



# REPORT ON MONITORING WORKPLAN IMPLEMENTATION

D.T2.4.3 - RVL Biosphere Reserve  
Salzburger Lungau (PP03)

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# 1. Introduction

## touristic issues, initial situation

Since 2012, the Lungau together with the Nock Mountains is a Biosphere Reserve. Many people are already aware that the Lungau is a Biosphere Reserve, but few know enough about it. This concerns both locals and guests. Especially in tourism, the Biosphere has not been anchored so far. Information about the Biosphere Reserve is transported too little and the Biosphere Reserve is not experienceable as a destination. Therefore, it is first and foremost necessary to convey appropriate knowledge about a Biosphere Reserve, to bring it and the philosophy about it into the consciousness of the people.

Tourism has a long tradition in the region and there are many good ways to educate people about how to behave properly and how to deal with nature. Mass tourism effects are present in the region so far only a few. In order to continue to preserve the scenic beauty, untouched nature and the authenticity of the region, it is first and foremost to educate and inform people about sustainable tourism and to work together to develop ways and conditions how tourism in general can and should develop in the region in future and how to deal with certain situations.

As part of the project, the Preber area emerged as an example region. Here, especially on sunny days in winter and in summer, there is an increasing problem in the parking space situation. The parking lot capacity is often insufficient, which means that cars are also parked along the street. This not only has a negative impact on the appearance of the recreation area, but also means a double offense, since there is an absolute parking ban on both national roads and adjacent nature Reserves. Furthermore, this leads to the fact that there is often no getting through for buses. The current offer of public transport is so far little or not taken up. A general closure of the road is not possible because it is an official state road from Salzburg to Styria. Therefore, other solutions have to be found, developed and implemented in order to defuse the situation in the area without producing negative effects in other areas (eg gastronomy) or areas (alternative parking facilities?) and still giving visitors access to this recreational area.

## developed strategy (long period vision → Action Plan)

In cooperation with regional stakeholders an action plan was developed within the CEETO project that focusses on awareness raising and sensitization as well as on challenges in specific areas. It contains a description of the current situation in the region and is based on the results of the participatory planning process and the first survey in the Preber area in the summer of 2018.

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 planned 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.

### pilot action goals

The aim of the pilot actions is to raise the level of information of locals and guests in field 1 "Knowledge and Awareness of the Biosphere Reserve" and in field 2, "the specific situation in the Preber area", to solve the parking space problem in this area and to increase public transport.

### monitoring needs

The monitoring requirements were to obtain representative cross-sectional data on knowledge about BP and the willingness to use the public transport system.

### use of gathered data

The data collected during the first survey are intended to obtain information about visitors' awareness of the Biosphere Reserve, the use of the public transport system and the circumstances in which the use of the public transport system is conceivable. Furthermore, the results serve as a basis to elaborate the action plan and possible actions in the specific area. The second survey in the summer of 2019 serves to make changes visible and, if necessary, make adjustments to planned / implemented measures and actions.

## 2. Pilot Action(s) Implementation

The pilot action within the CEETO project included 2 areas:

- 1) General: The knowledge and information about the Biosphere Reserve
- 2) Specific: The specific situation in the Preber area

Ad 1) This area was generally aimed at raising awareness of our habitat, the Biosphere Reserve and the idea behind it. Through appropriate information that shows how our behaviour affects the environment and what options are available to avoid negative effects, sustainable action and the respectful treatment of nature should be promoted in the sense of preventive visitor guidance. In the first year, individual events took place within the framework of the project, as well as the beginning of a concrete elaboration of a concept to integrate the Biosphere into the context of tourism and position it as a sustainable experience destination. The first survey provided an initial update on whether people know that the region is a Biosphere Reserve, how well they feel informed about the Biosphere Reserve and what they envision. Furthermore, the monitoring served to generate more knowledge about the relationships between visitors and their characteristics and the knowledge about BP in order to prepare corresponding target group specific offers and information.



Ad 2) In the area of the mobility behaviour of the visitors, the goal was to achieve a wider acceptance and increased use of public transport in order to preserve the scenic appearance of the recreational area around the Preber lake on the one hand and to ensure access to this area through environmentally friendly alternatives for the benefit of all on the other hand. The purpose of the monitoring was to collect information about the relationships between visitors, their characteristics and their mobility behaviour, to obtain more information about the reasons for the (non-) use of public transport and the circumstances in which the use of the public transport is imaginable for visitors to generate target group-specific information and create appropriate conditions and offers.

## 3. Monitoring design and setup

### 3.1. Monitoring Activities

For the data collection standardized questionnaires were elaborated, which were used both in the first survey in the summer of 2018 and in the follow-up survey in the summer of 2019. In total, 150 interviews were conducted by the employees of the Biosphere Reserve for each survey. The survey took place in summer 2018 on 7 days, the survey in summer 2019 on 6 days.

The indicators of the survey were 1) the number of people who feel very well to well informed about the Biosphere Reserve, and 2) the number of people using the public transport service.

The data obtained in terms of knowledge and information about the Biosphere Reserve serve as a basis for the preparation of the action plan and as a basis for all follow-up surveys. The data obtained on the specific situation in the Preber area are used to draw up specific measures for the area and as a basis for all subsequent surveys. On the one hand, these basic data provide information about the current status and, on the other hand, a basis for all further surveys to measure the changes after implementation of the planned actions and, subsequently, to adapt and adapt the implemented actions.

In general, the data obtained from the first survey provided the basis for the second survey to compare the results. The results of the second survey form the basis for the planned follow-up survey, which will take place after the implementation annually. It is planned to adapt the survey tool for the entire region, to establish it as a fixed component for quality assurance and to integrate the acquired data into the long-term monitoring of the Biosphere Reserve (BRIM) in the future.

### 3.2. Monitoring Equipment

The aim of the monitoring in our area was to get more information about the preferences of people visiting the Preber area, their mobility behaviour, their satisfaction with the existing public transport offer and the circumstances under which the use of the bus instead of the car will be conceivable for them and their level of knowledge and stand of information about the Biosphere Reserve.

In our case we chose the survey as monitoring instrument. Because it is one of the most commonly used methods when it is necessary to collect visitors' preferences in order to apply appropriate management strategies (see D.T1.2.1 Inventory of planning/management/monitoring tools and success stories for sustainable tourism in protected areas). This monitoring method adapts to your information needs, offers quantitative and qualitative data and allows to profile the visitors. Furthermore, this monitoring method can be adapted to the whole region and to the development level of specific situations by including further



questions. This allows to test the current situation as well as the acceptability of solutions and implemented actions.

For the survey, a standardized questionnaire was developed (see annex), that contains 4 parts. The questions in this questionnaire were related to the following aspects:

1. Activities in the area
2. Mobility behaviour: Choice of transport for arrival, Arrival from Lungau or Styria, Knowledge about the public transport offer and reasons for the (non-) use of it, Circumstances under which a use of the bus offer would be conceivable as well as, Satisfaction and improvement suggestions if the bus was the mode of transport of choice.
3. Knowledge of visitors about the Biosphere Reserve: Do they know that the Lungau is a Biosphere Reserve, how well do they feel informed and what do they imagine a Biosphere Reserve is / what do they associate with it?
4. Socio-demographic characteristics: sex; age group; stay with family, partner, friends or alone; origin; type of visitor (tourist, day guest or local)

In addition to the survey, statistical data was used as a methodology tool to get better information about the utilization of the bus. Therefore, data about the number of the passengers who used the bus were requested from the Salzburg Transport Association.

### 3.3. Monitoring Systems Setup

The survey was conducted at the 3 parking lots around the Preber lake and along the educational moor trail. It was carried out by employees of the Biosphere Reserve with standardized questionnaires in the summer of 2018 on 7 survey days in the period from August 21st until September 12th and in summer 2019 on 6 survey days in the period from August 26th until September 4th.

On average, 23 interviews were conducted per survey day. A repetition after implementation of the planned actions, which could not be implemented so far, is considered.

In general, a comprehensive survey system for ongoing quality assurance should be implemented in the region, as the exact implementation of this system should look like in the future, whether random samples at selected times in selected areas or continuously on the homepage or in companies, is not yet final.





