



REPORT ON MANAGEMENT TOOLS IMPLEMENTATION

D.T2.3.2 - RVL - UNESCO Biosphere
Reserve Salzburger Lungau (PP03)

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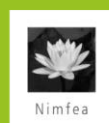




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1. General information

1.1 - General introduction to the Action Plan and strategic objectives

The original natural and cultural landscape of the Lungau contrasts life in city, skyscrapers, streets and offices absolutely. Since ever the Lungau was considered as original living space with distinctive traditions and a high biodiversity. This is also a reason why the Salzburger Lungau received the award as a UNESCO Biosphere Reserve in 2012.

Behind the award stands the UNESCO Man and the Biosphere (MaB) program, which focuses on a holistic regional development. It is our task to connect and link regional actors from different sectors, existing projects and initiatives and to develop our region together with the local population towards a positive and sustainable direction. The biosphere reserve is not only a tourism organisation and therefore responsible for several other fields of activity within the whole region but everything is related to each other. In the case of a sustainable tourism development, it is of importance, to connect all fields of activity, involve regional actors from agriculture, nature protection, tourism and health and take up and build on existing initiatives and projects.

Through the Interreg Project CEETO - sustainable tourism in protected areas, the chance is given, to develop strategies and projects in the sense of a sustainable and nature friendly tourism. Within the project, the tourism strategy and the action plan at hand were developed, representing also the chapters on tourism development of the new management plan of the Biosphere Reserve Management body. The action plan was developed together with regional stakeholders from different areas and on the basis of the first results of the pilot action. The guiding principle behind the strategy and plan is “Experiencing Biosphere” which addresses guests, but also the local population. 3 fields of activity will be addressed in this plan to raise the awareness for and improve the knowledge about our special living space, to contribute to the regional value added and to support a sustainable development within the region in cooperation with the local population:

Quality improvement - evaluation, cooperation, education: Within this field of activity, a survey and evaluation of existing offers, visitors need, expectation and satisfactions as well as a monitoring on specific hotspots (if necessary) will take place. Furthermore, a regional cooperation and network and an education and training program for locals and tourism actors should be established. Together with regional stakeholders the further development of tourism in a sustainable manner will be discussed and planed at ongoing meetings.

Communication - accessibility and availability of information: Within this field of activity not only the preparation of content for communication materials and channels but also the provision of appropriate information and communication channels plays an important role to ensure the dissemination of information, to raise the awareness and to improve knowledge. Furthermore, through direct contact with locals and visitors in the frame of events and guided tours, the raise of awareness, transfer of knowledge and appreciation for regional particularities can be further improved.

Sustainable tourism offers - development and support: Within this field of activity two things are very important. First, the support of new and innovative concepts and offers like the Biosphere digital and secondly, the development of new and innovative concepts and offers like the long-distance hiking trail to experience the biosphere reserve.



1.2 - Forum (update)

Update on the Forum and any other meetings on the Action Plan and/or individual activities

In the project, there are 2 different participatory planning forums. One for the whole Biosphere Reserve and the implementation of the action plan and one for the special area around the Prebersee.

1. The action plan process started with a first stakeholder workshop in ... during the workshop on the spot the action plan was finalized and accordingly agreed on.
In ... 2019 another stakeholder workshop took place to discuss and plan the activities for 2019. It was agreed, that every year a stakeholder workshop will take place and some additional meetings if urgent situations pop up that need discussions and action.
2. In 2019 two workshops with the members of the Preber workgroup took place to discuss the specific situation in this area and possible actions. It was agreed on, that the meetings will be continued in 2020 to finalize and implement the actions in this area (parking space management, public transport, communication).

1.3 - Stakeholders involvement in the Action Plan

Local and regional (public, private and associations) stakeholders from different sectors were invited to participate in the development and implementation of the action plan. Approximately 10 to 30 stakeholders actively participated in the forums and the implementation of the actions in 2019. Stakeholders included members from local tourism community (e.g. tourism associations of the 15 communities, the tourism marketing organisation Ferienregion Lungau, hotel and restaurant owners, biosphere reserve guides), local municipalities (e.g. the mayors), nature protection (e.g. the mountain and nature guard, the department of nature protection from the federal state government of Salzburg, etc.), economy (e.g. the Chamber of Commerce), regional development (e.g. the regional association Regionalverband Lungau and the management body of the Biosphere Reserve), agriculture (e.g. the district chamber of agriculture and local farmers) and others (e.g. Heilkraft der Alpen, RespekTiere deine Grenzen, etc.).

