of this part of the survey will serve as an additional information for the development of the actions within this action plan, to



improve the knowledge and awareness of visitors regarding the whole biosphere reserve and monitor the development of these aspects.

Objective

Improvement of the awareness for and the knowledge about the biosphere reserve (measures will be developed together with regional stakeholders, e.g. sensitization, appropriate offers, etc.)

2.3. The Survey

There are two main data sources for monitoring the visitor impact in the specific case

1. Number of persons using the public transport offer (number provided by the public transport service provider)
2. Satisfaction/ willingness of visitors to use public transport system (numbers collected by individual interviews carried out in summer 2018 and 2019)

For point two the following questions will be included

1. Do visitors know that they are in a biosphere reserve?
2. How well do they feel informed about it?
3. What do they believe a biosphere reserve is?

Methodologically, employees of the biosphere reserve management body will collect standardized data from randomly selected visitors of the area on preselected days. A total of 150 interviews should allow to deduct information about:

- Causes for use or non-use of public transport system
- Willingness to use public transport system
- Activities in the area
- Type and motivation of visitors
- Day visitors or overnight visitors
- Socio-economic characteristics
- Awareness and knowledge about the biosphere reserve

The questionnaire will be brief (approx. 5-10 min per interview). Up to 30 interviews per day are realistic, leading to 7 field days. Field day characteristic: sunny day, preferably at least 1 Saturday and 1 Sunday where most visitors show up. These also show different behaviour than tourists that stay longer.



2.3.1. Expected outcome (Indicators)

- The number of visitors using the public transport system is increasing by 10% until August/September 2019
- Number of people who feel very well to well informed about the biosphere reserve is increasing by 20% until August/September 2019

2.4. First results of the pilot action

The following part shows the results of the survey in summer 2018, the results from the one in 2019 and the comparison of the two surveys will be added after conduction, to show the development and the effects of the actions, as described under 5.4.2. for the specific situation and in chapter 6 for the general awareness and knowledge about the biosphere reserve.

2.4.1. Facts about the conduction of the survey

From the 21st of August and the 12th of September, a visitor survey regarding the recreational use and mobility in the Preber area was conducted. In total 149 persons were interviewed. The survey aimed at the activities and the mobility behaviour of visitors. The survey occurred through standardized questionnaires in the frame of the Central Europe Eco Tourism Interreg project. The project addresses visitor pressure and tourism in protected areas. The Preber has a huge number of visitors and park space problems. There is already a public transport system offer, but this is little used and didn't solve the parking situation. Through this survey, the current situation and possible solutions should be outlined. Furthermore, the survey aimed at ascertain the current state of knowledge of the visitors about the biosphere reserve in general to elaborate and implement specific measures to raise the awareness.

2.4.2. Analysis of Results - Visitor management and traffic in the Preber Area

44% of the 149 interviewees were female, 56% male. Nearly the half was between 36 and 60 years old. 30% were above 61, 32% beyond 35. The visitors of the area are rather older ones and are mostly on the way with their partners (30%) or with their family (44%). Nearly 70% are visiting this area more than once a time per year, about a third visited the area the first time. The number of vacationers is relatively high (60%), daily guests and locals account each 20% of the interviewees. One third came from foreign countries (mainly Germany), the rest from Austria (20%), Lungau inkl. federal state Salzburg (30%) and Styria (10%).



Main reason for the visit of this area is the circular trail around the lake, the visit of the Ludlalm is on the second place (Figure 7).

Activities (absolute numbers)

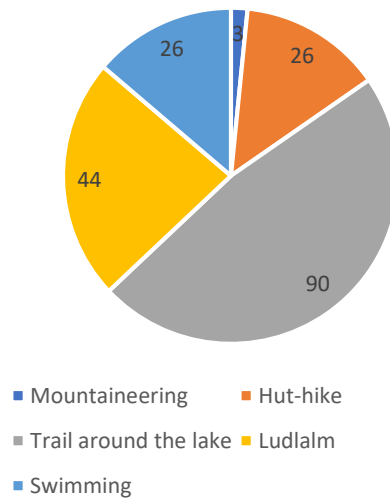
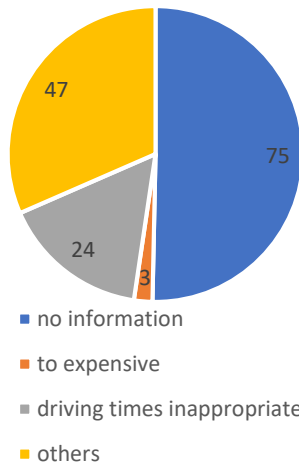


