



PILOT ACTIONS FINAL REPORT

D.T2.5.1 - RVL - Biosphere Reserve
Salzburger Lungau (PP03)

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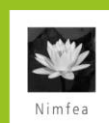




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1. Introduction

The Lungau has been awarded as a UNESCO biosphere reserve in 2012 together with the Carinthia Nock mountains. So far, the region has been spared mass tourism, but tourism is steadily increasing and the impact this will bring in the future is unpredictable. However, as the basis for tourism is first and foremost the scenic beauty and uniqueness of the region, it is important to preserve and preserve it accordingly. A general awareness raising and sensitization for our region and the correct behaviour in the nature has therefore in the sense of a preventive visitor guidance in the future the highest priority, in order to preserve our natural landscape and the basis for the tourism. It is important to avoid conflicts of use and to find individual solutions for specific situations.

In some areas the effects of tourism and recreational use are already recognizable. So, for example in the area around the lake Preber. Parking capacity cannot withstand demand here. The lack of public transport, free parking and lack of control in this area exacerbate the situation. On nice days, the rush in this area is so great that it is also parked along the street. This is not only a double offense, as there is a general parking ban both in protected areas and on national roads, but also leads to the fact that other road users, especially public transport, no longer get through and this has also negative impacts on the landscape of this recreation area. The problem here is that it is an official country road that cannot be closed. Therefore, other solutions must be found to defuse the situation in the area. However, it not only needs a solution for the area, but also an alternative elsewhere for the cars of those people who in the future would be more willing to use the public transport to get into this area.

1.1. Participatory processes

As part of the project, regional stakeholders were invited to jointly develop approaches and framework conditions for the future development of tourism in the region. In these meetings, a tourist-use map (streams of visitors, sensitive areas, etc.) was drawn up and the action plan for sustainable tourism development in the region was developed, whose core element is preventive visitor guidance through awareness raising and sensitization. In the first meeting, fundamental issues were clarified, such as how tourism should develop in the next few years and what aspects should be considered. The second meeting dealt with the following aspects:

1. Creation of a tourist usage map that includes the most attractive and protected areas, as well as the ones with the highest visitor pressure and the main visitor flows in the region, and summarizing the results,
2. Definition of a common vision for the future of the tourism region Biosphere Lungau as well as essential points for tourism development
3. Definition and decision upon possible framework conditions and actions as well as fields of action in order to sensitize the people for our region and an attentive behaviour (awareness raising and awareness, concrete measures at hotspots, development of a platform for information).

The third stakeholder workshop took place in spring 2019, during which actions and measures for 2019 were prepared and regional actors were encouraged to actively participate in the implementation of the actions.

In addition to the stakeholder workshops, three meetings were held with the partner companies of the Echt.Sein tourism campaign to inform about the project, present the action plan and discuss l the kick-off event in October 2018.



As part of the kick-off event in October 2018, two workshops that were accessible to everyone were held on the following topics:

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

The creation of the visitor use map showed that the Preber area is one of those areas that has the highest visitor pressure. In order to meet this situation specifically, own meetings were held. A few years ago, a group joined together to work on the development of this area. The main responsible for the implementation of concrete measures is, inter alia, the mayor of the market town Tamsweg. Due to the fact that the mayoral elections took place in March 2019, it was not possible until April 2019 that appropriate meetings could be started to develop specific measures. However, this also meant that a full elaboration and implementation of the measures was not feasible until the summer of 2019 and can only be considered until the summer of 2020. At the first meeting, the members of the group were introduced to the CEETO project, possible ideas were discussed on how to deal with the parking situation in this area, and first tasks were distributed to the members. At the second meeting in July, possible measures were substantiated and the results of discussions with other stakeholders were presented. Further meetings are planned to develop the measures, to identify concrete steps and to implement them.

In order to reach a broader public on the one hand to obtain more information about the knowledge and awareness of the biosphere reserve and on the other hand to the specific situation in the Preber area, a visitor survey was conducted around summer 2018, which should provide information.