Figure 1 Monitoring area around the Preber lake

### 3.4. Implemented managerial activities

Before the monitoring was started, the questionnaire was developed in several internal meetings and with the support of our external consultant (E.C.O. Institute for Ecology, Klagenfurt). Employees of the Biosphere Reserve were responsible for the whole monitoring (survey activities), which means the development of the survey, the conduction of the survey (supported by a trainee) and the communication but also the data analysis. The results of the survey were represented to the members of Preber working group, with whom the Biosphere Reserve is actively working on the development and implementation of specific actions in the Preber area, in order to improve the parking situation there and to increase the acceptance and use of the public transport offer. Information about the ongoing survey in the Preber area was posted on the Facebook page and the website of the Biosphere Reserve. Before carrying out the surveys, the municipality Tamsweg, the tourism association Lungau and the restaurant "Ludlalm" on the lake were informed. There was no advance public information to avoid influencing the results

### 3.5. Education on the use of equipment

There was no education on the use of equipment needed because the only used "equipment" for the monitoring were standardized questionnaires.



### 3.6. Monitoring system tourist information campaign

As part of the monitoring, information about the project and tourism in the region was communicated through the CEETO logo on the questionnaire sheets; the project leaflets for communities and travellers about sustainable tourism; brochure about the Biosphere Reserve and tourism offers in the Biosphere Reserve (materials see annex).

### 3.7. Expected results

Of the 150 interviews conducted per survey, the following results were expected:

- Cross-sectional data on 1) the knowledge / information on the Biosphere Reserve, 2) the willingness to change the mobility behaviour (away from the car to public transport), 3) the activities in the area and 4) the visitor groups including selected socio-demographic characteristics.
- Information on how well the visitors feel informed, what they already know about the Biosphere Reserve and what they do not know and where to start to achieve an improvement here. The aim was to achieve a 20% increase in those visitors who feel very well to well informed about the Biosphere Reserve.
- Information on how the requirements and conditions in the Preber area must change in order to bring about a sustainable change (from the car to the bus). The aim was to achieve a 10% increase in the use of public transport.

### 3.8. Use of Collected data

The data were evaluated and analysed with regard to the following questions.

- Knowledge and information about the Biosphere Reserve
- Use of public transport, reasons for (non-) use and circumstances under which use would be conceivable

The basic data, together with the results of the stakeholder workshop (workshop on the spot), served to develop the action plan and specific actions in the Preber area. The follow-up surveys were used to determine the change that was made by the taken measures. Due to the fact that some measures and actions could not be implemented, there will be a new survey after the implementation of the measures in order to assess the changes and the satisfaction of the guests with the changes. Furthermore, the results of the new survey can provide suggestions for further improving the situation in the Preber area as well as for improving the satisfaction of guests with the new situation in the area (parking management, bus frequency, reimbursements, information, etc.). These suggestions can help to improve and adapt the measures. In general, however, a survey tool should be established that can be used as a fixed component for quality assurance in the Biosphere Reserve. For the future, it is planned to integrate the results of such a general survey system into the long-term monitoring of the BP (BRIM). The results of such a survey system (interests, satisfaction, suggestions and knowledge of people) will be considered in the content-related design (topics, frequency, offers, etc.) of the actions defined in the action plan, that will be implemented in the next 5 years, to improve them and adapt to regional needs and visitors needs.







## 4. Data Collection and Analysis

### 4.1. Pre-Management (baseline) Collected Data

Prior to the survey in the Preber area, two workshops were held with regional stakeholders to define the starting point and a common vision for tourism development in the region and to create a visitor use map for the entire region. On this basis, the Preber area was defined as a monitoring area, the situation in the area was examined more precisely and the questionnaire was compiled.

The workshops were attended by stakeholders from the Mountain and Nature Guard (society, public), the District Chamber of Agriculture (public), the tourism umbrella organisation of the region Ferienregion Lungau (society), the regional hunting community (civil), the Biosphere Reserve (public), the Institute for Ecology (E.C.O) (private), Biosphere guides (private), regional tourism actors (private), regional educational organisation (public), RespekTiere deine Grenzen (respect your limits) (society), regional nature preservation organisation (public), regional communities (mayors, public), regional association Lungau (Regionalverband Lungau, public) and the **Nature Protection Department of the Province of Salzburg** (public).

The defined vision says, that in future the Biosphere Reserve has become a brand that stands for sustainable and high-quality tourism in Lungau. It is therefore essential to get an overview of whether and how well people feel informed about the Biosphere Reserve. This starting position allows the development of this level of knowledge to be checked by means of measures taken and adjustments made if necessary.

Furthermore, the Preber area emerged as one of the most visited areas in the region. Experience reports have shown that the parking space situation in this area sometimes leads to problems. On the one hand, it affects the landscape and thus has an impact on nature, and on the other hand cars parked on the street often prevent the traffic between Lungau and Styria (the road is an official provincial road) and public transport on this road. Therefore, it was essential to raise two things: 1. data about which kind of transport visitors use to arrive in the area, 2. how great the willingness is to use public transport and 3. under what circumstances this would be conceivable.

#### **Results of the survey in summer 2018**

Between 21.8. and 12.09. In 2018, a visitor survey was conducted on recreational use and mobility in the Preber area. A total of 149 people was interviewed. The questions are aimed at activities and mobility behaviour. The survey was carried out using standardized questionnaires within the framework of the INTERREG CEETO project. CEETO deals with visitor pressure and tourism in protected areas. The Preber has sometimes the highest visitor pressure as well as a parking space problem. By offering a bus, an alternative public transport offer exists, which has so far received little attention and has not defused the parking situation. This survey is intended to provide solutions to the current situation. Furthermore, the aim of the survey was to raise the current level of knowledge of visitors about the Biosphere Reserve in order to develop and implement targeted measures to increase awareness.

#### a) Analysis of results part 1: visitor management and traffic in the Preber area

##### ***Visitors of the Preber area***

Out of a total of 149 interviewed persons, 44% are female and 56% male. Around half are between 36 and 60 years old, over 30% are over 61 years old. 32% are assigned to the age group below 35. Visitors to the Preber area are therefore older and usually come with a partner (30%) or with the family (44%). Nearly 70% come at least once a year, around one third are first time visitors. At around 60%, the proportion of vacationers is relatively high. The locals make similar to daily guests each around 20% of respondents. One



third comes from abroad (predominantly Germany), the remainder is distributed to Austria (20%), Lungau incl. Province of Salzburg (30%) and Styria (10%).

**The activities**

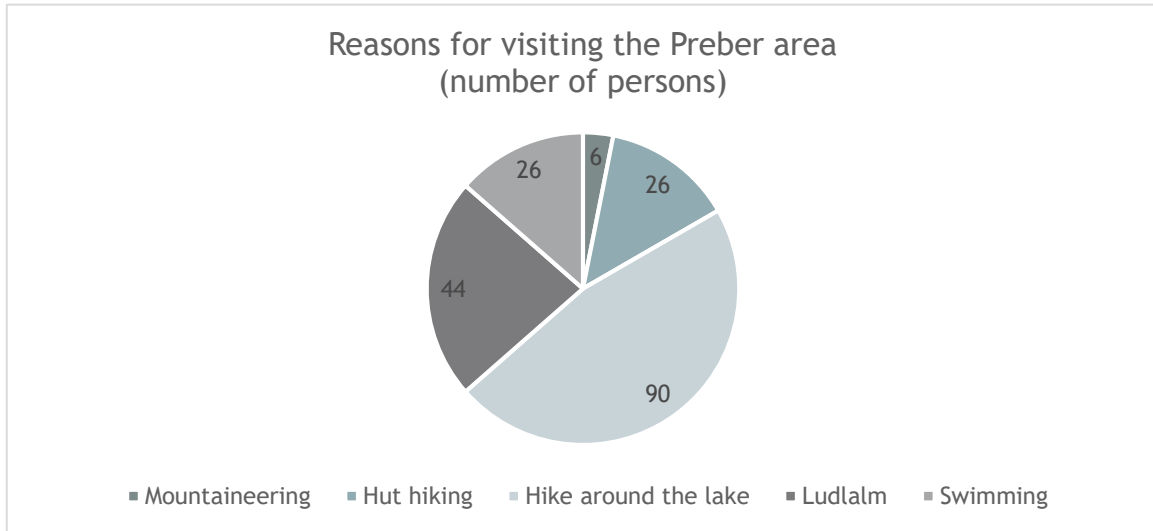


Figure 1: Reasons for visiting the Preber area

The main reason for visiting the Preber area is the circular route, followed by a visit of the Ludlalm.

