

Mostviertel

LOWER AUSTRIA.
FEEL ALIVE.



Putting a value on sustainability

6th Mostviertel Sustainability Conference
September 9 and 10, 2013, in Steinschaler Dörfel, Pielach Valley, Austria

www.nachhaltigkeitskonferenz.at





Putting a value on sustainability

Monday, September 9, and
Tuesday, September 10, 2013

Steinschaler Dörfel, Frankenfels,
Pielach Valley, Austria



What does the thinking of the economist Leopold Kohr tell us? What is the potential of successful, sustainable tourism? What are the working conditions in today's tourism? What challenges and opportunities do alternative forms of mobility offer tourism? Answers to these questions and new ways forward are offered by experts from home and abroad in presentations and discussions at the sixth Mostviertel sustainability conference in the Pielach Valley on September 9th and 10th.



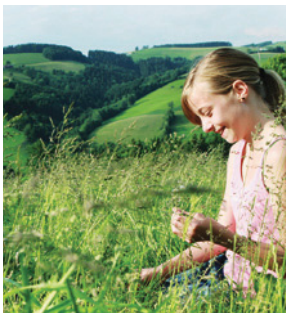
Join us to get informed answers to these and other key questions. Learn about most recent developments and examples of best practices; take advantage of the opportunity to discuss the numerous aspects of tourism focused on sustainability.

Our sustainability conference has established itself as an important motor for regional development and tourism in the entire German speaking world. In addition to finding out about newest details in the tourism industry there will be opportunities to network and for personal cross-company exchanges.



We look forward to your participation and to an energizing and inspiring exchange of ideas.

**Mostviertel Tourismus
Club Niederösterreich
Niederösterreich-Werbung**



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Sunday, September 8

8:00 p.m. Fireside chat: Lower Austrian Exposition 2015 – chances, perspectives and regional developments

Monday, September 9

Moderator: **Johannes Kaup**, ORF Ö1 radio, Vienna

9:30 a.m. **Words of welcome**

Andreas Purt

Executive director Mostviertel Tourism

9:35 a.m. **Opening**

Representative of the Lower Austrian government

10:00 a.m. **Keynote**

Leopold Kohr - back to a human dimension

Susanna Vötter-Dankl and Christian Vötter

Director TAURISKA association, Leopold Kohr Academy, Neukirchen, Salzburg

Let us find our way back to a human dimension as envisioned by Leopold Kohr! It is high time for change! We need to escape from the hamster wheel that dictates our credo of imagined perpetual growth with its never ending rapacious demands. Let us approach things more slowly, develop our own ideas and create manageable and adaptable new spaces.

In order to get it right, though, we need to transform our way of thinking and our fossilized customs and practices.

Question and answer session

11:00 a.m. **Time for conversation, snacks and beverages**

11:30 a.m. **Idyllic destinations as success stories of sustainable tourist initiatives**

Seelentium – balancing act for tourists in the moor

Wolfgang Reindl

Marketing & Press, SEELENTIUM Wohlfühlregion Oberes Innviertel/Flachgau

(“SOULENTIUM Feel good” region of the Upper Inn Quarter/Flachgau)

The “SEELENTIUM Wohlfühlregion Oberes Innviertel/Flachgau” in the tri-border area of Upper Austria – Bavaria – Salzburg won the 2010 EDEN Award for sustainable marine tourism. The region is dominated by the Ibmer Moor, the largest connected moor complex in Austria: for the traditional farmers most

often useless land, for nature lovers — inestimable treasure. The touristic development of the region is a balancing act between nature conservation and adventure, and demands extreme sensibility as well as ongoing intensive communication with all service providers.

A different kind of tourism – Back to Nature

Helga Bauer

*Project leader Option Group Back to Nature (Angebotsgruppe Landlust),
Thermal Region Styria*

The option group Back to Nature has been dedicated since 2002 to the preservation of old farm buildings threatened by collapse in southern Styria. The activities of the group are based on a productive cooperation of private entrepreneurs in cooperation with experts. This cooperation has not only been the recipient of numerous awards, it is extremely popular with vacationers.

Back to Nature is an excellent opportunity to discover the special quality of life in nature apart from classical centers of tourism; it is at the same time a new understanding of an individual summer vacation in step with nature.