1.2. Developed Strategy

Within the framework of the project, an action plan was developed that focuses on preventive visitor guidance and sustainable tourism development in the region through awareness raising and sensitization. This action plan also contains guidelines in dealing with hotspots. The basis for this action plan was provided by the workshops held in the region and the visitor survey in the Preber area in the summer of 2018.

This document serves as a guide for the future tourism development of the region. The guiding principle of the action plan is: Experience Biosphere. The vision behind it is to position the region as a sustainable, renowned, authentic and natural tourism destination in which close cooperation of regional actors exists along all tourism value chains. Therefore, it is important that people identify with the biosphere reserve, the idea behind it and actively contribute to shaping it.

The strategy is based on the core idea of a biosphere reserve: living and working in harmony with nature. It is oriented towards long-term development goals such as the protection of nature areas through awareness raising and visitor management, the improvement of regional tourism management, the creation of an appropriate organizational environment for communication, training, quality control and cooperation, the support and development of innovative tourism concepts and the creation of high-quality leisure facilities. The aim is to make the biosphere reserve a brand that stands for sustainable, high-quality, and near-natural tourism. Furthermore, the strategy provides principles and basic principles for the tourism development of the region and the development and design of offers. 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.



2. Pilot Action Design Phase

2.1. Monitoring Activities

The planned monitoring within the framework of the project is based on a visitor survey using standardized questionnaires in the Preber area and the comparison of traffic data from the Salzburg Transport Association. The interviewees for the survey were randomly selected. Among them were both locals and guests. The survey was conducted in the summer of 2018 (starting point) and repeated in the summer of 2019 (review of the impact of the measures taken).

The survey was conducted by employees of the biosphere reserve on pre-selected days. The questionnaire was short (about 5 minutes per interview). The 150 interviews carried out should give sufficient conclusions about the situation, per day up to 30 interviews were conducted resulting in about 7 field days per survey.

The aim of the survey was, on the one hand, to determine the situation in the Preber area (how many with a car, acceptance of the public transport system, under what circumstances conceivable) and, on the other hand, to obtain more information about the current awareness and knowledge of the visitors regarding the Biosphere Reserve. The results of the first survey were also taken into account in the preparation of the action plan.

The second survey in the summer of 2019 served to check the level of change compared to the previous year, both in terms of the use of public transport and the level of knowledge and information about the biosphere reserve.

There are two data sources available for monitoring the Preber area:

1. The number of persons using the public transport service (provided by the Salzburg Transport Association - public transport service provider)
2. The results of the surveys regarding the arrival of visitors, reasons for the (non-) use of the offer, as well as their satisfaction with the offer and the willingness to use public transport.

The results of the surveys are available for monitoring the knowledge and awareness of the biosphere reserve. The following questions were used for this:

1. Do visitors know that they are in a biosphere reserve?
2. How well do visitors feel informed about the biosphere reserve?
3. What do the visitors imagine under a biosphere reserve?

Furthermore, the reasons for visiting the area, the type of guests (day visitors, tourists, locals) as well as social characteristics (age, gender, origin) were collected in the survey.

2.2. Forecasted Managing Activities

For the period between the two surveys, the following activities and measures have been planned:

1. For general awareness: Guided hikes, events, preparation of information materials

These measures and their content will be developed together with regional actors. They are aimed at both locals and guests, but due to the already existing and densely crowded tourism summer program, it can be assumed that the implementation of the measures will take place predominantly in the low seasons. This implies that some of these measures are mainly used by locals. However, as locals and especially



stakeholders from the tourism sector are the first points of contact for guests, it is quite likely that these measures will affect guests as well. It is planned to set up an entire tourism program, but it will take a long time to be implemented. This requires a more detailed analysis of the added value the biosphere reserve can bring to tourism, how the biosphere reserve can become a symbol of sustainable tourism, how offers from the biosphere reserve can set itself apart from the "conventional" tourism offerings, which components are part of sustainable tourism and, last but not least, how the biosphere can be more firmly anchored in the tourism context. This is to be emphasized from the summer of 2019. The aim of these measures is to raise the level of knowledge and awareness of the biosphere.

