



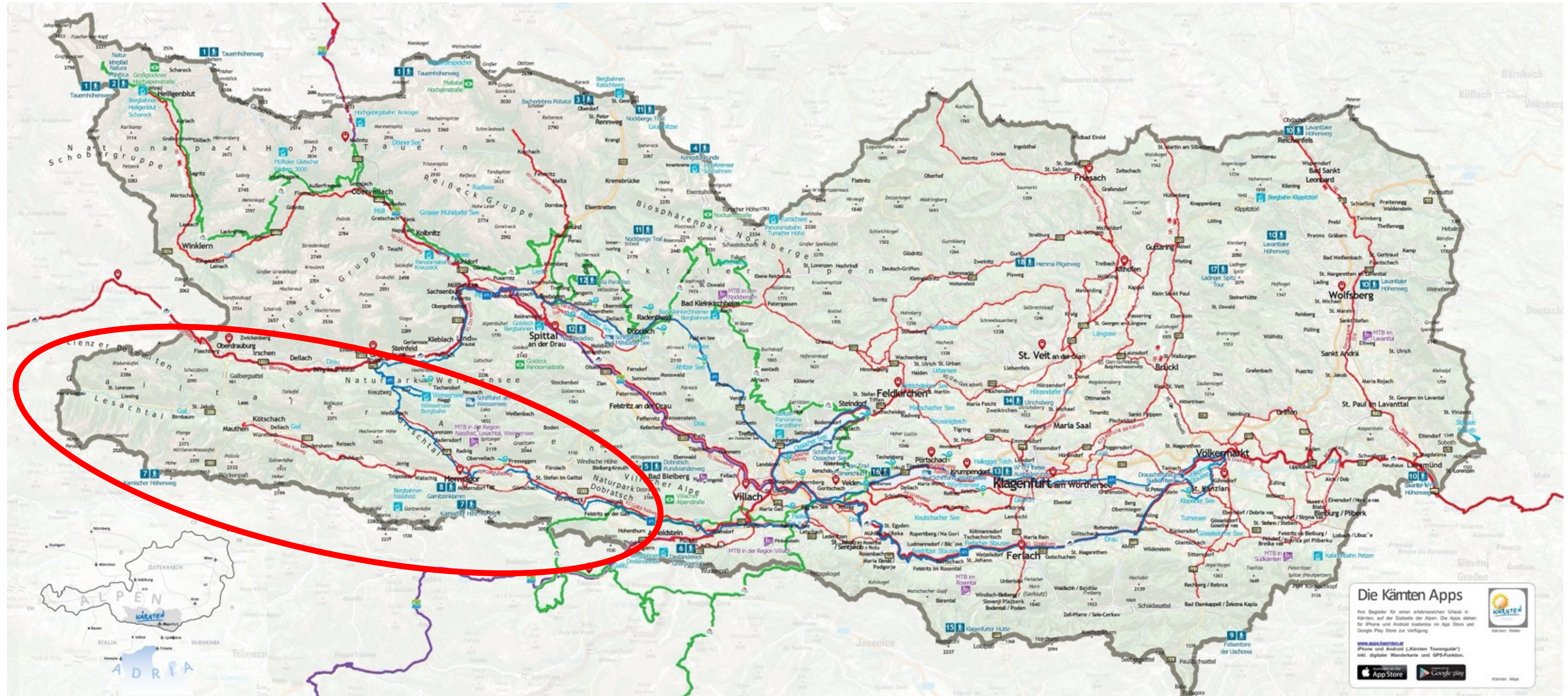
MOVING FORWARD TOGETHER!

On the way to becoming the most sustainable region in Austria

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NATURFORUM 4.0 SUSTAINABLE COOPERATION BETWEEN AGRICULTURE AND TOURISM



NASSFELD-PRESSEGGER SEE | LESACHTAL | WEISSENSEE

Participatory processes for more sustainability
Markus Brandstätter, June 24, 2024

STiAS
Sustainable Tourism in Austria
Summit

The Vision

Austria's most sustainable region

- For the people in the region, we are creating **"THE WORLD OF GOOD LIVING"**, and we will be **climate-neutral by 2050**.
- By **raising the quality of life and leisure**, locals and visitors alike will benefit.
- Living in harmony – locals and visitors encounter each other with mutual appreciation.