Park Gravenrode & Region Südlimburg – making “old” “new” again

Anya Niewierra

Manager Tourist Authority Südlimburg, Netherlands

Südlimburg is both the southernmost and oldest tourist region of the Netherlands. When tourism began to decline in the 1990s, Südlimburg developed a new campaign based on extending the tourist season, promoting agricultural desirability, and introduction of sustainable innovative goods. The strategy has worked. Highlights of this strategy were reworking the former coal mines and creating the hot spot Park Gravenrode – all of which has created a promising new future for tourism in Südlimburg.

Question and answer session

1:00 p.m. **Luncheon**

3:00 p.m. **Panel discussion**

Working conditions in the tourist industry – balancing economics and social responsibility

Representative of Services Labor Union vida

Services Labor Union vida, tourism section, Vienna

The statewide professional group for tourism, vida, represents the interests of the approximately 165,000 employees in the hospitality industry, many of whom are employed seasonally or part-time. The tourism industry is characterized by pronounced labor fluctuation due to poor working conditions, difficulty in reconciling job with family, and limited opportunities for advancement. The labor union vida is committed to improving the labor situation in tourism.

Michaela Reitterer

President Austrian Association of Hoteliers, Vienna

The Austria Association of Hoteliers (ÖHV) represents the interests of over 1,200 leading vacation, corporate and city hoteliers in Austria. As of 2006 Ms. Reitterer became chair of the ÖHV Vienna and since 2013 she has been its president with Mr. Gregor Hoch. In her own professional capacity as owner of the “Boutiquehotel Stadthalle Vienna” she created the first city hotel with a zero energy ratio, for which she has received numerous national and international awards in the areas of environmental protection and sustainability.

The Pirktl Family

Owner and operator of the Alpine Resort Schwarz, Mieming, Tyrol

The Alpine Resort Schwarz has been run by the Pirktl family enterprise for years and employs around 240 persons. An essential factor in the success of the operation is a sustainable company employment policy. The constant attention to the quality of services and the focus on satisfied and enthusiastic employees has been honored with countless national and international awards.

Barbara Gartner

Agriculturalist, Gourd Farm Gartner & Vacation Homes in a Vineyard, Fehring, Styrian Thermal and Vulcano Region

The 300-year-old farm of the Gartner family is located in the Styrian Thermal and Vulcano Region. Besides traditional farming, rooms, vacation apartments and homes are rented out in the vineyard of the gourd farm and culinary produce sold in a separate shop. For the regionally very successful project “vacation homes in the vineyard & wine patent Sauvignon blanc Nussberg” the family Gartner has already been awarded the cooperative prize of the Styrian Vulcano Region.

Wrap-up (approx. 5:00 p.m.)

6:30 p.m. **Culinary delights of the Mostviertel & evening program**

An enticing culinary journey through the Mostviertel and the Pielach Valley, known as the “Valley of the Dirndls.” The “dirndl” is the red fruit of the cornel cherry and a symbol for the natural wealth of the valley. The evening will be accompanied by typical music of the region.

Tuesday, September 10

8:45 a.m. **Introductory remarks; review of previous day's activities and preview of today's activities**

Moderator: **Johannes Kaup**, *ORF Ö1 radio, Vienna*

9:00 a.m. **Sustainable regional tourism development in rural areas**

The country and the people – rural spaces, identities and contradictions

Prof. Martin Heintel

University of Vienna, Department of Geography and Area Studies

There are no “rural areas” nor are there “regions” as such. Non-urban areas vary widely and have many different forms. Identities vary greatly as do regional characteristics. The relationship between urban and rural is constantly being redefined. What are the specific qualities of rural areas, what are the contradictions, and what are the new challenges regarding the interplay of city and country seen from the perspective of outlying areas?

How tourism can contribute to the sustainable development of a region on the basis of a practical example from the Bregenz Woods

Herlinde Moosbrugger

Manager Bregenz Woods Tourism, Ltd.

The region Bregenz Woods is dominated by three economic areas – tourism, agriculture, and crafts and trades. 30,000 people live and work in the region. Tourism must adapt to this environment if it is to contribute to a sustainable and positive development in this region.