2. For the special situation in the Preber area: introduction of a parking space management, development of the public transport offer, preparation of information materials.

The elaboration of a concept for a parking space management and also the implementation of this, should take place together with the pre-working group. In the same breath can then be thought in discussions with the people responsible for public transport on an expansion of the bus and worked on it. To increase the bus frequency alone, without a corresponding measure in the area itself is considered to be of little use. It should also be considered that it needs solutions for the parking situation at the bus stations and that close coordination with the stakeholders (e.g. inns and huts) must take place in the area itself, which are quite interested in the frequency of visitors, as they live on it. In the form of countercharges of the parking tickets in the gastronomy, an added value for all participants can be generated here. Only the view of the affected area can possibly lead to negative effects in another area. The aim of these measures is to improve the parking situation in the Preber area and increase the use of public transport without creating negative consequences in other areas. A corresponding communication of existing offers as well as information about the area for raising awareness can be done from the first day and does not entail any time limits or obstacles. Created information materials can then be adapted to changing circumstances at any time.

2.3. Expected results

The expected results in terms of awareness and knowledge of the biosphere reserve can be described as follows: By understanding our habitat, people should have the opportunity to adapt their own actions and to express more appreciation for our region and positive efforts through understanding. The aim is to increase the desire to know how to combine fun with avoiding negative effects, and to show ways in which each one can contribute to avoiding negative effects, which means both for oneself and for the region. This can not only benefit the local community (reducing conflicts of use, increasing regional value added, etc.), but also reducing environmental impact and, in the best case, generating revenue in the future. However, in its entirety, this topic cannot be addressed within a year, but a first step towards increased awareness and knowledge can be made. Therefore, it is primarily the consciousness (especially the locals) for the biosphere reserve and the idea behind it. The aim of the pilot year is to achieve a 20% increase in the number of people who feel very well informed about the biosphere reserve.

For the Preber area in particular is to be done by the parking space management and the development of a practicable public transport offer a shift of the motorized private transport on the public transport. The resulting consequences, however, can be seen more broadly and be both positive and negative. The landscape is preserved (not everything is parked) and thus the recreational value of this area. Through appropriate visitor information, people get background information about the effects of increased use of the public transport offer, what they should participate in and what they contribute to it. The aim of the pilot year is to increase the use of public transport by 10% through the measures implemented.



| <u>ACTION FIELD</u> | <u>Indicator</u> |
|------------------------------------|------------------------------------------------------------------------|
| AWARENESS OF THE BIOSPHERE RESERVE | Increase number of visitors who feel very well to well informed by 20% |
| PREBER AREA | Increase the use of public transport by 10% |

2.4. Pilot Action Workplan

The development of the vision and common ideas and thus the action plan was planned for the period from 10.07.2018 to 30.11.2018. Currently, this phase with the Signed Declaration of Consent on 20.12. be completed (formal adoption of the action plan).

The development of the pilot action was planned for the period from 10.12.2018 to 15.04.2019. In fact, the development of the pilot action for action field 1 "Raising awareness and awareness" could be largely completed by the final date, but the development of the pilot action for action field 2 "Preber" has not even begun, as due to political circumstances, the time resources of decision makers were not available. Currently, however, intensive work is being done on concrete proposals. It is expected that the planning phase will be completed in spring 2020.

The implementation of the pilot action was divided into 2 periods. One per action field.

