

Environmentally Friendly Travelling in Europe - Summary by Elisabeth Udolf-Strobl -

The performance of Austrian tourism in 2004

- In 2004 tourism activities accounted for 9 % of the GDP.
- International scale: Austria performs within the TOP-10 destinations worldwide with 19.4m international tourist arrivals generating 85m overnight stays.
- Tourism turnover in 2004: 19 000 million EUR in total.

For the year 2005 further increases in arrivals and overnight stays as well as in tourism turnover are expected.

Eco-friendly travelling is part of a sustainable development in tourism

Austrian guidelines for a sustainable tourism development:

- Sound nature and landscape as well as ecological management systems at enterprise level are preconditions for a comprehensive tourism development (ecological dimension).
- Tourism forms part of an interlinked economy in Austrian regions (economic dimensions).
- The image of tourist destinations is outlined by an independent, self-determined culture and by social satisfaction and acceptance, especially by those working in the tourism sector (social-cultural dimension).
- The population and particularly individuals working in the field of tourism shape tourism environment and framework; therefore it is necessary to give stakeholders access to all information and to decision-making processes (institutional dimension)
- Tourism-intensive destinations should make good use of environmental management systems at local and business level and should define and implement their own sustainable strategies.



Tourism and transport - a particular challenge for sustainable development

- Best-practice projects at destination level have been promoted by the Austrian government since 1998. Since then around 800.000 EUR were granted by Ministry of Economics funds to model-projects. In addition, in the financial period 2000 - 2006 the EU co-funded cooperation projects within the framework of the Alpine Space Programme (INTERREG III (A/B)) such as Alps Mobility II, Alpine Awareness and MoSeTo (Eco-mobility and Eco-tourism).
- In-depth-analyses of the pilot projects as well as identifying future strategic key projects are required to reach the aim of a broader implementation of soft-mobility measures.

For further information please consult: www.bmwa.gv.at/tourismus