Regarding the implementation of the action plan stakeholders could indicate which actions they are interested in and if they would be part of the implementation or only participate and, if necessary, support the implementation.

The Preber workgroup includes the decision makers in this area like the municipality of Tamsweg and Krakau, the tourism association of Tamsweg and Krakau, the Waste Management Association, public transport, the biosphere reserve management body and the regional association Regionalverband Lungau and the Department for Nature Protection from the federal state government of Salzburg. In addition, other affected stakeholders outside the core group were involved like the land owners and restaurant owners.

With the core group the main framework conditions were elaborated and further aspects clarified and discussed in in personal conversations with land and restaurant owners.



2. Sustainable Tourism Action Plan

2.1 - How would you assess your overall progress towards in sustainable tourism, bearing in mind where you started?

General assessment of the pathway and progress made since the start of the activities set out in the CEETO Action Plan

Long time the biosphere reserve didn't play a crucial role in tourism and also the role of the biosphere reserve management body in the context of the tourism development in the region was not defined sufficiently. With the action plan a good basis for further development of sustainable tourism was created that offers framework conditions and some kind of guidelines for the biosphere reserve management body how it can contribute to and support the tourism development in the region. The action plan contains the common vision, defined in the stakeholder meetings and all stakeholders agreed on it and the active contribution to achieve this vision. The action plan contains mainly interactive and awareness raising actions with a high participatory character to bring people together, taking cooperation forward and strengthen the identification of locals and guests with the Biosphere Reserve. The next steps are to make the biosphere reserve more experienceable through visualizing it (3D map, interactive map, etc.) and concrete offers (Biosphere Reserve Partners, guided tours, experiences, destinations, etc. Some of them are already in implementation, others will start in 2020. A lot have been achieved in this first year, we are on a good way. Until the end of 2020 repeating actions will be anchored in the 10-year management plan of the biosphere reserve, so that the ongoing implementation is guaranteed.

2.2 - Have the actions provided for in the plan so far been implemented? If not, why?

Yes, the implementation of the action plan is in full progress. Some of the actions are continuous, some of them are short-, medium- or long-term. Continuous actions are for example guided tours, the annual main event, training for locals, etc. short-term actions like the sustainability brochure of the region, the 3D map and the interactive map should be implemented in 2020 and the development of medium-term actions like the partner network and offers to experience the biosphere will start at the beginning of 2020. In a next stakeholder meeting in spring 2020 the further steps in elaborating medium-term actions will be discussed.

Regarding the specific actions in the special area around the Prebersee some delays occurred due to political changes and changes in tourism sector. But they are in progress now and should be implemented in 2020 so that the action in this area will be finished.

2.3 - What were your most positive achievements? And the main challenges you still face?

The most positive achievement is the improved cooperation between different sectors and the biosphere reserve in the context of tourism. In detail, the participatory process, the defined common vision, the developed action plan that defines the role of the biosphere reserve in the context of tourism and offers framework conditions and guidelines for a sustainable tourism development and actions that will be included in management plan of the biosphere reserve to guarantee a successful continuation, the creation of a 3D map for the Preber Area and the whole region (in progress), the creation of different communication materials (website, Preber brochure), etc.



The main challenges regarding the project were:

1. A lack of available resources like time, money and personnel
2. Circumstances of stakeholders in the Preber area: The political changes that prevented the timely elaboration and implementation of specific actions in the Preber area (parking management, public transport) and new owner of the hotel at the Prebersee who need to be involved.
3. Changes in tourism sector (reduction from 11 to 2 tourism associations - new CEO)

2.4 - Describe the monitoring you have undertaken of the results of your Action Plan.

The selected monitoring for the project was a survey consisting of standardized questionnaires that contain two main aspects: the knowledge and level of information of visitors about the biosphere reserve and the mobility behaviour of visitors in the Preber area. The first survey took place in summer 2018 and the results give a first overview about the situation in the area and the awareness of people about the biosphere reserve. This information was included in the development of the action plan on the one hand and in the development of specific actions for the Preber area. After implementing some actions, mainly in the field of the awareness for the biosphere reserve (the actions in the specific Preber area couldn't be implemented as mentioned above) in summer 2019 the survey was repeated to detect the changes.

All information about the monitoring and the results can be found in doc. T2.4.3 the report on monitoring workplan implementation as well as in T2.5.1 the pilot action final report.