The implementation of the first actions in action field 1 "Awareness raising and awareness raising" was defined for the period from 01.10.2018 to 30.09.2019 and started with the first action, the kick-off event, in October 2018. The implementation phase has no end date, as the activities are a fixed part of the annual program of the biosphere reserve. This includes: Information and communication, organization of events. Further actions are planned, for which work is currently being carried out on the content strategy, the reinforced anchoring of the topic biosphere reserve in tourism and a corresponding marketing strategy.

The implementation of the actions in action field 2 "Specific situation in the Preber area" was planned for the period from 15.04.2019 to 30.09.2019. Due to political circumstances, the development of the pilot project in the Preber area could only be carried out after the planned start date for the implementation and thus not yet be completed. Only the measure in the field of communication was implemented, as it could be implemented by the biosphere reserve management itself. The development of concrete steps should be completed by spring 2020 at the latest, so that the test phase can take place in the summer of 2020. Until then, a holistic concept for parking management in the area must be worked out in cooperation with Preber AG and the relevant stakeholders, negotiations with the public transport system to be carried out with a higher frequency, and then the preparation of corresponding information materials.

The reporting of the pilot action and the monitoring was scheduled for the period from 16.09.2019 to 31.10.2019, could also start on 16.09.2019 and was completed on 11.10.2019.



3. Pilot Action Implementation Phase

3.1. Monitoring activities and achieved results

As part of the project, 2 visitor surveys were conducted in the Preber area. The surveys were conducted at the 3 parking lots around the Preber lake and along the educational moor trail. They were 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. In total 150 interviews per survey were conducted, which leads to an average of 23 interviews per survey day.



The aim of the first survey was to identify the actual situation of use of the public transport in the Preber area and the level of knowledge of visitors about the biosphere reserve. The second visitor survey was intended to highlight the changes in these areas as a result of implemented actions. The aim was to achieve a 10% increase in use of public transport and a 20% increase in the proportion of people who feel very well informed about the biosphere reserve.

