



World of Mountains and Lakes Nassfeld-Lesachtal-Weissensee

Monitoring 2022 for the certification GSTC-D

Interreg
Italia-Österreich
365 days - World of Mountains
European Regional Development Fund



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Region NLW, Nassfeld-Pressegger See, Lesachtal and Weissensee

The Nassfeld-Pressegger See, Lesachtal and Weissensee (NLW) in Carinthia is a prominent tourism destination that for several years has been moving steadily to improve its impacts on sustainability. Comprised of ten municipalities and a total population of 21.214, every year the NLW generates around 2.2 million overnight stays and over 440.000 arrivals. The regional cooperation exists since 1999, in the beginning the name was "Karnische Tourismus GmbH". The name of NLW was given in 2014. Over the years, the destination has been able to develop and regenerate its tourism products, by meeting market demand and by increasingly involving the community in its decision-making processes. The three areas comprised in the NLW destination have developed their own claim and tourism concept, but they are characterised by a commonly shared integrated sustainable approach, based on some key initiatives and strategies supporting sustainable forms of tourism in the destination.

These include:

- Slow Food Travel Alpe Adria Carinthia region (including Nassfeld-Pressegger See and Lesachtal)
- Healing landscape of Lesachtal, Mountaineering Villages network
- Weissensee Nature Park, Alpine Pearls network
- Sports and nature-oriented tourism
- Sustainable tourism and gentle mobility, certification of municipalities as 5e-communities

NLW Tourismus Marketing GmbH is the marketing company of the tourist destination with the aim of planning the strategic lines of tourist development of the territory related to information, hospitality and tourism promotion. NLW Tourismus Marketing GmbH manages the tourism marketing for the ten community members located in the southwest of Carinthia (Hermagor-Pressegger See, Weissensee, Lesachtal, Kötschach-Mauthen, Kirchbach, Dellach, Gitschtal Valley, St. Stefan, Feistritz and Stockenboi) and for the Karnische Incoming GmbH. Karnische



Incoming GmbH (KIG) represents 180 local operators from the areas of accommodation, infrastructure providers and leisure economy, as well as the cable car partners from Nassfeld.

After years of planning, design, implementation and monitoring of tourism activities, NLW Tourismus Marketing GmbH, in 2019, the destination participated in the Climate and Energy Model process (KEM) and in 2020, applied to the KEM Implementation phase as part of a public-private partnership composed of 29 institutions and companies to the second phase of the bid to KEM, to become to the Most Sustainable Tourism Region in Austria.

This process proved to be a catalyst for mobilising new resources, in terms of new partnerships, leadership and concrete action ideas towards becoming the Most Sustainable Region in Austria. Through a participatory approach, the destination developed ten key measures on which efforts will be carried forward over in the 2021-2023 period.

In addition to this process, the “World of Mountains-365 days” Italy-Austria Interreg project with the Tarvisiano Tourism Consortium has also provided additional opportunities to explore cross-boundary exchange of best practices in sustainability and increase the development and marketing of joint tourism products. The objective is to evaluate what has already been done and pave the way for a new form of sustainable tourism development, consistent with market demands for quality tourism, while respectful of the lifestyle of the local communities.

Starting in 2021, the destination plans to apply the Global Sustainable Tourism Council (GSTC) standard, which steers NLW and all stakeholders toward more sustainable tourism. Among the various criteria required, some call for regular monitoring of socio-economic, environmental and cultural indicators. This document summarizes the actions and monitoring data collected within the destination.

Goals and measures

- We want a 10% increase in energy efficiency in tourism.
 - Partial renovation of tourist facilities
- We want a 10% increase in regional electricity and heat supply.
 - Building block actions PV installations for tourist establishments
- We want a reduction of the residual waste volume in the waste paper baskets by up to 1/3.
 - Acquisition of tableware mobile and tableware depot
- We want 50% more certified Slow Food Travel partners.
 - Establishment of a Slow Food School as a model for Austria
- We want a 30% share of meatless dishes on the menu.
 - At least 10 more "market gardens" (e.g. vegetable, herb, orchards, etc.)
- We want a 10% increase in public transportation ridership.
 - From 2030, alternatively powered buses in the entire regional scheduled transport system the NLW as Austria's pilot project.
- We want a 30% reduction in individual trips to experience venues in 3 years.
 - Mobilbüro Hermagor, Mobility center for the region
- We want an increase of car sharing vehicles per 1.000 inhabitants from so far 0,33 to 5 (until 2030).
 - Sustainable experience offers with public, demand-oriented E Network
 - mobility incl. ticketing (digital guest attendant)

Criteria

Feedback from residents and visitors (A5 and A6)

The destination is currently collecting feedback from visitors through its social channels. Some evaluation tools are used by the individual habitats, as there is no common presence, such as on Facebook or snowtrex. In general, it should be noted that the three habitats (Nassfeld-Pressegger See, Lesachtal and Weissensee) are independent, as the region is very extensive and the habitats partly address different groups of guests.