2.5 - Updating strategy and actions, the process(es) and timetable(s), making reference to the Forum and the involvement of local stakeholders.

The strategy is still the same as in the action plan - awareness raising and sensitization for the biosphere reserve within locals and guests and taking specific actions in specific areas (e.g. Prebersee). Below are the updates on actions from the action plan.

Quality improvement: evaluation, cooperation, education

- Survey, evaluation and monitoring

Basic survey: first evaluation took place together with stakeholders - **started in time, still in progress/to be continued in 2020 - in time**

Visitor survey and monitoring:

- a) periodic - not started, the right setting needs to be found and questions need to be elaborated **planned to be started in 2020 - delay**
- b) continuous - started in the Preber area, containing questions about the knowledge of visitors in about the biosphere reserve **completed/ to be continued (but in different form) in 2020 - in time**
- c) Monitoring and management on Hotspots - pilot action Preber - **completed** (brochure, survey) - **in time /to be continued in 2020** (parking management and public transport) - **delay**



- Cooperation, participation and synergies

Participatory forum: meetings took place and still take place - **completed/to be continued in 2020 - in time**

Biosphere reserve partner network: first research on criteria took place - **started/to be continued in 2020 - in time**

Education and training: not started, **planned to be started in 2020 - delay**

Communication: Accessibility and availability of information

- Information materials and channels

Improvement of existing materials (website): contribution of the whole regional development office and different stakeholders - **completed/continuing update - in time**

Creation of new materials: brochures and magazine - not started, planned to be started in 2020 - **delay**

- Events and guided tours

Annual main event: took place in October 2018 and May 2019 together with regional stakeholders - **to be continued in 2020 - in time**

Daily events: not started, **planned to be started in 2020 - delay**

Guided tours: 5 guided tours on different topics with regional stakeholders (guides) took place - **to be continued in 2020 - in time**

Sustainable tourism offers: support and development

Biosphere Digital: interactive map, in cooperation with tourism associations, municipalities and different regional stakeholders - **in progress/to be continued in 2020 - in time**

NEW - *3D map*: print map (not listed in the action plan), in cooperation with tourism associations, municipalities and different regional stakeholders - **in progress/to be continued in 2020 - in time**

NEW - *Project EXPERIENCING BIOSPERE* (not in the action plan) together with Biosphere Reserve Berchtesgadener Land - making Biosphere Reserves experienceable (offers, destinations), in cooperation with regional stakeholders from tourism, economy, agriculture, external experts, etc. - **to be started in 2020**



3. Management tools/procedures

3.1 - What management tools/procedures have you used? (not only in your Pilot Actions)

Regarding the CEETO Inventory (D.T1.2.1) the survey was chosen as monitoring tool during the project period to assess the knowledge and behaviour of visitors in the Preber area. In each survey period (summer 2018 and summer 2019) 150 standardised interviews were conducted by employees of the biosphere reserve management body. The questionnaire contained different parts: questions about the Preber area (why do people come there, do they come by bus or car, why do they not use the bus, under which circumstances can they imagine to use the bus, do they arrive from Lungau or Styria), about the Biosphere Reserve (do they know that they are in a Biosphere Reserve, what do they think a Biosphere Reserve is, how well do they feel informed about the Biosphere Reserve) and some socio-demographic questions (age, sex, with whom do they come, where do they come from, how long do they stay, are they locals, day visitors or holiday makers)

3.2 - Cooperation with other competent bodies in the implementation of management activities

The Biosphere Reserve management body and the regional association Regionalverband Lungau are responsible for the regional development in the Biosphere Reserve and work on behalf of the 15 municipalities in the region. In the CEETO project a strong cooperation with the municipalities, the tourism associations and different other stakeholders from the region (agriculture, public transport, economy, etc.) as well as with external experts and stakeholders from the federal state government of Salzburg took place to assess and develop relevant activities for the specific situation in the Preber area and for the sustainable tourism development in the whole Biosphere Reserve considering the Biosphere Reserve and its philosophy and the possible role of the Biosphere Reserve management body in the context of tourism.

3.3 - Assessment of strengths/weaknesses about management tools/procedures used

The survey allowed to get a good overview about the visitors in the Preber area and their preferences as well as about their knowledge about the Biosphere Reserve. For a first monitoring it was a good tool but it is very time intensive regarding the conduction and the analyses. For further monitoring some adaptations are needed like e.g. online tool with integrated analysis tool or, if printed versions will be used at events, etc. with short questions and answers to mark with a cross, otherwise it won't be feasible without spending too much time.