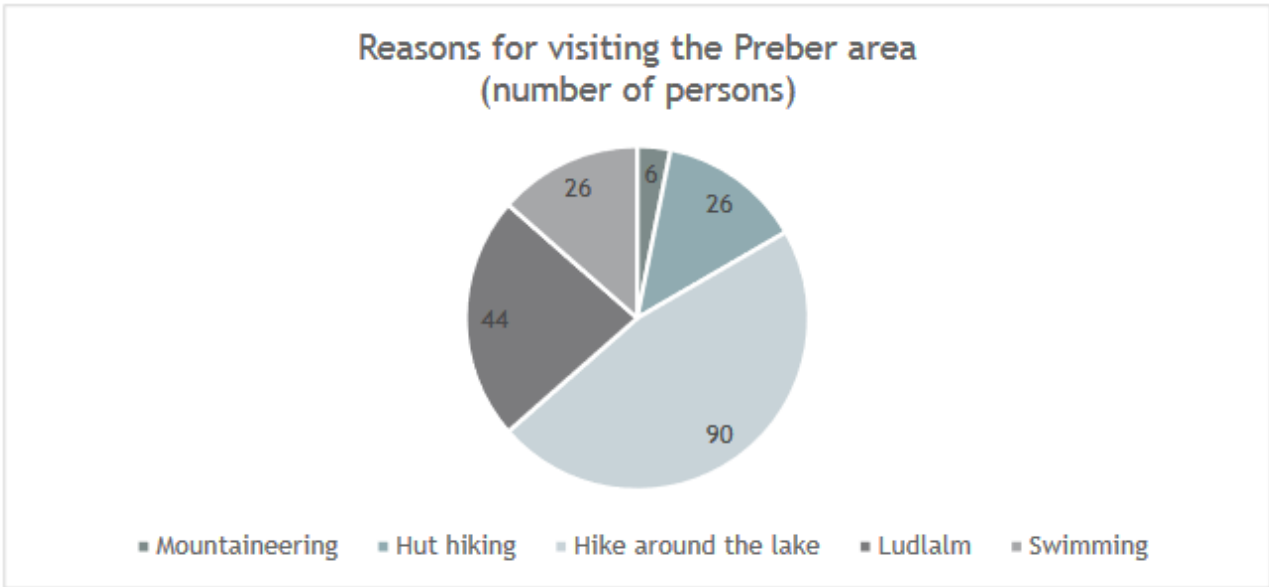


Figure 2: Reasons for visiting the Preber area 2018

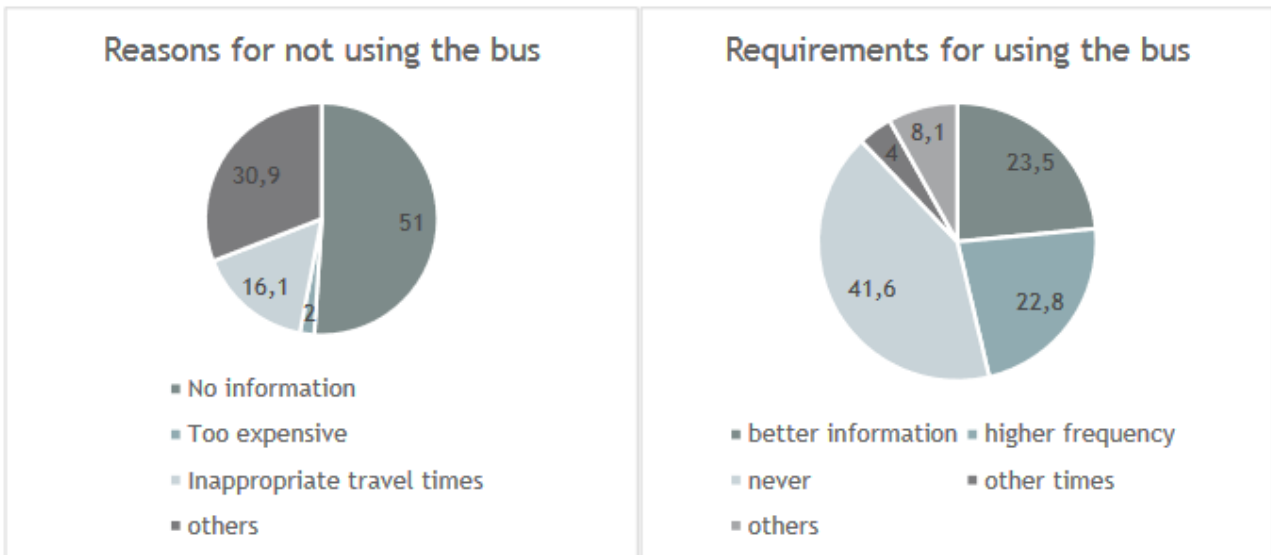


Figure 3: Reason for not using

Figure 4: Reasons for not using the bus



Due to the fact that only a few actions could be implemented in the first point, the 2nd survey showed no change in the results. In the second point, an increase of 13% could be achieved. This shows, that we are on the right way in the field of awareness raising, knowledge transfer and communication and that we should keep on going. Regarding the actions in field one “public transport” the effects will be measured after implementation of the planned actions that couldn’t be implemented so far.