Reviews on various channels:

- Snowtrex Nassfeld-Pressegger See: 8,7 out of 9 stars
(snowtrex.de/oesterreich/nassfeld-hermagor/skigebiet.html)
Number of reviews: 201 - recommendation rate 96 %. TripAdvisor Weissensee: 4.5 out of 5
- Tripadvisor Weissensee: 4,5 of 5
- Tripadvisor Nassfeld Ski Resort: 8 of 5
- Google Nassfeld: 4,6 of 5 stars
- Facebook Nassfeld: 4,3 out of 5 stars
- Facebook Pressegger See: 4,9 out of 5 stars
- Facebook Weissensee: 4,7 out of 5 stars
- Bergfex Region NLW: 4,6 out of 5 stars
- Bergfex Lesachtal: 4,7 out of 5 stars
- Bergfex Weissensee: 4.5 out of 5 stars

Customers are very satisfied with the service received and especially appreciate the natural areas of the destination. There were no particular negative comments. However, the destination intends to expand the areas around feedback, both in terms of people involved and topics covered. Beginning in June 2021, there will be an online questionnaire for locals and tourists so that important feedback on sustainability can be collected. This data will be analyzed in a separate document.

The questionnaires that will be administered can be found at the following link:

<https://www.nassfeld.at/de/Service/Nassfeld-A-Z/Nachhaltigkeit/>

As far as tourists are concerned, the questionnaire will be distributed in German and English through the social channels of the destination.

With regard to residents, the questionnaire will be disseminated through the social pages of the destination and the participating municipalities.

Visitor volume during the year A8, C6 and D2

From the analysis of the tourist flows still present in the area, the characteristics and dynamics of tourist demand are obtained. For this purpose, the data on arrivals and attendances of 2019 were analyzed. In fact, 2020 and 2021 represented an abnormal year due to the pandemic.

Overall arrivals show a relatively stable positive trend over the last decade.

In terms of arrivals as well as overnight stays, the two municipalities of Hermagor-Preseger See and Weissensee present themselves as the most important tourism municipalities of the destination. Both communities have a long tradition of tourism, especially in summer.

	St. Stefan	Hermagor-Preseger See	Gitschtal	Kirchbach	Dellach	Kötschach-Mauthen	Lesachtal	Weissensee	Stockenboi	Feistritz	total
<i>Arrivals 2019</i>											
foreigner total	5 293	159 748	12 783	9 642	4 466	24 170	15 153	38 439	8 701	n.b.	278 395
austrian total	1 441	75 173	9 851	2 202	4 178	8 613	15 900	44 765	3 270	n.b.	165 393
total	6 734	234 921	22 634	11 844	8 644	32 783	31 053	83 204	11 971	3 457	447 245
% foreigner	78 %	68 %	56 %	81 %	52 %	74 %	49 %	54 %	73 %	n.b.	62 %
<i>Overnight stays 2019</i>											
foreigner total	22 293	906 703	72 203	53 515	23 880	93 469	67 855	284 294	37 128	n.b.	1 561 340
austrian total	5 792	294 356	71 849	7 866	13 101	23 574	46 592	170 021	11 678	n.b.	644 829
total	28 085	1 201 059	144 052	61 381	36 981	117 043	114 447	454 315	48 806	5 955	2 212 24
% foreigner	79 %	75 %	50 %	87 %	65 %	80 %	59 %	63 %	76 %	n.b.	71 %
<i>Average length of stay 2019</i>											
foreigner total	4,21	5,68	5,65	5,55	5,35	3,87	4,48	7,40	4,27	n.b.	5,61
austrian total	4,02	3,92	7,29	3,57	3,14	2,74	2,83	3,79	3,57	n.b.	3,90
total	4,17	5,11	6,36	5,18	4,28	3,57	3,68	5,46	4,08	1,64	4,95

Figure 1: Table overview tourism data
Source: Statistik Austria 2020



	St. Stefan	Hermagor- Pressegger See	Gitschtal	Kirchbach	Dellach	Kötschach- Mauthen	Lesachtal	Weissensee	Stockenboi	Feistritz	total
<i>Arrivals 2021</i>											
foreigner total	1 743	72 668	5 018	4 875	3 029	14 544	10 343	25 849	7 676	n.b.	145 745
austrian total	891	50 225	7 242	1 862	3 324	6 365	13 858	40 736	3 940	n.b.	128 443
total	2 634	122 893	12 260	6 737	6 353	20 909	24 201	66 585	11 616	1 668	275 856
% foreigner	66 %	59 %	41 %	72 %	48 %	70 %	43 %	39 %	66 %	n.b.	56 %
<i>Overnight stays 2021</i>											
foreigner total	11 290	463 671	33 113	35 067	17 335	58 815	50 392	185 801	33 404	n.b.	888 888
austrian total	4 875	202 184	49 460	6 767	13 064	16 472	39 279	196 424	15 626	n.b.	544 151
total	16 165	665 855	82 573	41 834	30 399	75 287	89 671	382 225	49 030	3 005	1 436 044
% foreigner	70 %	70 %	40 %	84 %	57 %	78 %	56 %	49 %	68 %	n.b.	64 %
<i>Average length of stay 2021</i>											
foreigner total	6,48	6,38	6,60	7,19	5,72	4,04	4,87	7,19	4,35	n.b.	5,61
austrian total	5,47	4,03	6,83	3,63	3,93	2,59	2,83	4,82	3,97	n.b.	3,90
total	6,14	5,42	6,74	6,21	4,78	3,60	3,71	5,74	4,22	n.b.	5,17