Gemeinde Krimml – riding the wave of the future

Erich Czerny

Mayor Town of Krimml, Salzburg

At the beginning of the journey there is a single imperative: You need a vision! Towns are inquisitive, innovative, atypical, anti-cyclical, bold and determined. The town of Krimml has recently ventured beyond classical stereotypes and conventions and opened new doors of opportunity by means of close cooperation of science, research, regional authorities – all with the enthusiastic support of its citizens. Global issues such as health and peace in the world are at the core of this new direction and form the basis for clear goals. Looking both inward and outward.

Question and answer session

11:00 a.m. **Time for conversation, snacks and beverages**



→ 11:30 a.m. **Focus on ACCESS2MOUNTAIN: intelligent mobility in tourism**

“GO GREEN – sustainable tourism concepts and e-mobility in the Alps: case example Werfenweng”

Peter Brandauer

Mayor town of Werfenweng and president of Alpine Pearls

Arrive on rail and enjoy guaranteed mobility afterwards. Werfenweng is the ideal destination for all guests who arrive by train and want to experience the advantages of dependable, environmentally friendly mobility during their stay. Arriving with the “big electric train” makes it possible to use the local “little electric train” free of charge.

e-mobility in Carnuntum of ancient Roman fame – opportunities and risks of alternative forms of transportation in the tourist industry

Bernhard Fischer

Manager Römerland Carnuntum, LEADER Management and regional coordinator provincial exposition 2011, Römerland Carnuntum

The Lower Austrian Exposition 2011 was an incentive for numerous ventures and image projects in the Römerland Carnuntum area. Mr. Fischer talks about lessons that can be learned by Römerland Carnuntum from the e-mobility project.

Question and answer session

1:00 p.m. **Closing remarks**

Governor Erwin Pröll

Lower Austrian federal government, St. Pölten

1:20 p.m. **Words of thanks from the organizers**

Market square:

Here participants can establish contact throughout the entire conference with sustainable enterprises.

Info corner: ACCESS2MOUNTAIN

Learn about the newest developments and best-practice examples of the transnational project ACCESS2MOUNTAIN. The aim of the project is to improve local mobility during vacation visits to the Alps and the Carpathian mountains and to support a mutual exchange of experience. At the same time the goal is to achieve a reduction of negative influences on the environment such as pollutants and noise in especially sensitive areas. Mostviertel Tourismus Ltd. is one of 12 partners in the project.

Fees and rates

Conference fee for 2 days: **€ 300,-**
Conference fee for 2 days including accommodation for 1 night in the Steinschaler Dörfel: **€ 385,-**
Conference fee for September 9 only: **€ 190,-**
Conference fee for September 10 only: **€ 125,-**
1 night for single room in the Steinschaler Dörfel: **€ 85,-**

Meals and conference materials as well as rail transport with the WESTbahn and the Mariazellerbahn are included in all listed prices.

Arrive and depart with sustainable rail travel

We will provide complementary arrival and departure travel from all WESTbahn stations (Vienna, Amstetten, Linz, Wels, Attnang-Puchheim, Salzburg) to St. Pölten as well as connecting travel from St. Pölten to the conference venue Frankenfels with the Mariazellerbahn. When booking your participation in the conference please include your travel plans and we will issue you a voucher. There will be a transfer service to and from the conference facilities at the Frankenfels train station.

Car pooling

For those participants not arriving by rail we have set up car pooling. Offer to drive or look for a ride at www.nachhaltigkeitskonferenz.at
We would be pleased to have you take advantage of this option.

Information and registration

Mostviertel Tourismus
3250 Wieselburg, Adalbert-Stifter-Straße 4
Tel. +43(0)7416/521 91, Fax +43(0)7416/530 87
office@mostviertel.at, www.mostviertel.info
www.nachhaltigkeitskonferenz.at

Please register for the conference online, by phone or by fax by August 24, 2013.

Mostviertel

Organizer

Mostviertel Tourismus Ltd.
in cooperation with
Club Niederösterreich and
Niederösterreich-Werbung Ltd.

Venue

Naturhotel Steinschaler Dörfel
Taschlgrabenrotte 2
3213 Frankenfels
www.steinschaler.at



Steinschaler Dörfel in the Pielach Valley



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