**Mobility behaviour**

The majority of visitors come from the Lungau side (89%) and predominantly with their own car (93%). Only 6 people used the bus service (the data of the Salzburger Public Transport Association on capacity utilization are processed separately).

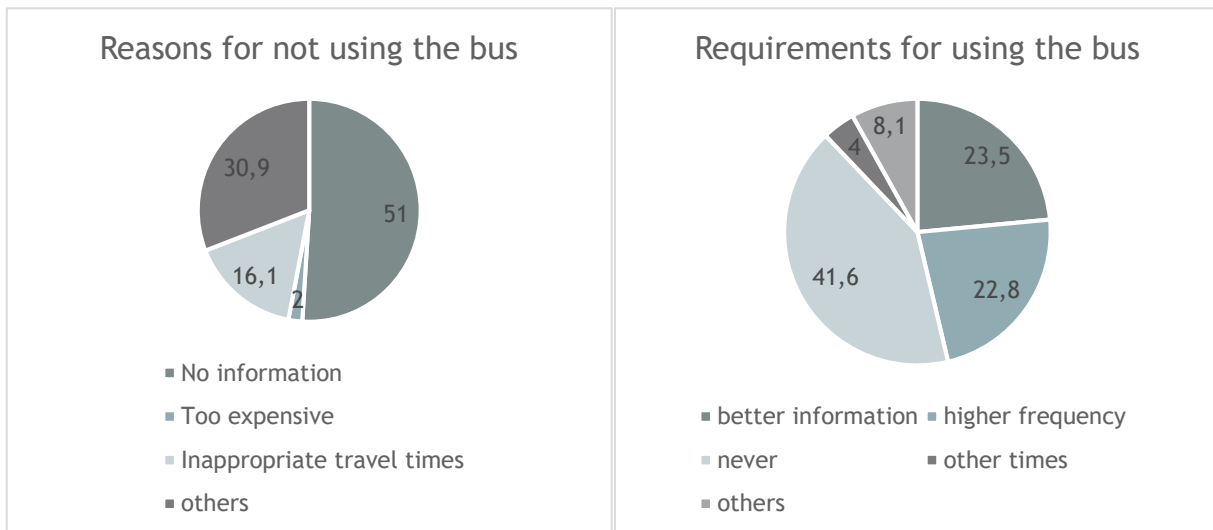


Figure 2: Reasons for not using the bus

Figure 3: Requirements for the use of the bus service

The main reasons mentioned relate to emergencies or flexibility of families, to transit and to the low frequency of the bus. For locals it is not attractive to go by car to the bus stop and then to change there to the bus. Almost 42% cannot imagine using the bus but for 58% a use of the public transport would be



conceivable if 1) the information about it is better and 2) the timing of the bus would be significantly increased.

The data of the Salzburg Transport Association showed that in the summer of 2018 a total of 486 people took advantage of the public transport service (see table in the appendix).

**Conclusion**

The current bus offer is only relevant for a small proportion of visitors. In the current form (timetable, route, costs) the offer is hardly accepted. Around 60% could basically envisage to use the bus, but only 4% of respondents use the bus. The bus has the greatest potential among guests and seniors. Locals and families can least imagine a use. 23% cite lack of information as the main reason for non-use.

Possible improvements should therefore primarily target the target group of senior citizens as well as holidaymakers. Increasing the frequency without targeted information and active measures (signposting, reduction of parking space on site) will probably not lead to an increase in usage, since 40% cannot imagine using it anyway.

b) Analysis of results part 2: the UNESCO Biosphere Reserve Salzburger Lungau

**The Biosphere Reserve**

Just over 20% of respondents came from Lungau, just under 43% from Austria, the remaining 36% from abroad. 79% of those surveyed knew that they were in a Biosphere Reserve, even if the knowledge about it was rather small. All in all, only 25% feel very well informed about the Biosphere Reserve, 24.8% moderate, and just under half feel little to not. Whereby the information level differs depending on the origin. The locals feel in about 40% very good / good and moderately informed, about 20% feel little or not informed. More than half of the foreign visitors feel little or not informed.

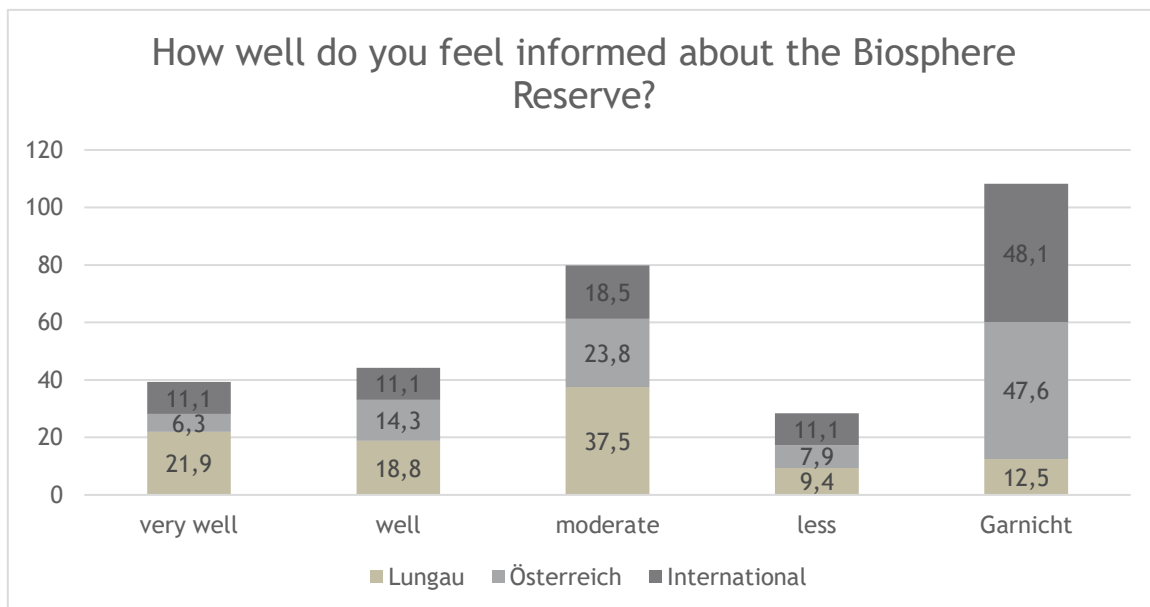


Figure 4: Level of information about the Biosphere Reserve (self-assessment)



*What do you think a Biosphere Reserve is?*

Approximately 16% of respondents have no idea and cannot imagine anything. However, most visitors have an idea of what a Biosphere Reserve is. The main messages referred to the natural environment as an essential aspect, followed by answers to the Biosphere Reserve as a holistic theme of the region and field of action for sustainability as well as in the context of tourism.

### **Conclusion**

On the one hand, the results of this survey provided information on how well visitors feel informed about the Biosphere Reserve and, on the other hand, how visitors arrive in the area and under what circumstances the use of public transport would be conceivable for visitors.

The awareness of the Biosphere Reserve exists. Many visitors can imagine something under the Biosphere Reserve and the totality of the answers already draws a very good picture of what a Biosphere Reserve is. The assessment of the knowledge and the own information level is however relatively small and a majority feels little to not informed. In order to combine the idea of a Biosphere Reserve with the actual knowledge, it is necessary to take measures that promote the awareness of the population and also of the guests and transform the faith into knowledge. For this purpose, an action plan will be developed containing specific actions that serve to inform and raise public awareness.

The collected data provided the opportunity to develop and implement targeted actions in the area. Together with the results of the first stakeholder workshop (workshop on the spot), they provided the basis for drawing up the action plan and, subsequently, the basis for workshops with the Preber Working Group to develop specific actions for the Preber area.