Figure 1 Reasons for visiting the Preber area

The majority of the visitors comes from the Lungau side (89%) and predominantly with the private car (93%). Only 6 persons used the bus. The main reasons for not using the bus are flexibility or emergency cases of families, transit, low frequency of the bus (Figure 8). For Lungau people it is not attractive to drive by car to the bus station and then by bus to the area. 42% cannot imagine to use the bus anyway.



reasons for not using the bus (absolute numbers)



conditions under which use of the bus is conceivable (absolute numbers)

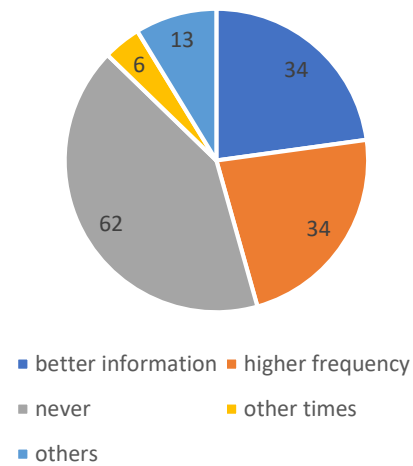


Figure 2: Reasons for not using the bus

Figure 3: conditions under which use of the bus is conceivable

Conclusion

The current bus offer plays only for a few people a role. In the existing form it is only used very less accepted. About 60% can imagine to use the bus in general, but only 4% are using the bus. The main potential is among guests and seniors. For locals and families, it is least imaginable. For 23% the lack of information is the main reason for the non-usage of the bus (Figure 9).

Hence, possible improvements should address mainly the target group of seniors and guests. Only the increase in the timing without targeted information and active measures (signage, reduction of the parking space or an appropriate parking management system) won't increase the usage of the bus, since 40% can't imagine to use the bus anyway.

Possible Measures

- Special information of the main target group of seniors and guests, targeted offers on accommodations
- Increase or rather adaption of the frequencies (more trips) at peak times (hiking and swimming) combined with a possible parking management system
- Possible accompanying measures: external visitor steering system which leads visitors to the bus station. Attractive design of a main-bus-station with a parking area (main target group are guests)



2.4.3. Analysis of results - Awareness about the Biosphere Reserve

More than 20% of the visitors were locals, 43% Austrians and the remaining 36% were international. 79% of the interviewees knew, that they are in a biosphere reserve, even if the current state of knowledge about it is very low. 25% felt very well to well informed, 25% moderate and nearly 50% felt little or not informed about the biosphere reserve. The level of information differs by origin. Locals felt each to approx. 40% very well to well and moderate informed, more than 20% felt little or not informed. Visitors from Austria as well as foreign visitors from other countries felt approx. 20% very well to well informed and more than 50% little or not.

Level of information about the biosphere reserve (%)

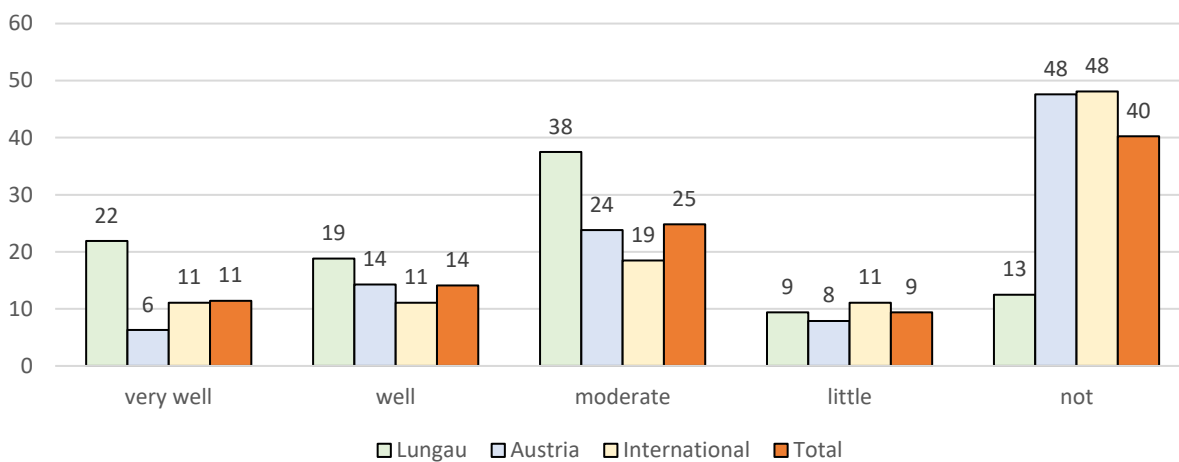


Figure 4: Level of information about the biosphere reserve

What do you imagine a biosphere reserve is?