3.4 - Have you identified other innovative tools/procedures?

No



4. Implemented Action(s)

4.1 - Action 1

A) Action description: “Experiencing Biosphere” is the headline of the action plan - Raising awareness and increase the level of information and knowledge about the Biosphere Reserve its main issue to reach the common vision. The first survey in the Preber area in 2018 served as a basis. In 2018 and 2019 different activities to improve the communication about the Biosphere Reserve and inform visitors were undertaken and the results of the second survey in the Preber area in summer 2019 were finally compared with the ones from 2018.

B) Strategy/objective: Raising awareness for the Biosphere Reserve and increase the level of information among locals and guests is the main strategy of the sustainable tourism action plan generated in the CEETO project. The main vision is, that the region becomes a best practice for sustainable tourism, people are working together on this vision and that the Biosphere Reserve is the essential brand. To make this vision come true it is first important, to inform people about the Biosphere Reserve and its philosophy.

C) Monitoring tools and management procedures: The survey in 2018 around the Prebersee showed, that the level of information about the Biosphere Reserve could be much better and that it is, first of all, necessary to inform people accordingly. After the survey different activities in the field of communication took place:

- Kick-off event - Sustainable tourism in the Biosphere Reserve
- Implementing a new website for the biosphere reserve, improving communication via Facebook
- Day of open door in cooperation with the rural youth and regional stakeholders (agriculture, economy, tourism, nature protection, etc.)
- Guided tours with Biosphere Reserve rangers (bird, meadows and regional products, forest and land art, stars)
- Handing over information to survey participants during the survey

D) Stakeholder involvement: Stakeholders were involved from the beginning in developing the action plan and also in preparing and implementing the actions. Regional tourism associations, regional economy and agriculture, farmers, producers, the rural youth, nature protection organisations and the municipalities were involved in the participatory planning forum, the elaboration and preparation of the actions and also the implementation.

E) Specific results: The kick-off event was joined by nearly 60 people, the Day of open door together with the rural youth by nearly 200. Also, the guided tours were visited by 10 to 30 people. Also, the page views and users of the new website as well as the views on Facebook and YouTube increased sharply. The results from the first survey showed, that only 25% of the interviewees feel very well to well informed about the Biosphere Reserve. The aim was to raise this level of information by 20% until summer 2019. Even if only 13% could be reached, this shows, that it is the right direction.



4.2 - Action 2

A) Action description: Reducing the use of private car and increase the use of public transport to access the Prebersee in order to solve parking management problems in this area.

B) Strategy/objective: The action belongs to action 6.1.1. C) Visitor survey and monitoring on hotspots. The strategy is to inform people about the special area, to implement a parking management system and to increase the public transport offer in order to avoid, that all people come by private car into this area and so to solve parking problems and reduce the pressure.

C) Monitoring tools and management procedures: In the participatory mapping process stakeholders decided to start with one of the most visited places in the region, the area around the Prebersee. In summer 2018 a survey with 150 participants was conducted around the lake to get more information about the situation up there (mobility behaviour, reasons why people don't use the bus and what it needs that they will use it instead of the private car, reasons for visiting the area, etc.) and to develop specific measures. Together with the Preber workgroup in spring 2019 different actions were discussed and are currently in progress. Due to political circumstances it was not possible to implement the actions until summer 2019 and before the second survey, except the information brochure to inform visitors.

D) Stakeholder involvement: At the workshop on the spot (action plan workshop) a participatory mapping took place where stakeholders had the possibility to mark the most visited areas in the Biosphere Reserve. One of the most visited areas was the one around the Prebersee so it was decided to start with this area. The specific actions for this area were developed with the Preber work group, a group existing of important decisionmakers for this area (mayor, tourism, etc.) that works on the development of this area since approx. 5 years.

E) Specific results: In this action a summer and a winter brochure with all information (tourism, gastronomy, nature, etc.) about this area was created and printed approx. 3.000 times. This brochure was disseminated in the whole region, in the gastronomy near the Lake and at accommodation in the municipality of Tamsweg. The second survey in summer 2019 showed no changes in the mobility behaviour but that's no wonder because the main reason under which visitors can imagine to use the bus, increase of the frequency of the bus, didn't change.