The following measures were considered for the Preber area:

- Special information of the main target groups, seniors and tourists; targeted offer in the accommodation (simple measure)
- Increasing or adapting the frequencies (more journeys) at peak times (hiking and bathing time) in combination with a possible parking space management
- Possible accompanying measures: External visitor guidance system that leads visitors to bus stops. Attractive design of a main bus station with parking (main target group vacationers)

Awareness-raising and awareness-raising activities are set out in the Action Plan.

The actions should aim to improve 1) the parking situation in the Preber area and 2) the stand of information about the Biosphere Reserve. To measure the changes after implementation of the planned actions the following indicators were set.

- Increase the number of people who feel well informed about the Biosphere Reserve by 20%
- Increase the number of people using the bus by 10%

## **4.2. Sin-Post Managing Collected Data**

For the implementation of the action plan in the sense of a participatory process and thus for reaching the goals of the CEETO project, ongoing meetings (at least one per year) of the actors are an essential aspect. A stakeholder meeting took place in the spring of 2019, during which the content and implementation of actions (day of open door, further procedure, guided tours, etc.) and communication materials (homepage,





magazine, maps, leaflets) planned for 2019 were discussed together. Stakeholders were encouraged to actively participate in the implementation of the actions.

Furthermore, meetings with the Preber working group were planned to discuss and work out the planned measures for the area (brochure, parking management, bus frequency, information campaign). Due to political circumstances, the first meeting could take place only in the spring of 2019, during which the project was presented and the intended actions were presented. Together with the members of the working group, the contents of the brochure for the area were fixed during this meeting and first steps towards a parking space management were discussed.

**Results of the survey in summer 2019**

Between 26.8. and 04.09. In 2019, the second visitor survey on recreational use and mobility in the Preber area was carried out. A total of 150 people was interviewed. The questionnaire was similar to the one carried out in summer 2018, focussing on activities and mobility behaviour. The aim was to get information about how the undertaken measures and actions changed the situation compared to 2018. In the past year, various awareness-raising activities were carried out in order to sensitize the population and also the guests for the Biosphere and the idea behind it as well as for the area around the Prebersee. The planned measures on the subject of parking space management and the expansion of the public transport offer in the Preber area could not be implemented to the desired extent due to political circumstances, but should be realized by the next summer.

a) Analysis of results part 1: Visitor management and traffic in the Preber area

**Visitors of the Preber area**

Out of a total of 150 interviewed persons, 40% are female and 60% male. Almost 60% of the visitors are between 36 and 60 years, almost 25% are over 61 years old. 18% are assigned to the age group below 35. The visitors of the Preber area are therefore rather older and usually come with a partner (29%) or with the family (44%). Nearly 70% come at least once a year, around one third are first time visitors. Just over 40% were day visitors, 33% vacationers and 25% locals. Approximately one third comes from abroad (predominantly Germany), the remainder is distributed to Austria (19%), Lungau incl. Province of Salzburg (33%) and Styria (19%).

**The activities**

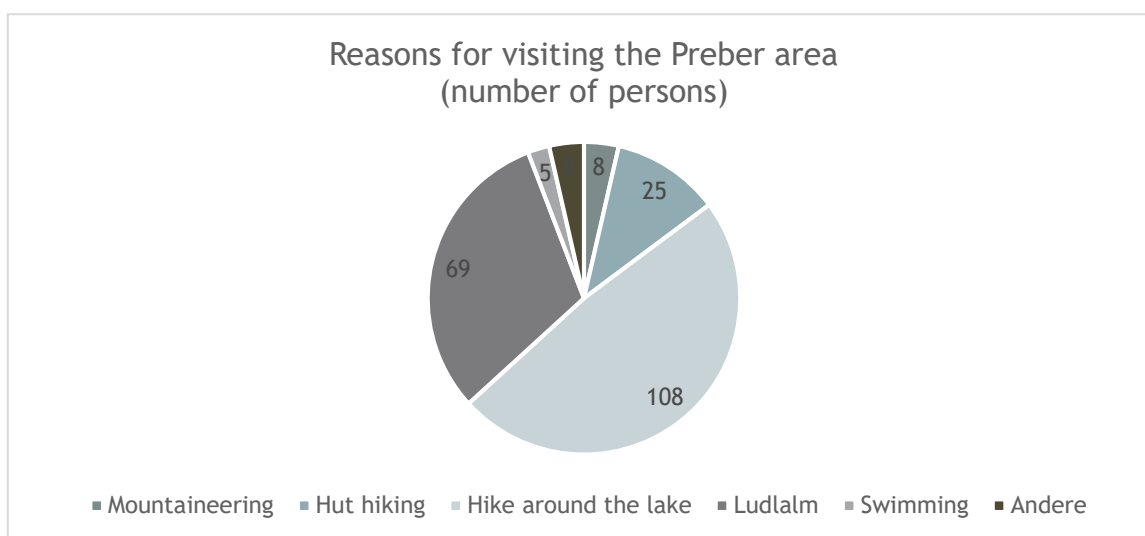


Figure 5: Reasons for visiting the Preber area



The main reason for visiting the Preber area is the circular route, followed by a visit of the Ludlalm.

### Mobility behaviour

The majority of visitors come from the Lungau side (81%) and predominantly with their own car (97%). Only 1 of the interviewees came by bus (the data of the Salzburger public transport association on capacity utilization are processed separately).

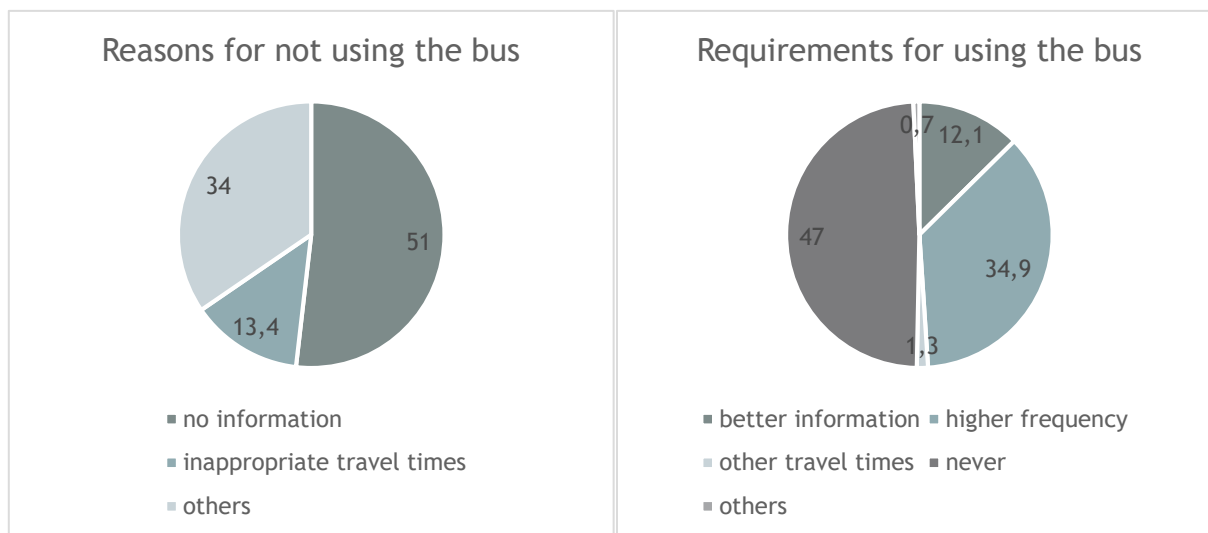


Figure 6: Reasons for not using the bus

Figure 7: Requirements for using the bus

The main reasons for not using the bus mentioned relate to emergencies or flexibility of families, transit and the low frequency of the bus. For locals and especially families and people with dogs it is not attractive to drive by car to the bus stop and then to change there to the bus. Almost 47% cannot imagine using the bus anyway but for 53% the use of public transport would be conceivable if 1) the information in this regard is better and 2) the timing of the bus would be significantly increased.

The data of the Salzburg Transport Association showed that in the summer of 2019 360 people took advantage of public transport (see table in the appendix).