Figure 2: Table overview tourism data
Source: Statistik Austria 2020

	St. Stefan	Hermagor- Pressegger See	Gitschtal	Kirchbach	Dellach	Kötschach- Mauthen	Lesachtal	Weissensee	Stockenboi	Feistritz	total
<i>Arrivals 2022</i>											
foreigner total	2 547	142 264	9 666	9 252	4 301	22 751	14 257	37 473	9 449	n.b.	251 960
austrian total	817	74 183	10 238	2 468	4 385	9 279	15 955	50 715	3 734	n.b.	172 481
total	3 364	216 447	19 904	11 720	8 686	32 030	30 212	88 152	13 183	2 866	426 564
% foreigner	76 %	66 %	49 %	79 %	50 %	71 %	47 %	43 %	72 %	n.b.	59 %
<i>Overnight stays 2022</i>											
foreigner total	14 483	797 038	56 014	54 112	23 925	87 904	62 273	243 185	38 773	n.b.	1 377 707
austrian total	4 131	289 274	62 742	8 945	15 900	32 541	44 426	221 450	13 437	n.b.	692 846
total	18 614	1 086 312	118 756	63 057	39 825	120 445	106 699	464 635	52 210	5 230	2 075 783
% foreigner	78 %	73 %	47 %	86 %	60 %	73 %	58 %	52 %	74 %	n.b.	66 %
<i>Average length of stay 2022</i>											
foreigner total	4,74	5,28	5,32	8,26	5,56	4,10	4,84	6,78	8,92	n.b.	5,98
austrian total	4,25	3,59	6,96	3,36	3,68	3,27	2,83	3,82	3,97	n.b.	3,97
total	5,53	5,02	5,97	5,38	4,58	3,76	3,53	5,27	3,96	n.b.	4,78

Figure 3: Table overview tourism data
Source: Statistik Austria 2020

Except for the municipality of Feistritz an der Gail, overnight stays play a relevant role in all municipalities.

However, Hermagor with the Pressegger See and the Nassfeld area as well as Weissensee have clearly developed as the tourism communities of the destination NLW.

Weissensee and Pressegger See in particular have a long tradition in summer tourism. The Nassfeld area has developed into a tourist destination due to its high altitude and relatively safe snow conditions as well as technical facilities. Nassfeld has developed into one of the TOP winter ski resorts.



A comparison between the years 2019 and 2021 is not meaningful due to the pandemic. It is very well recognizable that there have been less restrictions in winter 2021/2022 and the pandemic has lost importance in summer 2022 and therefore more people have traveled again and tourism could be strengthened again. It can also be deduced that the safety for long-distance travel was not yet so given and therefore travel destinations in Austria were a priority.