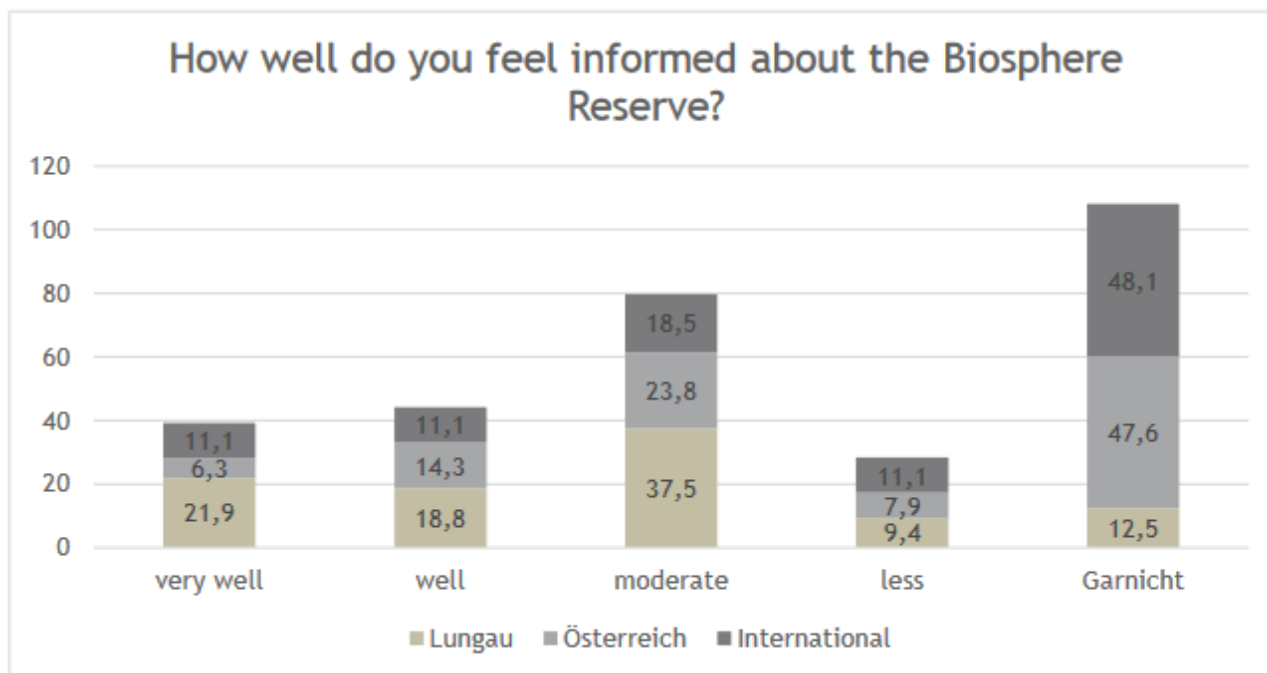


Figure 5: Level of information about the Biosphere Reserve (self-assessment) 2018

3.2. Implemented Managerial Activities

The pilot action was divided into 2 action fields. Field of action 1 includes raising awareness and sensitization for the UNESCO Biosphere Reserve Salzburg Lungau, this field of action and the planned actions go hand in hand with the implementation of the action plan. In this field of action, different activities were started and implemented, others are currently in elaboration and preparation for implementation, others are being implemented on an ongoing basis. Action field 2 includes specific actions in the Preber area that have also been partly implemented, are currently being implemented or are currently being prepared. The following tables show the activities according to the level of implementation and the next implementation steps.

Action field 1: Awareness raising and sensitization - Implementation of the action plan

| 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 |
| Quality Management | 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 | Elaboration of criteria has started | Elaboration of criteria and establishment of a Biosphere Reserve partner network Development and offer of a training program for regional actors |
| Communication | 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 | | |

Furthermore, in the context of the visitor surveys in the summer of 2018 and summer 2019, information materials were distributed to the persons interviewed.

Action field 2: specific actions in the Preber area

| <u>Activities</u> | | <u>Level of implementation</u> | <u>Next implementation steps</u> |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 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 | Winter brochure for the Preber area |



| | | | |
|---------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | 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. | 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 (mayor 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. |

3.3. Relationship with Action Plan activities

As already in point 3.2. described the pilot action is divided into 2 fields of action. The implementation of the actions in action field 1 "Awareness raising and Sensitization" goes hand in hand with the implementation of the action plan. The planned activities, their degree of implementation and the next implementation steps are listed in the tables under point 3.2. Currently, the interactive map and the 3D map for the entire region are being developed, as well as a holistic concept including a marketing strategy for the entire biosphere reserve that deals with what offers it takes to make the biosphere a tourist experience, the potential of the region, the global trends in tourism, the philosophy of a biosphere reserve and how the biosphere reserve can be anchored in the tourist context. Furthermore, work is currently being carried out on the development of the criteria for biosphere reserve partner companies and on the preparation of new communication materials.