### Conclusion

As in the past year, the current bus service only plays a role this year for a small proportion of visitors. In the current form (timetable, route, costs) the offer is hardly accepted. Nearly 50% could basically imagine to use the bus, if the timing of the offer is increased. The bus has the greatest potential at locals with 57%. Families as well as people with dogs can least imagine a use. 53% state that the main reason for non-use is lack of information and the low frequency. The planned measures for the period between the surveys were:

- Information about the Preber area (creation of a brochure)
- Development and implementation of a management concept and a parking space management
- Increasing the frequency of the bus

Due to political circumstances and changes only the information brochure could be implemented so far. However, since only the existing bus service could be communicated in this brochure, it is not surprising that the results of the survey in summer 2019 are not significantly different from those of the survey in 2018. Although the use of the bus for almost 50% of respondents is conceivable, but on condition that there



is a higher frequency and subsequently a better information about it. Therefore, the planned measures must be prepared and implemented as soon as possible. These are:

- Special information of the target groups; targeted offer in the accommodation (simple measure)
- Increasing or adapting the frequencies (more journeys) at peak times (hiking and bathing time) in combination with a possible parking space management
- Possible accompanying measures: External visitor guidance system that leads visitors to bus stops. Attractive design of a main bus station with parking (main target group vacationers)

b) Analysis of results part 2: the UNESCO Biosphere Reserve

**The Biosphere Reserve**

Almost 40% of respondents came from Lungau, just under 47% from Austria and the remaining 29% from abroad. 76% of those surveyed knew that they were in a Biosphere Reserve, even though the knowledge about it is still rather low. Overall, 38% feel very well to well informed about the Biosphere Reserve, 22% moderate and 40% little or not. Whereby the information level differs depending on the origin. The locals feel about 57% very well / well and 30% moderately informed, about 13% feel little or not informed. Among the foreign visitors, one third felt very well to well informed, about 20% moderate and almost half little or not at all.

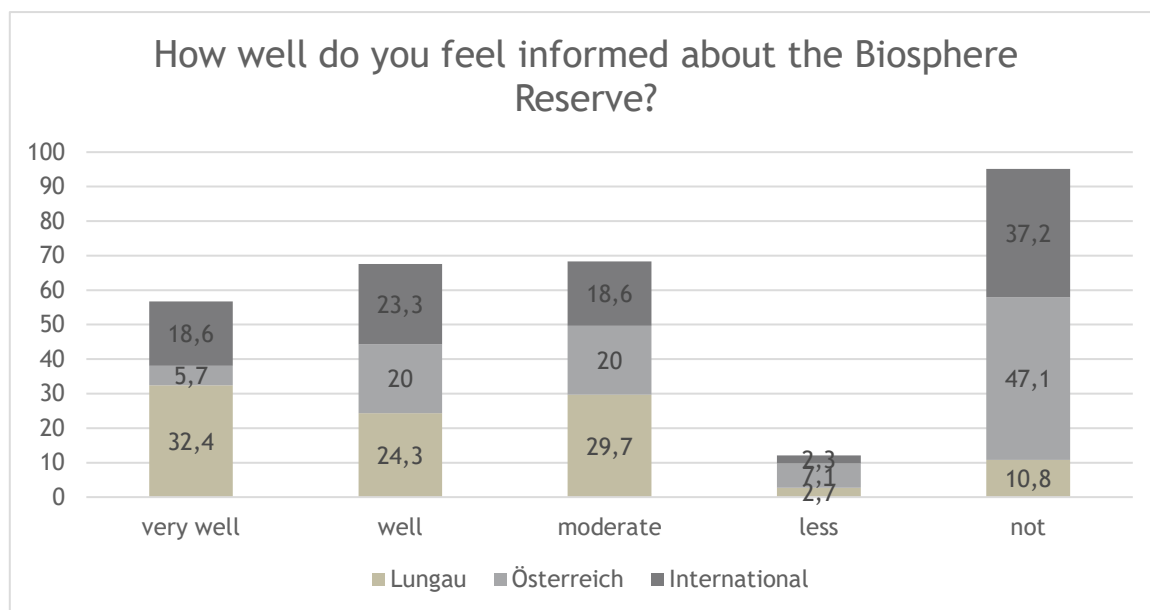


Figure 8: Level of information of the visitors about the Biosphere Reserve (self-assessment)

**What do you think a Biosphere Reserve is?**

Approximately 20% of respondents have no idea and cannot imagine anything. However, most visitors have an idea of what a Biosphere Reserve is. The key messages, as in 2018, referred to the natural environment as an essential aspect, followed by answers to the Biosphere Reserve as a holistic topic of the region and field of action for sustainability as well as in the context of tourism.



## Conclusion

The second survey in the summer of 2019 once again showed on the one hand how well visitors feel informed about the Biosphere Reserve and on the other hand how the visitors arrive in the area or under what circumstances the use of public transport would be conceivable for the visitors. Furthermore, the comparison of the data with those of the previous year allowed to evaluate the development of the specific situation in the Preber area and the knowledge and awareness of the visitors about the Biosphere Reserve in general.

Again, the awareness about the Biosphere Reserve exists. Many visitors can imagine something under the Biosphere Reserve and the totality of answers also draws a good picture of what a Biosphere Reserve is. Although the number of those who know they are in a Biosphere Reserve has dropped slightly compared to last year, the number of those who feel very well informed increased by 13%. However, the expected target of a 20% increase could not be achieved. Therefore, it is important to continue the measures of the action plan in order to increase the level of information of the locals and guests to the Biosphere Reserve.

## 4.3. Deviations

As mentioned above, due to political changes, there were deviations in the implementation of the specific actions at the Preber. Because of the mayor election it was unfortunately not possible to meet the members of the Preber work group before April 2019 and so the planned activities couldn't be discussed and prepared in detail. This led to a delay in the preparation of the specific actions for the area and thus did not allow the implementation of the actions before to the second survey. The first meetings with the stakeholders concerned was held in April 2019. Pure information regarding the existing offer is not sufficient to increase the use of public transport. The efforts to implement a parking space management system, an increased frequency of the bus and a corresponding information campaign together with the Preber working group are currently in full swing. Regarding the fact, that due to political changes the discussions with stakeholders, who need to be involved in these actions could not be done earlier, we are right now clarify all framework conditions with them so that we can start with the concrete elaboration of the actions and plan their implementation. Currently, discussions with land owners, the municipality of Tamsweg and the restaurant and hut owners take place to ascertain the framework conditions so that the concrete development and elaboration of the parking management and some kind of reimbursements (e.g. paying the park ticket and get one drink in the restaurant for free) can start with the aim to implement them in summer 2020. As soon as these actions become feasible, talks with the public transport provider will begin to negotiate the increase in bus frequency. After the implementation a new survey will be conducted to assess the changes in the area as well as the assessment and satisfaction of the visitors with the measures taken.

## 4.4. Data Analysis

### General Information

#### Sex

Compared to 2018, the number of female respondents was 4% lower in 2019.						
		2018		2019		Difference
Female in %		44		40		-4
Male in %		56		60		+4



### Age

Regarding at the age group, respondents showed a shift from the under-36s and the over-61s to the 36- to 60-year-olds.						
		2018		2019		Difference
under 36 in %		32		18		-14
36 to 60 in %		38		58		+20
over 61 in %		30		24		-6

### Activities

Compared to 2018, respondents increasingly indicated the hike around the lake as well as the visit to Ludlalm as reasons for visiting the Preber area.						
		2018		2019		Difference
Mountaineering		6		8		+2
Hut hiking		26		25		-1
Hike around the lake		90		108		+18
Ludlalm		44		69		+25
Swimming		26		5		-21
Others				8		+8

### Type of visitor

Compared to the previous year, the number of day visitors increased by 40% and those of vacationers by 40%, while the number of locals fell by 40%.						
		2018		2019		Difference
Day visitors		35		64		+29
Vacationer		26		37		+11
Locals		88		49		-39

### Origin

With regard to the origin of the respondents, there was an increase in the number of guests from Styria and a decrease in the number of guests from Austria (excluding Salzburg and Styria) as well as from abroad.						
		2018		2019		Difference
Foreign countries		54		43		-11
Austria		31		29		-2
Lungau incl. state of Salzburg		48		49		+1
Styria		16		29		+13





### Stay with...

With whom the visitors come to the Preber area remained almost the same as in the previous year. The majority of visitors are families (44%), followed by “stay with the partner” with almost 30% and third with friends or alone.