MISSION STATEMENT – our vision

- To us, "sustainability" is an attitude – **when it comes to our grandchildren's future**
- We boost **regional food sovereignty**
- We reduce **greenhouse gas emissions**
- We promote the development of **sustainable mobility**
- We back **renewable energies**
- We respect nature and care for the preservation of **biodiversity**
- We contribute to securing our **livelihoods in the valleys**



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**TO US,
SUSTAINABILITY
IS A
REALITY...**

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in our culinary
delights and
artisan food
and drink



in our zero-
waste
philosophy



in form of
renewable
energies

... WE ENCOUNTER IT:



in our various
mobility offers



in the nature of
our living
environments



in the region's
businesses

THIS IS WHAT WE ARE DOING

Right now

- To us, "sustainability" is an attitude – **when it comes to our grandchildren's future**
- **2021: Obtaining GSTC certification for regions**
"Global Sustainable Tourism Council"

Worldwide FIRST cross-border GSTC certification!! (NLW region and Tarvisio)



Austrian Eco-label FOR THE ENTIRE SERVICE CHAIN



NATURFORUM 4.0 SUSTAINABLE COOPERATION
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Nature forum 4.0

Shaping living environments

Sustainable cooperation between agriculture and tourism

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Use of trails for recreational activities

Use of natural areas also leads to conflicts of use and interest

- Use of natural areas by locals and guests is increasing
- Hiking, biking, running, ski touring, winter hiking increasingly popular
- Corona pandemic reinforces these trends
- Conflicts of use arise (hiking/biking or ski touring/winter hiking)
- Conflicts of interest - amateur athletes versus land/forest/hunt owners
- Some joint use of sub-areas (e.g., hiking & biking)
- E-bikes enable extension of the route radius
- Encroachment on game reserves, hunting areas and young crops



Use of trails for recreational activities

Objectives in terms of content

- Development of a model process design involving ALL stakeholders
 - Agriculture and forestry
 - Landowners / trail cooperatives / agricultural communities
 - Hunt owners
 - Rural road network
 - Municipalities
 - Tourism
- More than 30 workshops have been held.
- More than 200 peoples were involved

Use of trails for recreational activities

Objectives in terms of content

- Preparation of existing area / trail data from various systems – basis for discussion
- **Implementation of natural area screenings** to identify areas of natural sensitivity, areas of scenic value, or where natural hazards need to be taken into account (**4 Sub regions – more than 1.000 km²**)
- **Contracts** for the use of the **bike trails** have been revised
- **The rules of conduct have been revised.** These were revised and checked by all stakeholders

Use of trails for recreational activities

Objectives in terms of content

- **Detailed infrastructure analysis** of the individual forms of use, involving local experts on the project area, as well as experts from areas such as natural history, natural hazards, forestry/hunting, outdoor tourism, trail construction
- **Revision of the target group-oriented trail and route plan**
“Not necessarily more, but better” is the motto
- **Presentation in maps for sustainable management and maintenance of the diversified trail network**
- **Evaluation and optimisation of the information and guidance system** – visitor information and guidance
- **Development and introduction of “Nature Forum 4.0.”** with presentation of the overall process design, incl. learnings for replication in other regions.

Use of trails for recreational activities

Objectives in terms of content

Trail categories SUMMER (from project)

- Circular hiking trails
- Summit trails
- Long-distance trails
- Theme trails
- Running trails
- Mountain bike routes
- Bike & Hike
- Downhill routes / MTB trails

Point information: Starting points / Points of interest (serviced huts, mountain peaks, special places) / Bike & Hike stations



Use of trails for recreational activities

Objectives in terms of content

Trail categories WINTER (from project)

- Ski touring trails
- Toboggan runs
- Snowshoeing
- Winter hiking
- Cross-country skiing
- Ice skating



Point information: Starting points / Points of interest (serviced huts, mountain peaks, special places) / Bike & Hike stations

Use of trails for recreational activities

New info- and routingsystem have been introduced

- A new Map for hiking and biking has been created
- New CI for the guidance system was developed
- More than 70 Infopoints will be built this summer (Some of them with a digital screen)
- New: **Infrastructure Caretaker** (Link to Stakeholders, tourism organization and Communities (public administration))