In general, the entire action plan aims to avoid conflicts of interest by raising awareness and sensitization and preventing negative impacts on nature. However, in some places, more information about visitor behavior and flows of visitors may be needed to develop specific actions and measures and to appropriately steer and inform visitors. As is the case in the context of the project in the Preber area.

In general, the entire action plan aims to avoid conflicts of interest by raising awareness and sensitization and preventing negative impacts on nature. However, in some places, more information about visitor behavior and flows may be needed to develop specific actions and measures and, as a result, to appropriately steer and inform visitors. As is the case in the context of the project in the Preber area. Therefore, the implementation of the actions in action field 2 "Specific Measures in the Preber Area" is also closely related to the implementation of the Action Plan. The action plan includes the topic "Visitor survey



and monitoring at hotspots (affected areas)" (see action plan action field "Quality improvement: evaluation, cooperation and education", subsection "Survey, evaluation and monitoring"). For this purpose, it was decided, together with regional actors, to jointly develop appropriate concepts and strategies, if necessary, in order to be able to respond appropriately to specific situations in the respective areas. The schedule for developing and implementing targeted visitor guidance in affected areas is set out in the action plan under the point "Participatory Planning Forum".

3.4. Deviation from the forecasted workplan activities

With the CEETO Project action frameworks have been created, some actions were implemented and some not. But even if some deviations occurred, as listed below, the progress in defining content and implement concrete actions is ongoing.

The deviations from the action plan and workplan in the field of awareness raising and sensitization were the following:

- **Biosphere Reserve Magazine:** The biosphere reserve magazine is not finished yet, as not only the CEETO project but also other topics are communicated.
- **Training and education:** So far, no adequate offer has been created for regional actors, as it is first of all necessary to find out what defines sustainable tourism offers in the sense of the biosphere reserve and how these can stand out from conventional offers. This is currently being actively worked on. Then it can be put into practice and appropriate training measures for regional actors can be developed.

The deviations from the action plan and work plan the action field "specific measures in the Preber area" were the following:

- **Parking management and public transport:** planned was the introduction of a parking space management and the expansion of public transport. Due to political circumstances, the implementation of these actions was not possible. However, intensive work has been underway since the first meeting with the relevant persons in March 2019 and implementation is scheduled for summer 2020.

Lessons learned: Regional development is linked to many factors that are not always predictable and take time. It is not only about data but working together, having a common vision and common priorities. Political circumstances may permit, delay or even prevent implementation. Not everything that is theoretically and temporally optimal can be put into practice in the same way and in the planned timeframe. Ultimately, it is not about the speed of implementation but that something is triggered and a change process is set in motion. To reach out to each other, to reach a common consensus and to always keep an eye on the goal is especially important in order to bring about sustainable changes, even if it sometimes takes longer than planned. Don't stress but never give up!



4. Achieved Results

4.1. Touristic pressure reduction

Since it was not possible to implement the planned actions, an increase of 10% in the use of public transport could not be achieved. We are confident that these actions (parking space management and expansion of the bus service) will be put into the test phase in the summer of 2020 and will be implemented in the coming years.

4.2. Tourist experience improvement

First steps to experience the biosphere as a destination have been made. Framework conditions were created with the action plan. Now it is time to work out the details (content) and implement the action plan. With the Day of open Door and the kick-off event first steps were made. With the summer and winter brochure for the Preber area, created in the course of the project, visitors were provided with an information brochure with all the interesting information about the area. Currently, a 3D map is being prepared for the Preber area and the entire Biosphere Reserve, as well as an interactive map to communicate the Biosphere Reserve with all its variety to guests and locals, thus increasing awareness and knowledge. Furthermore, the basics are being surveyed in order to make the Biosphere Reserve a real destination and to convey the idea and philosophy to locals and tourists through appropriate offers.