	2018	2019	Difference
Partner	45	44	-1
Group	1	4	+3
Alone	18	17	-1
Family	66	66	0
Friends	19	17	-2
Others		2	+2

### Arrival from

There was also a slight shift in the arrival. Compared to the previous year, the number of respondents from Styria increased by 10%. However, the proportion of those arriving from Lungau continues to dominate with 80%.

	2018	2019	Difference
Lungau	133	122	-11
Styria	16	28	+12

### Frequency of visit

In terms of visitor frequency, the proportion of those who visit the area several times a year has increased by 10% and the number of visitors who come only once a year has fallen by about 10% compared to the previous year. The proportion of those who came to this area once or for the first time remained almost the same.

	2018	2019	Difference
once	50	53	+3
Once/year	45	28	-17
Several times/year	54	69	+15



## Visitor management and traffic in the Preber area

### Arrival by

The results of the survey on bus usage in 2018 showed that nearly 94% of visitors traveled by car, but for nearly 60% of those surveyed, using the bus would be conceivable if 1) the information is better and 3) the timing of the bus would be significantly increased. As in 2018, travel by car predominated in the Preber region in 2019 and even recorded a slight increase.

	2018	2019	Difference
Car	140	146	+6
Bus	3	1	-2
Others	6	3	-3

### Reasons for not using the bus

The reasons for the choice of the car and the non-use of the bus is still low information, but above all the factors flexibility and independence. Especially for people with children or dogs, these factors play an important role, but also for those who are in transit and only make a short stopover. Although the latter group is probably also in the future for a use of the bus rather negligible.

	2018	2019	Difference
No information	76	80	+4
Inappropriate travel times	24	21	-3
Too expensive	3		-3
Others	46	49	+3
Comment	Flexibility, independence, practically, family, dog, transit	Flexible, independent, practically, family, dog, transit	

### Requirements for using the bus

Although the number of people who cannot imagine using the bus has risen by almost 10% compared to the previous year, the number of people who can imagine using the bus if the frequency is higher has increased by 16%. A slight decrease was seen in the answers "other times" and "better information".

	2018	2019	Difference
Better information	35	16	-19
Higher frequency	34	57	+23
Other times	6	0	-6
Never	62	77	+15



Willingness to use the bus according to the type of visitor and "stay with" 2018

By comparing the willingness to use the bus with the type of visitor (locals, day visitors, tourists) 2018 showed the following picture: 54% of locals, 55% of tourists and 41% of day visitors are willing to use the bus. In addition, it has been shown that the possibility of using the bus is mainly considered by families (57%) and friends (74%) as long as the information and above all the frequency of the bus improves. Less willingness was shown by visitors traveling with partners (44%) or alone (28%).

	Partner	Group	Alone	Family	Friends	Sum	%
<b>Day visitor</b>							
Info/more often	4		1	6	3	14	41
never	8	1	5	3	3	20	59
<b>Lungauer</b>							
Info/more often	1			8	5	13	54
never	1		6	5		11	46
<b>Vacationers</b>							
Info/more often	15		4	23	6	48	55
never	16		2	20	2	40	45
<b>Total</b>	<b>Partner</b>	<b>Group</b>	<b>Alone</b>	<b>Family</b>	<b>Friends</b>		
Info/more often	20	0	5	37	14		
never	25	1	13	28	5		
Info/more often %	44	0	28	57	74		
Never %	56	100	72	43	26		

Willingness to use the bus according to the type of visitor and "stay with" 2019

The results of the survey in 2019 differ only slightly compared to the initial situation (results of the survey 2018). A closer look at the requirements for bus use by visitor type and stay in the summer of 2019 showed that also more or less half of the day guests, locals and tourists as well as about half of the different age groups can imagine to use the bus if information is better and, above all, frequency of the bus is higher. The number of locals willing to use the bus is 57%, the one of day guests rose slightly to 45% and the one of tourists slightly decreased to 46%. It is also apparent that the possibility to use the bus compared to the previous year is more likely to be considered by visitors traveling with partners (57%) and friends (59%) then for families (39%) and groups (25%).

Type	Partner	Group	Alone	Family	Friends	Others	Sum	%
<b>Day visitor</b>								
Info/more often	12		3	9	3	2	29	45
never	8	2	4	17	4		35	55



Lungauer								
Info/more often	5		1	10	5	2	21	57
never	2	1	4	7	2	1	16	43
Vacationers								
Info/more often	8	1	4	7	2		22	46
never	8	0	1	16	1		26	54
Total	Partner	Group	Alone	Family	Friends	Others		
Info/more often	25	1	8	26	10	0		
never	18	3	9	40	7	2		
Info/more often %	58	25	47	39	59			
Never %	42	75	53	61	41	100		

Data from the Salzburger Public Transport Association

According to the data provided by the Salzburger Public Transport Association in summer 2018 ... persons used the bus, in summer 2019 .... used the bus. This shows an increase/decrease of about...%.

Activities

Activities		Level of implementation	Next implementation steps
Planned activities between survey 2018 and 2019 in order to promote the use of the bus and thus defuse the current parking situation in the area,		Implemented actions in the period from September 2018 to the follow-up survey in August 2019	The next measures, which are currently being worked out and subsequently implemented
<u>Information</u>	Brochure Map	Summer brochure for the area  As part of the project, in cooperation with the Preber AG, a brochure was prepared for the summer season in the Preber area, which provides information about the protected area and the correct behavior in protected areas, as well as information about tourist attractions in the region (cycling, hiking, nature trail, star migration, etc.). and views of the winter) and public transport.	Winter brochure for the Preber area  Creation of an 3D map of the area
<u>Parking management</u>	Development of a parking management concept and implementation of it	Due to political circumstances (mayoral elections), an implementation of the parking space management and a concomitant increase in the frequency of the bus was not possible.	Parking management  After mayor election in March 2019, the Preber AG and the BR are currently working on the development of parking space management. Talks with relevant actors and stakeholders (owners of the parking lots, restaurants, transport, etc.) took place. Implementation and test phase are planned for summer 2020.



<u>Public transport</u>	Increasing the timing of the bus		Increasing the timing of the bus  After finalization of parking management talks with the public transport association will take place. Implementation and test phase are planned for summer 2020.
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#### Level of knowledge about the Biosphere Reserve

	Total	Yes	No	Very well/well	Moderate	Less/not
<b>Lungau</b>						
2018	32	31	1	13	12	7
2019	37	35	2	21	11	5
Difference	5	4	1	8	-1	-2
<b>Austria</b>						
2018	63	47	16	13	15	35
2019	70	43	27	18	14	38
Difference	7	-4	11	5	-1	3
<b>International</b>						
2018	54	39	15	12	10	32
2019	43	36	7	18	7	18
Difference	-11	-3	-8	6	-3	-14
<b>Total</b>						
2018	149	117	32	38	37	74
2019	150	114	36	57	32	61
Difference	-1	-3	4	19	-5	-15

While in 2018 79% of respondents knew they were in a Biosphere Reserve, by 2019 it was only 76%. That means a decrease of 2%. Especially in the area of visitors from Austria, there is a need to catch up. On the





positive side, however, it is now 38% that feels very well or well informed about the Biosphere Reserve than the 25% in 2018. This means a total increase of 13% regarding the level of information about the Biosphere Reserve. This is noticeable in comparison to 2018, especially with foreign guests and locals. The number of foreign guests who feel very well to well informed increased by 20% and the one of locals by 16%. In total the number of people who feel not informed decreased from 50% to 40%.

### Activities

In order to raise the knowledge and awareness of the Biosphere Reserve both among locals and guests, a comprehensive action plan has been developed that will be implemented over the next 5 years.