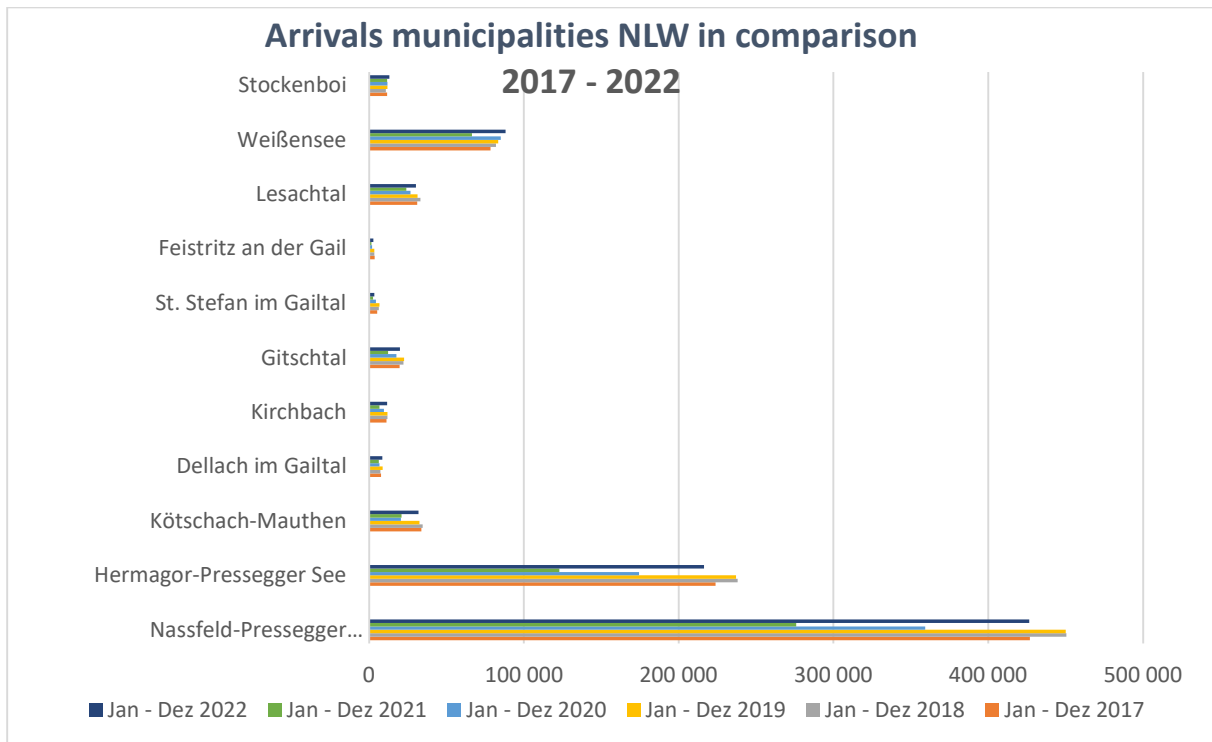


Figure 4: Arrivals municipalities NLW in comparison
Source: Own presentation

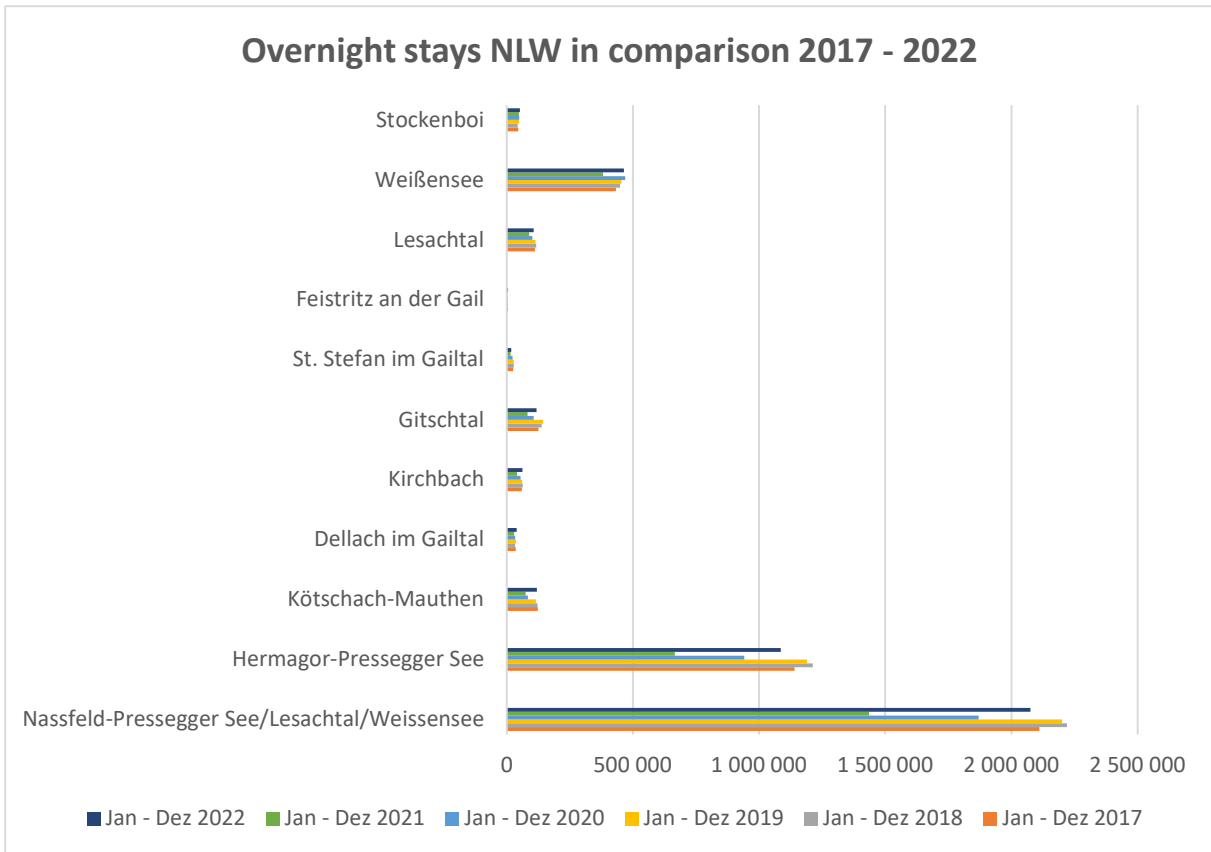


Figure 5: Overnight stays NLW in comparison
Source: Own presentation

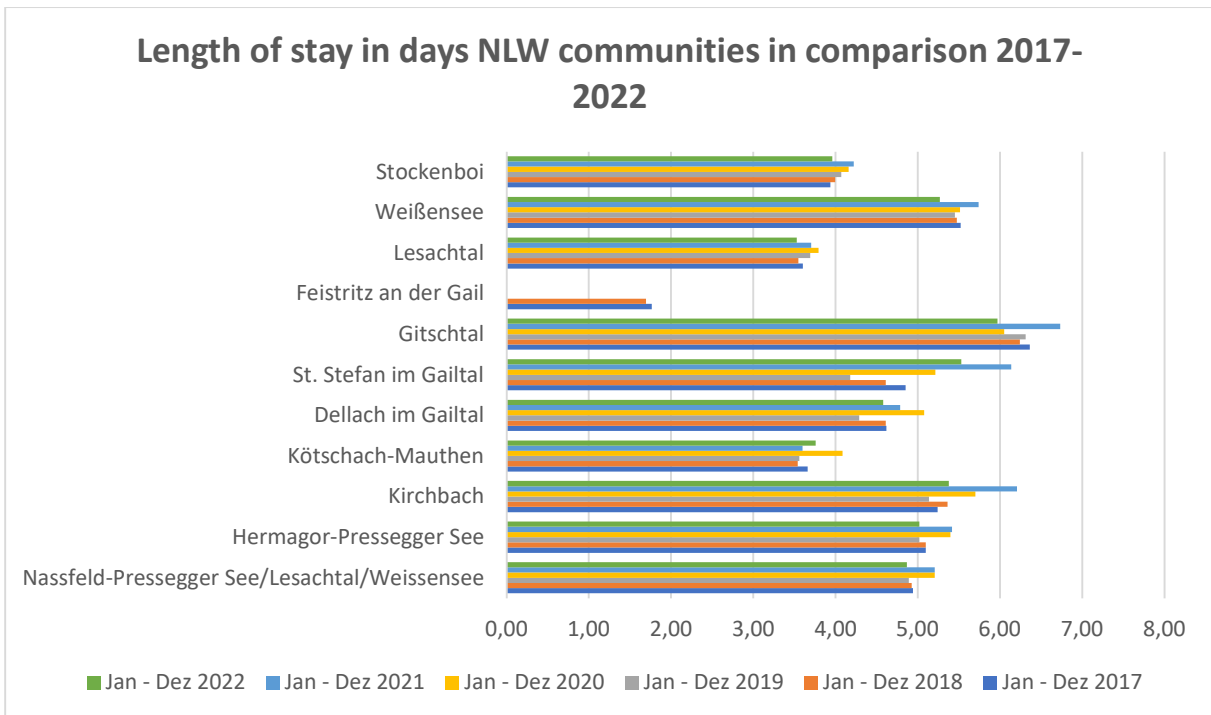


Figure 6: Length of stay in days NLW communities in comparison
Source: Own presentation

Currently, there is no official monitoring of visitor flows for the most visited areas. Monitoring for this is also planned for the near future.

Guest profile

The guest structure according to vacation motives and origin are very different in the summer and winter seasons. In winter, the origin of guests is spread over several countries. Above all, guests from Eastern European countries (especially the Czech Republic and Hungary) seek out Nassfeld for winter sports.

In sum, 85 % of guests come from only three nations: Germany, Austria and the Netherlands.

TOP 10 countries vacation guests in the NLW in 2019		
1	Germany	818 146
2	Austria	645 635
3	Netherlands	190 794
4	Czech Republic	106 128
5	Italy	82 104
6	Hungary	76 200
7	Belgium	45 122
8	Poland	39 267
9	Croatia	30 741
10	Slovakia	27 177

Figure 7: TOP 10 countries vacation guests in the NLW in 2019
 Period: January 2019 - December 2019
 Statistics filter: Total
 DataSource: WEBMARK Statistical Tools

TOP 10 countries vacation guests in the NLW in 2021 - overnight stays				
	Significance value of the markets	Overnight stays NLW	Rate of change compared with previous period (%)	Significance value NLW
1	Germany	612 701	-1,9 %	42,7 %
2	Austria	545 517	-23,4 %	38,0 %
3	Netherlands	136 651	-17,4 %	9,5 %
4	Italy	29 095	-19,1 %	2,0 %
5	Czech Republic	29 058	-62,9 %	2,0 %
6	Belgium	19 058	-26,3 %	1,3 %
7	Hungary	12 759	-77,8 %	0,9 %
8	Switzerland and Liechtenstein	9 781	-24,9 %	0,7 %
9	Poland	7 424	-78,4 %	0,5 %
10	Denmark	5 348	-43,9 %	0,4 %