About 16% of the interviewees have no idea and can't imagine what a biosphere reserve is. But most of the visitors do have an idea about it. The most statements related to the natural environment as an important aspect, followed by answers to the biosphere reserve as a holistic topic of the region and field of action of sustainability, also in context of tourism.

Conclusion

The current awareness about the biosphere reserve is existing. Many of the visitors can imagine very well, what a biosphere reserve is and the answers showed a good picture about what a biosphere reserve is. The assessment about the personal knowledge and the level of information is very low and a big part felt little to not informed. To make visitors and locals understand, that



their ideas about a biosphere reserve are right, measures need to be taken to raise the awareness and improve the knowledge about the biosphere reserve, to transform assumption into knowledge. Therefore, the action plan will be a document for a holistic tourism and leisure time management for the protection of nature, with specific actions to improve information and raise public awareness for the biosphere reserve and the idea behind it.

3. Manual Monitoring Plan

Days of survey							
Date	21.08.18	22.08.18	23.08.18	24.08.18	27.08.18	11.09.18	12.09.18
Week Day	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday
Number	19	22	32	19	20	17	20

4. Monitoring Plan included in the Action Plan Road Map

Date: 07.12.2018	start date	end date	actual start date	Meeting * actual end date	Process complete	in progress		Milestone/Deadline ⚡		duration according to plan					finished		finished after plan																								
						May		Jun.		Jul.		Aug.			Sept.		Oct.		Nov.			Dez.																			
						KW18	KW19	KW20	KW21	KW22	KW23	KW24	KW25	KW26	KW27	KW28	KW29	KW30	KW31	KW32	KW33	KW34	KW35	KW36	KW37	KW38	KW39	KW40	KW41	KW42	KW43	KW44	KW45	KW46	KW47	KW48	KW49	KW50	KW51	KW52	
Action Plan Development																																									
Workshops Action Plan	02.05.2018	05.10.2018	02.05.2018	05.10.2018	100%	*	*			*	*									*	*																				
Draft of Action Plan	11.06.2018	25.10.2018	11.06.2018	25.10.2018	100%																																				
Translation of Action Plan	15.10.2018	30.11.2018	22.10.2018	07.12.2018	100%																																				
Formal Adoption of Action Plan	10.07.2018	31.10.2018	10.07.2018	23.11.2018	100%																																				
Implementation of Strategy - Monitoring																																									
OTS Workshop/Ideas/Vision	10.07.2018	30.11.2018	10.07.2018	20.12.2018	95%																																				
Pilot Action Development (part. Process)	10.12.2018	15.04.2019	10.12.2018	15.04.2019	30%																																				
Pilot Action/Part Preber	15.04.2019	30.09.2019	15.04.2019	30.09.2019	0%																																				
Pilot Action/Part Biosphere Reserve - Action Plan Actions	01.10.2018	30.09.2019	01.10.2018	30.09.2019	10%																		*																		
CEETO Pilot Action and Monitoring Report	16.09.2019	31.10.2019	16.09.2019	31.10.2019	0%																																				
CEETO Monitoring Plan																																									
Preparation of visitor survey	12.07.2018	13.08.2018	12.07.2018	13.08.2018	100%																																				
Conduction of first visitor survey	13.08.2018	17.09.2018	21.08.2018	12.09.2018	100%																																				
Data evaluation	17.09.2018	20.12.2018	17.09.2018	20.12.2018	95%																																				
Conduction of second visitor survey	05.08.2019	31.08.2019	05.08.2019	31.08.2019	0%																																				
Data analysis	19.08.2019	16.09.2018	19.08.2019	16.09.2018	0%																																				
CEETO Pilot action and monitoring report	16.09.2019	31.10.2019	16.09.2019	31.10.2019	0%																																				

Jan.		Feb.		Mar.		Apr.		May		Jun.		Jul.		Aug.		Sept.		Oct.		Nov.																											
KW1	KW2	KW3	KW4	KW5	KW6	KW7	KW8	KW9	KW10	KW11	KW12	KW13	KW14	KW15	KW16	KW17	KW18	KW19	KW20	KW21	KW22	KW23	KW24	KW25	KW26	KW27	KW28	KW29	KW30	KW31	KW32	KW33	KW34	KW35	KW36	KW37	KW38	KW39	KW40	KW41	KW42	KW43	KW44	KW45	KW46	KW47	KW48
* Part. Process PA development *																																															
CEETO Pilot Actio implementation																																															
Pilot Action and monitoring report																																															
Second survey																																															
Data analysis																																															
Pilot Action and monitoring report																																															