Activities		Level of implementation	Next implementation steps
Planned activities according to the action plan		Implemented actions in the period from September 2018 to the follow-up survey in August 2019	The next measures, which are currently being worked out and subsequently implemented
<b>Quality Management</b>	Surveying visitors and sharing information	Visitor survey and dissemination of information in 2018 and 2019	
	Evaluation of tourist offers in the Biosphere Reserve context		Evaluation of tourist offers in the Biosphere Reserve context
	Participatory planning forum	Stakeholder meetings: 2 across the region, 2 with the Preber work group	
	Biosphere Reserve partner network and training of regional actors		Establishment of a Biosphere Reserve partner network Development and offer of a training program for regional actors
<b>Communication</b>	Improvement of existing and development of new information materials and channels	Redesign and revision of the homepage of the Biosphere Reserve Increased dissemination via Facebook	Creation of a Biosphere Reserve magazine Development of an 3D map and an interactive map
	Events and guided tours	Performing events and tours: Kick-off event on sustainable tourism in Oct. 2018 Open day together with the rural youth St. Michael incl. 3 guided hikes in May 2019 Star hike in Preber area in Aug. 2019	



Sustainable offers	Preparation and implementation of new offers		Development of Biosphere Reserve-specific offers
	Support and promotion of new/existing offers		

**Conclusion and target achievement**

By implementing the planned actions between summer 2018 and summer 2019, the following results were expected:

1. Increase of the persons who feel very well informed about the Biosphere Reserve by 20%.

The results of the comparison survey in the summer of 2019 showed that the number of visitors who feel very well to well informed about the Biosphere Reserve has risen by 13% from 25% in 2018 to 38% in 2019 and the number of those who feel little or even uninformed could be reduced by 10%. So the goal of 20% could not be reached totally, but the result shows that the actions in the area of awareness raising and sensitization for the Biosphere Reserve are already bearing fruit. To what extent this awareness is purely related to actions within the framework of the CEETO project cannot be estimated, but it is assumed that they have made a substantial contribution to this. Therefore, we will continue to pursue, intensify and develop this path and drive forward the implementation of the planned actions set out in the Action Plan. It is also planned to implement and establish a permanent system which allows to collect information about the awareness and knowledge of the visitors about the Biosphere Reserve, about how well they feel informed and what offers they use, to make actions and offers more efficient. This system is currently in the development phase and is expected to go into the test phase in the summer of 2020.

2. Increase of people traveling by public transport in the Preber area by 10%.

The results of the visitor survey in the summer of 2019 showed a small difference compared to 2018, albeit in a negative direction. The number of people willing to use the bus under certain conditions has dropped by 5%. Also, the numbers of the Salzburg transport association showed a decrease of the passengers, even if an exact comparability of the data is not given because compared to the summer 2018, the offer of the public transport in summer 2019 was expanded by one week. So finally, the desired results could not be achieved. But regarding the non-feasibility of the planned measures is obvious that the current situation does not differ from the initial situation. The information brochure did indeed communicate the current bus service, but the increase of the frequency of the bus was a key reason for the decision to use the bus in both surveys, 2018 and 2019. However, due to political circumstances, it was not possible to develop and implement a parking space management system and thus also to increase the frequency. So, the goal of increasing the bus usage by 10% could not be achieved. The task now is to advance the implementation of the planned measures in order to achieve a corresponding improvement in the traffic situation in the Preber area.



## 5. Use of monitoring data analysis

### 5.1. Use of the data in the Pilot Action(s)

#### Biosphere in general

On the basis of the data from the first survey, the actions planned for the period between the first and second surveys in the Preber area were worked out together with regional actors and partially implemented in order to raise the level of knowledge regarding the Biosphere Reserve. The results of the comparison survey in the summer of 2019 were used to make the changes in visitor information about the Biosphere Reserve visible in comparison to the previous year. The goal here was to achieve a 20% increase in the number of visitors who feel very well to well informed about the Biosphere Reserve, an increase of 13% could be reached. This shows that it remains necessary to take appropriate action and to drive forward the implementation of the Action Plan.

#### Specific situation Preber area

The data from the first survey revealed the circumstances in which visitors could imagine using public transport, as well as the information which groups of visitors could predominantly anticipate use, and provided a basis for developing approaches to increasing the use of public transport instead of the private vehicle to force. The results of the summer comparative survey were designed to assess changes in the use of public transport with the aim of achieving a 10% increase over the previous year. However, due to political circumstances, it was not possible to start working on the essential measures until spring 2019 and implementation was not possible until summer, with the exception of the information brochure on the area, which did not achieve the desired results. However, intensive work is now being done on the development of the actions with the aim of putting them into practice by the summer of 2020 so that afterwards through another survey changes can be identified.

### 5.2. Use of the data in the Action Plan Implementation

The data collected in the framework of the project served

1. to draw up a 5-year plan for the entire Biosphere Reserve Lungau. This created a basis for comprehensive awareness-raising and sensitization measures as well as for follow-up projects.

The results of the first survey in the summer of 2018 sometimes provided the basis for the development of the action plan. Mainly the data from the survey regarding the knowledge and the level of information of the respondents about the Biosphere Reserve. The survey showed that there is an increased need to catch up. As a result, particular attention has been paid to developing a strategy for raising awareness and raising awareness and creating a framework for awareness-raising and knowledge-sharing activities. The survey in the summer of 2019 showed that the goal of a 20% increase could not be fully achieved. It is therefore important to pay even more attention to the issues of raising awareness and raising awareness. This is already enshrined in the action plan and is to be implemented more intensively in the near future.

2. To develop a strategy for dealing with high-visited areas and developing appropriate actions to respond to problems / challenges.

The development of the visitor use map together with regional actors showed various streams of visitors and places visited. For the pilot actions within the project with one of the most visited places, the area around the Preber lake, was started. The results of the participatory mapping process in the context of the workshop on the spot and the results of the first survey in the Preber area showed the necessity of anchoring



a specific guideline for areas where a need for action is. The highly visited areas in the Biosphere Reserve face different challenges and each situation needs to be analysed separately. While in the Preber area the challenge is to solve the parking situation, other areas have completely different challenges, but mainly an inappropriate behaviour of visitors that lead for example to conflicts of use between hunters and ski touring tourists. In these cases, for example, a map with wild quiet areas is already existing, but there's a lack of 1) communication and information and 2) of the awareness of ski touring tourists and their appropriate behaviour. To face the different situations and deal with them in an appropriate way, a general guideline has been developed and is part of the action plan. The creation of a visitor use map as a planning basis for tourism is being considered, which is constantly being revised with actors from the region in order to find hotspots and to be able to react accordingly.

For the sustainable tourism development in the Biosphere Lungau a basis has been created that contains framework conditions

- a. To educate visitors about our special habitat
- b. To communicate the importance of attentive behavior in order to prevent negative effects and
- c. That provides a basis for dealing with problem situations to meet them accordingly.



## 6. Annex

### 6.1. Questionnaire

Weekday/Date:

Time:

Surveynumber:



**1. What is the reason for visiting Preber area?**

- mountain climbing       hut-to-hut trekking tour       Prebertake round walk  
 Visit of the Ludlalm       Swimming in the Lake       others \_\_\_\_\_

**2. How did you come here?**

- by car       public transport       mountain bike       on foot  
 touring bus       moped       others \_\_\_\_\_

**2.1. Arrival from ...**  Lungau       Styria

**2.2. If you came by car, what were the reasons?**

- No information about public transport possibilities       Bus is too expensive  
 Travel time of the busses are unsuitable       others \_\_\_\_\_

**2.2.1. Under which circumstances can you imagine to use the bus?**

- better information     bus drives more often     never     Bus at other times: \_\_\_\_\_

*....Did you know, that the bus to the preber area drives three times a day to a price for only 1€ for Lungau-Card-Members?"*

**2.3. If you came by bus, what were the reasons for?**

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**2.3.1. How satisfied are you with the public transport offer?**



very satisfied      moderate      not at all

**2.3.2. Which suggestions of improvement do you want to give us?**

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Weekday/Date:

Time:

Surveynumber:



3. Did you know, that the Lungau is a UNESCO Biosphere Reserve?

Yes

No

4. How good do you feel yourself informed about the Biosphere Reserve?



5. What do you understand under a Biosphere Reserve?

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**Personal Details:**

- 5.1. Sex:  female  male
- 5.2. Age:  < 17  18 - 35  
 36 - 60  > 61
- 5.3. Where are you from?  Lungau  Salzburg countryside  
 Styria  Austria  
 International
- 5.4. How often do you come to the Preber area?  
 one time  once a year  several times a year
- 5.5. I ...  am a day visitor  am on holiday in Lungau  
 am from Lungau
- 5.6. Who is here with you?  
 partner  group  alone  
 family  friends  others

*Thank you for the participation on the survey from UNESCO Biosphere Reserve Salzburger Lungau!*



## 6.2. Information materials for survey participants

### CEETO Leaflets for communities (locals) and guests (travellers)

**SUSTAINABLE TOURISM**  
for travellers

**WHY?** We are all more conscious of the need to care for and appreciate our natural environment. We try to use less resources by recycling and we support the protection of nature.