Abbildung 8: Top 10 countries vacation guests in the NLW 2021
 Period: January 2021 - December 2021
 Statistics filter: Total
 DataSource: WEBMARK Statistical Tools

TOP 10 countries vacation guests in the NLW in 2021 - overnight stays				
Significance value of the markets	Significance value of the markets	Significance value of the markets	Significance value of the markets	Significance value of the markets
1	Germany	766 275	25,0%	37,0%
2	Austria	694 482	27,3%	33,6%
3	Netherlands	180 777	32,3%	8,7%
4	Czech Republic	103 022	254,5%	5,0%
5	Italy	63 179	117,2%	3,1%
6	Hungary	54 725	328,9%	2,6%
7	Poland	42 041	466,3%	2,0%
8	Belgium	37 592	97,3%	1,8%
9	Slovakia	23 217	334,5%	1,1%
10	Croatia	22 161	689,5%	1,1%

Abbildung 9: Top 10 countries vacation guests in the NLW 2022
 Period: January 2021 - December 2021
 Statistics filter: Total
 DataSource: WEBMARK Statistical Tools

The following changes occurred from the previous period:

Czech Republic and Italy have exchanged places again. Hungary, Poland have caught up again, Belgium has lost. Slovakia and Croatia have slipped into the top 10.

Switzerland and Liechtenstein and Denmark are no longer in the top 10.

Data on the origin of guests winter season

OVERNIGHT STAYS - NASSFELD-PRESSEGGER SEE / LESACHTAL / WEISSENSEE

SIGNIFICANT VALUE OF THE MARKETS	Nov. 16 – April 17	Nov. 17 – April 18	Nov. 18 – April 19	Nov. 20 – April 21	Nov. 22 – April 23
TOTAL	785 500	882 225	883 619	21 587	868 833
RUMANIA	17 072	18 899	22 444	481	18 777
GERMANY	170 822	193 151	207 609	775	181 438
ITALY	27 097	29 024	25 302	268	16 125
CROATIA	24 173	27 633	27 429	83	33 531
NETHERLANDS	61 444	64 339	59 537	193	65 636
AUSTRIA	250 387	269 936	260 728	17 772	260 302
SLOVAKIA	16 536	21 392	23 624	441	22 075
SLOVENIA	15 073	17 233	19 248	614	19 175
CZECH REPUBLIC	70 819	83 924	81 757	412	98 659
HUNGARY	56 438	70 451	65 898	399	60 553
POLAND	11 583		15 253	121	40 568