4.3. Socio-Economic Benefits

Within the framework of the project, increased awareness, information and communication promoted awareness of the Lungau biosphere, the specificities of the region, local producers and agriculture, and sustainable tourism. These first steps must now be pursued further in order to further expand the socio-economic benefits.



5. Conclusion

In 2018 together with regional stakeholders a sustainable tourism action plan for the UNESCO Biosphere Reserve was created, that contains strategies, visions and actions with the aim to 1) raise the awareness of locals and guests about the Biosphere Reserve, its particularities and the philosophy behind it, making the Biosphere Reserve more experienceable, 2) improve and promote a sustainable and environmentally friendly behaviour in interaction with nature and 3) reach the defined vision, to make the Biosphere Reserve Salzburger Lungau one of the most popular regions for sustainable tourism. Furthermore, in the participatory mapping process highly visited areas were detected and the Preber area was defined as one of the most popular places. Main concern in this area is the parking situation. On nice days cars are also parked along the road, which is prohibited for 2 reasons. 1) it is a protected area and 2) it is an official federal road.

The pilot action, carried out in the CEETO project aimed to address two aspects: 1) to start with the implementation of the action plan and 2) to find and implement possible and appropriate solutions for the parking situation in the Preber area without harming other areas, stakeholders, gastronomy, etc. considering the motto “benefit for all”.

First step in the pilot action implementation process was the first survey in the Preber in summer 2018, to get more information about the visitors' knowledge and awareness regarding biosphere reserve, their mobility behaviour and the and the circumstances under which the use of public transport would be conceivable.

After that, several actions that address the implementation of the action plan were implemented and are of full success, even if the second survey in summer 2019 showed, that the desired goal of increasing the number of visitors who fell very well to well informed about the Biosphere Reserve by 20% compared to the year before, could not be reached, but an increase of 13%. This shows, that the right direction was taken and should be pursued further.

Regarding the parking situation in the Preber area, communication actions could be prepared and implemented in the given time period for the pilot action, not so appropriate parking management actions and the increase of the bus frequency due to political changes (mayor elections) and the lack of time resources of responsible stakeholders. That's the reason why the goal of increasing the number of visitors using the bus by 10% couldn't be reached, as the results of the second survey showed. Currently these actions are developed, discussed and prepared and are planned to be implemented until summer 2020. Instead of the planned parking measures in the Preber area, the preparation of other actions was continued and new actions in the area of communication, sensitization and awareness raising, that are currently in preparation for implementation, were developed (3D panorama map).

The added value of the development of an action plan for sustainable tourism in the biosphere reserve Salzburger Lungau lies primarily in improving the cooperation of the biosphere reserve management with tourism sector and regional stakeholders and actors from various fields such as politics, economics, agriculture, nature conservation and education. However, the development and implementation process has not only improved cooperation in the region, but also the cross-border exchange with partners within the project area, but also with partners and stakeholders outside the project area. The lessons learned from the development/implementation process of the strategy/action plan are: It takes time and patience to reach the relevant stakeholders and to actively involve them. This willingness of the stakeholders to actively participate is an essential point for the development and, above all, implementation of the action plan.

Finally, it has to be said, that regional development is linked to many factors that are not always predictable and take time. It is not only about data but working together, having a common vision and common priorities. Political circumstances may permit, delay or even prevent implementation. Not everything that



is theoretically and temporally optimal can be put into practice in the same way and in the planned time frame. Ultimately, it is not about the speed of implementation but that something is triggered and a change process is set in motion. To reach out to each other, to reach a common consensus and to always keep an eye on the goal is especially important in order to bring about sustainable changes, even if it sometimes takes longer than planned. Don't stress but never give up!