**BUT** We don't leave all these positive and responsible attitudes about how we humans affect our environment at home when we go on holiday! On holiday we are welcomed to someone else's nature, using the resources of another place.

**HOWEVER** We can enjoy our holiday and be responsible and caring towards nature and the culture of our chosen destination.

...we can choose

**SUSTAINABLE TOURISM!**

Sustainable tourism means visiting a place seeking to make a positive impact on its environment, its culture and its economy.

In European Protected Areas, managers should work together to provide a meaningful, quality experience for visitors and to safeguard the natural and cultural values you have come to visit.

Visiting sustainable destinations helps to preserve the beautiful places you enjoy, whilst supporting local livelihoods in an economically viable way.

interreg CENTRAL EUROPE  
More about CEETO Interreg Central Europe:  
[WWW.INTERREG-CENTRAL.EU/CEETO](http://WWW.INTERREG-CENTRAL.EU/CEETO)

**WHAT CAN A TOURIST DO?**

**1 PLAN**  
your holiday in advance, check out if the places you want to stay in and visit are sustainable, or environmentally friendly. Look for awards and testimonials. Check out the tour operators' seal.

**2 CHOOSE**  
those with good sustainable credentials. Look for Sustainable Destinations where everyone is working together to take care of their area. Choose local products and services.

**3 RESPECT**  
local cultures and nature and look for ways to reduce your use of resources such as water, waste, plastic... Recycle as heavily as you can.

**4 ENJOY**  
local hospitality, food and cultural sights. Join in!

**5 GIVE BACK**  
If you are a visitor on holiday, use local services and ensure that your destination can play a part in your next visit.

**SUSTAINABLE TOURISM – MAKING IT WORK**

CEETO project has been created to help communities and businesses in Central Europe to learn how to provide tourism services less harmful to nature. CEETO is based on the experience of EUROPARC's European Charter for Sustainable Tourism in Protected Areas, a tool that ensures that tourism is being managed in a way to conserve the present and protect the future for locals and visitors alike.

interreg CENTRAL EUROPE  
More about the European Charter for Sustainable Tourism in Protected Areas:  
[www.europarc.org/sustainable-tourism/](http://www.europarc.org/sustainable-tourism/)

**SUSTAINABLE TOURISM**  
for local communities

**WHY?** We are all more conscious of the need to care for and appreciate our natural environment. As inhabitants of, or close to, a Protected Area we try to use less resources, protect nature and blend the traditional with the modern to keep our places alive for people and nature.

**BUT** Despite the special duty of care that we have, we cannot expect responsible attitudes about how we look after our place, to necessarily be shared by tourists when they come to visit us.

**HOWEVER** We can encourage visitors to have a responsible and caring attitude towards the nature and culture and show by good example how we can live and care for our Protected Areas together.

...we can choose

**SUSTAINABLE TOURISM!**

Sustainable tourism means getting benefits from visitors in a responsible way, both for our nature and culture, so we can improve our livelihoods in an economically viable way and protect our natural environment in the long term. But we must do that by leading by example.

In European Protected Areas, sustainable tourism is best delivered when managers, businesses, public agencies and our own communities work together to provide a meaningful, quality experience for visitors. We also must endeavour to safeguard the natural and cultural values, that tourists come to visit.

interreg CENTRAL EUROPE  
More about CEETO Interreg Central Europe:  
[WWW.INTERREG-CENTRAL.EU/CEETO](http://WWW.INTERREG-CENTRAL.EU/CEETO)

**WHAT CAN THE LOCAL COMMUNITY DO?**

**1 PROTECT**  
nature by implementing good sustainable practices like recycling and using natural resources responsibly. This will help maintaining the natural attractiveness of your area and increase the capacity of nature to resist the presence of tourists.

**2 ENGAGE**  
both personally and professionally by joining initiatives and groups dedicated to the development of sustainable tourism in protected areas. We all share similar objectives and together we can make a difference!

**3 GROW**  
by carrying out economic and social initiatives that allow your community to develop and sustain itself, avoiding youngsters to leave the rural areas.

**4 OFFER**  
Tourists love local gastronomy and culture! Make your products available to the public in an appealing way.

**5 GET RECOGNITION**  
Make sure everybody is aware of the efforts you make to preserve the natural values of your area by displaying certificates that will give your business an added value.

**SUSTAINABLE TOURISM – MAKING IT WORK**

CEETO project has been created to help communities and businesses in Central Europe to learn how to provide tourism services less harmful to nature. CEETO is based on the experience of EUROPARC's European Charter for Sustainable Tourism in Protected Areas, a tool that ensures that tourism is being managed in a way to conserve the present and protect the future for locals and visitors alike.

interreg CENTRAL EUROPE  
More about the European Charter for Sustainable Tourism in Protected Areas:  
[www.europarc.org/sustainable-tourism/](http://www.europarc.org/sustainable-tourism/)

### Information about the Biosphere Reserve



**UNESCO BIOSPHERE RESERVE**  
SALZBURGER LINNLAU & KÄRNTNER NÖCKELBERG

Logo of the Biosphere Reserve and logos of partner organizations including the European Union and various regional authorities.



## Information about the Preber area



## Information about respectful behaviour in nature and on mountains



Enjoying Austria's mountain pastures together: <https://tirol.lko.at/miteinander-auf-%C3%B6sterreichs-almen-englisch+2500+2929021>

Respektiere deine Grenzen Winter: [https://www.respektieredeinegrenzen.at/media/Winterfolder\\_2010.pdf](https://www.respektieredeinegrenzen.at/media/Winterfolder_2010.pdf)

Respektiere deine Grenzen Summer: [https://www.respektieredeinegrenzen.at/media/Respect\\_Wildlife\\_-\\_Salzburg\\_-\\_Summer.pdf](https://www.respektieredeinegrenzen.at/media/Respect_Wildlife_-_Salzburg_-_Summer.pdf)

Tourism information materials (also available in English [www.lungau.at](http://www.lungau.at))



Meine Zeit: [https://www.lungau.at/media/Broschueren\\_DE/FRL\\_Ganzjahresjournal\\_2019\\_WEB\\_DS.pdf](https://www.lungau.at/media/Broschueren_DE/FRL_Ganzjahresjournal_2019_WEB_DS.pdf)

Almsommer Lungau: [https://www.lungau.at/media/Broschueren\\_DE/FRL\\_Almsommer\\_2019\\_D\\_Web.pdf](https://www.lungau.at/media/Broschueren_DE/FRL_Almsommer_2019_D_Web.pdf)

Rad Lungau: [https://www.lungau.at/media/Broschueren\\_DE/FRL\\_Aktiv\\_im\\_Sommer\\_2019\\_D\\_Web.pdf](https://www.lungau.at/media/Broschueren_DE/FRL_Aktiv_im_Sommer_2019_D_Web.pdf)

Ski Lungau: [https://www.lungau.at/media/Broschueren\\_DE/FRL\\_Skiinfo\\_2019\\_20\\_DE.pdf](https://www.lungau.at/media/Broschueren_DE/FRL_Skiinfo_2019_20_DE.pdf)

### 6.3. Data Salzburger Public Transport Association 2018 - 2019

Valley bus Lungau 07.07. - 31.08.201	Passengers		Total
	to Prebersee	from Prebersee	
740	325	161	486
Stand: 31.08.2018			
Valley bus Lungau 06.07. - 08.09.201	Passengers		Total
	to Prebersee	from Prebersee	
740	179	181	360
Stand: 15.10.2019			