Figure 10: Data on the origin of guests winter season
Source: Statistik Austria

Data on the origin of guests summer season

OVERNIGHT STAYS - NASSFELD-PRESSEGGER SEE / LESACHTAL / WEISSENSEE

SIGNIFICANT VALUE OF THE MARKETS	May–Okt. 17	May–Okt. 18	May–Okt. 19	May–Okt. 21	May–Okt. 22
TOTAL	1 304 019	1 325 073	1 329 246	1 330 554	1 350 662
BELGIUM	29 313	24 499	22 50	17 693	20 005
GERMANY	605 610	618 054	628 570	582 211	605 192
ITALY	65 267	62 595	58 369	27 444	51 441
NETHERLANDS	151 994	146 112	131 278	132 752	146 449
AUSTRIA	361 071	375 415	386 239	504 167	439 332
SWITZERLAND AND LIECHTENSTEIN	13 034	15 842	15 144	9 406	13 216
CZECH REPUBLIC	19 122	21 310	22 898	21 400	25 321

Figure 11: Data on the origin of guests summer season
Source: Statistik Austria

The guests are to a large extent nature-oriented. Families also make up a high proportion of guests.

Skiing takes place mainly at Nassfeld, in addition to some smaller slopes. Here there are modern cable cars and infrastructure for the production of snow.

With 110 kilometers of slopes, Nassfeld is a varied and also the largest ski area in Carinthia. Particularly noteworthy is also the offer for families, with 6 kilometers of slopes especially designed for families. This is also used by the population of the surrounding communities. The destination offers beyond ski tourism also soft winter experiences such as cross-country skiing, ice skating, ski touring, snowshoeing in the Lesachtal and in Weissensee but also in other communities of the Gailtal.

Lesachtal has established itself as a winter cross-country skiing and ski touring area. Weissensee offers a small number of ski lifts. However, the core of the winter experience in Weissensee is the unique natural ice skating and the cross-country skiing trails. Depending on snow conditions, winter hiking and MTB offers are also relevant in winter. Exceptional for Weissensee is also the long tradition of ice skating events with Dutch guests (Alternative Dutch 11-city tour).

Tourism is to a large extent stay tourism. However, seasonally and for some places, day tourism is also important. It is currently calculated with about 30,000 day visitors per season. Day tourism concerns in particular the Weissensee (ice skating in winter, swimming in summer) and the Pressegger See (swimming in summer), as well as the winter sports facilities at Nassfeld. Of course, this leads to heavy traffic loads on a case-by-case basis - especially during larger events.

The municipality of Weissensee has been working for years on strategies and mobility offers to alleviate this problem, with success! Already in the mid-90s, a first traffic concept was created. In the meantime, many sub-projects (slow train, nature park bus, Weissensee train station shuttle, etc.) have been implemented. Also e-car sharing systems are already successfully in use in the NLW region.

Nassfeld offers ski buses for guests, locals and employees. Nevertheless, there is always parking congestion at the valley station in Tröpolach.

Summary guests

The majority of guests to the Nassfeld-Lesachtal-Weissensee destination come from Austria, Germany and the Netherlands. Whereby in summer significantly more overnight stays are counted by German guests than in winter.

The share of guests arriving by public transport is still low. Summer guests are likely to be more easily persuaded to travel by train than winter guests because of their luggage.

The summer guests from Austria and Germany represent a great potential for the arrival by train. Especially among the summer guests from Austria, a high proportion of guests from Vienna can be identified. These guests would already have a relatively high-quality rail connection available in close proximity in Vienna. The destinations Hermagor and Weissensee (Greifenburg-Weissensee train station), which are chosen by the majority of guests, also speak in favor of rail travel, since they can be reached from Vienna with one change. The travel time is about 5.5 hours, which is more than the travel time by car! So good arguments and a good service for the "last mile" are needed to bring new guests to the train.

In the figure Data on the origin of guests, it can be clearly seen that the pandemic no longer plays a role. In 2022, the values of before the pandemic could almost be reached again.

Economic orientation of the region away from tourism and presentation of the importance of tourism for the region B1

The economic structure in the destination Nassfeld-Lesachtal-Weissensee is characterized by a good mix in the secondary and tertiary sectors.

The tourism sector is relatively strong. The table shows that the share of the tourism sector is high at just under 18%. The district of Hermagor is thus ranked first in Carinthia.

The agricultural quota, on the other hand, is significantly below the state or national comparative value. However, in combination with room rentals (farm vacations) -

agriculture still plays an important role in the region. On the one hand as a job and income source, on the other hand as a producer of regional (organic) food.

Economic structure			
Ø 2021, Shares in %	HE	Carinthia	Rank
Agriculture and forestry	0,6	0,9	8
Production sector	26,5	26,7	9
Production of goods	11,2	16,9	9
Technology area	0,7	7,4	10
Construction	13,1	7,9	2
Service sector	72,9	72,4	2
Tourism	14,3	6,1	1
Knowledge-intensive Service	6,1	8,1	5
KWF- Technology Fund	5,9	11,7	10
Source: HVSV (incl. freelancers)			

Figure 12: Economix structure
Source: Region profile district Hermagor 2021

Economic structure			
Ø 2022, Shares in %	HE	Carinthia	Rank
Agriculture and forestry	0,5	0,9	8
Production sector	25	26,7	9
Production of goods	10,8	16,9	9
Technology area	0,7	7,5	10
Construction	12,2	7,8	3
Service sector	74,4	72,4	2
Tourism	17,5	6,7	1
Knowledge-intensive Service	5,7	8,1	5
KWF- Technology Fund	6	11,9	10
Source: HVSV (incl. freelancers)			

Figure 13: Economix structure
Source: Region profile district Hermagor 2021

The organic farms are of great importance in the region. These can also be well combined with ecotourism and the current zeitgeist (sustainability thinking and regional production of food), which definitely has a high potential in the region.

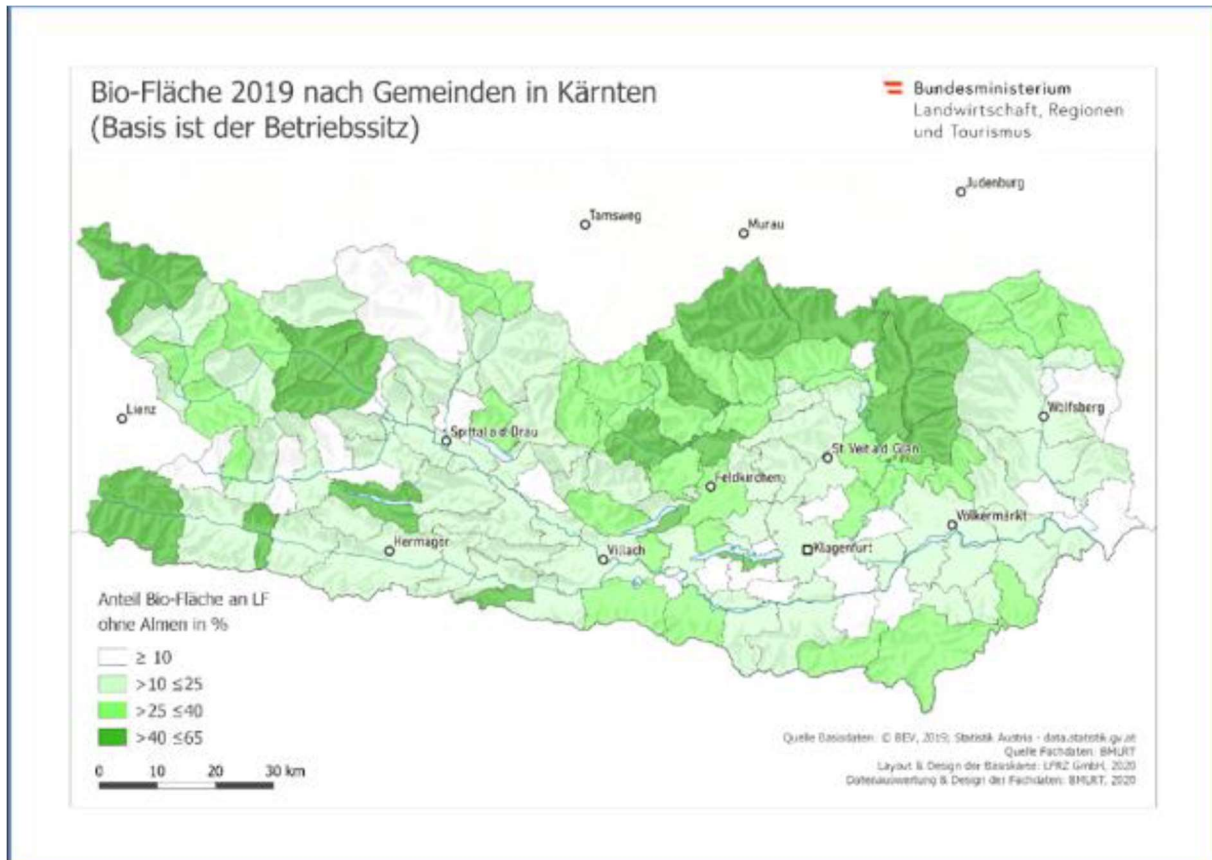


Figure 14: Organic area 2019 by municipalities in Carinthia
Source: Federal Ministry of Agriculture, Regions and Tourism

However, the strongest sectors include accommodation and catering (approx. 1,000 employees), trade and repair (approx. 860 employees) and health care (approx. 570 employees), such as the Gailtal Clinic in Hermagor and the Provincial Hospital in Laas, as well as administrative institutions at the municipal and district level.

The majority are establishments with fewer than 20 employees. Only in the sectors of accommodation and catering and health care are there establishments with more than 100 employees.

With a share of over 50%, the service sector has the greatest importance in the district.

Industries such as tourism, agriculture and crafts dominate. Industries of the future, such as IT, communications and new services, are still lacking. However, the current expansion of the broadband connection in the district will create the infrastructural conditions for the further development of these future industries.

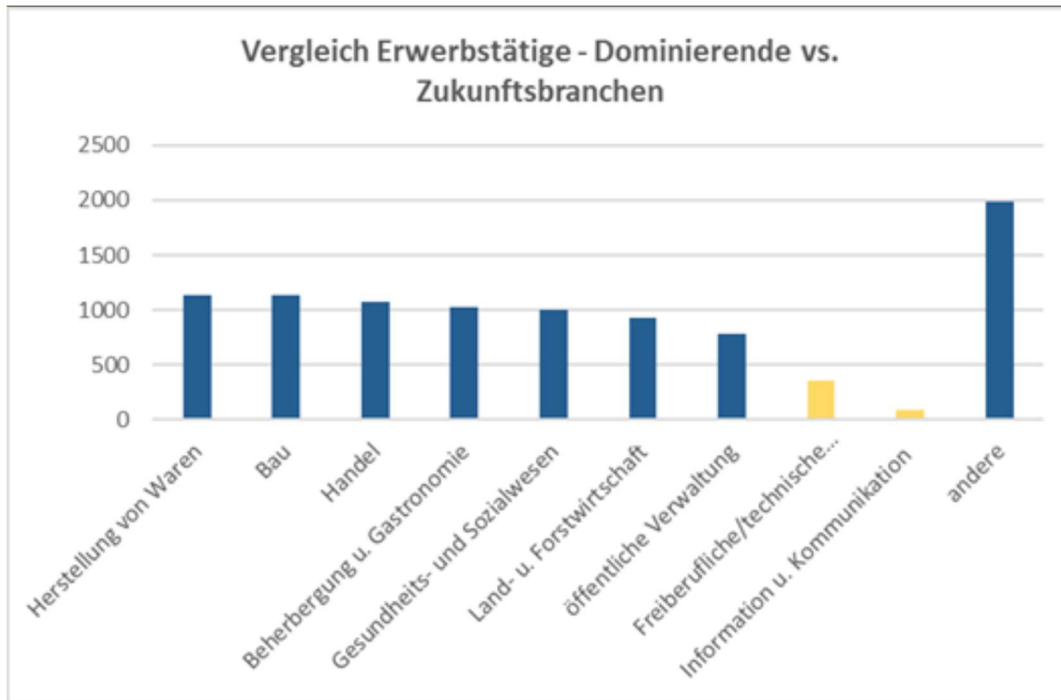


Figure 15: Comparison of employed persons - dominant vs. future industries
Source: Own presentation based on Statistics Austria, View of the Municipality, Reconciled Employment Statistics 2017, July 2020.

Tourism intensity index 2022 by municipality

The intensity of overnight stays shows the potential "socio-economic and ecological impact" of tourism in the destination, broken down by municipality. It is noticeable that different values are given. Those municipalities with the most overnight stays and the lowest number of inhabitants show the highest values and are therefore primarily to be taken into account. On the one hand, the changes due to tourism bring development, income and work, but on the other hand, they are drivers of sometimes "burdensome" changes for society (local life), culture (culture as a marketing tool) and the environment (e.g. high water consumption or high waste production). The aim of tourism monitoring is therefore to shed special light on

these development dimensions and to derive strategic steps from them or to achieve "learnings".

With regard to the scientific approach to the topic, Rainer Mörth from the Johannes Kepler University Linz should be mentioned above all. He examined in his publication "Auf die Dosis kommt es an - Tourismus als Dünger regionaler Kultur und Gesellschaft?" URL: <http://soziologie.soz.uni-linz.ac.at/sozthe/staff/moerthpub/TourismusDuenger.pdf> social but also cultural changes, which were caused by "intensive" tourism. The researcher provides critical benchmarks for this. In order to avoid larger "Impacts" by a high tourism level it is important to avoid the phenomenon "Overtourism". First changes could be scientifically proven from 150-200

overnight stays could be scientifically proven. If tourism is used in a well-dosed manner, it can bring many advantages for the economy, society, culture and the environment - especially in structurally weak rural areas - according to the conclusion of the study. We want to pursue this goal in the destination!

	St. Stefan	Hermagor- Pressegger See	Gitschtal	Kirchbach	Dellach	Kötschach- Mauthen	Lesachtal	Weissensee	Stockenboi	Feistritz	<i>total</i>
<i>Overnight stays</i>	28 085	1 201 059	144 052	61 381	36 981	117 043	114 447	454 315	48 806	5 955	2 212 124
<i>population</i>	1 604	6 889	1 246	2 574	1 233	3 359	1 319	758	1 605	627	21 214
<i>Tourism intensity¹</i>	17,51	174,34	115,61	23,85	29,99	34,84	86,77	599,36	30,41	9,50	104,28

Figure 16: Tourism intensity index 2019 by municipality
Own presentation

	St. Stefan	Hermagor- Pressegger See	Gitschtal	Kirchbach	Dellach	Kötschach- Mauthen	Lesachtal	Weissensee	Stockenboi	Feistritz	<i>total</i>
<i>Overnight stays</i>	16 165	665 855	82 573	41 834	30 399	75 287	89 671	382 225	49 030	3 005	1 436 044
<i>population</i>	1 584	6 921	1 235	2 503	1 201	3 310	1 276	766	1 589	655	21 040
<i>Tourism intensity²</i>	10,20	96,21	66,86	16,71	25,31	22,75	70,28	498,99	30,86	4,59	68,25

Abbildung 17: Tourism intensity index 2021 by municipality
Own presentation

¹ The tourism index is calculated as the ratio of overnight stays/inhabitants. Own calculation.

² The tourism index is calculated as the ratio of overnight stays/inhabitants. Own calculation.

	St. Stefan	Hermagor- Pressegger See	Gitschtal	Kirchbach	Dellach	Kötschach- Mauthen	Lesachtal	Weissensee	Stockenboi	Feistritz	<i>total</i>
<i>Overnight stays</i>	18 614	1 086 312	118 756	63 057	39 825	120 445	106 699	464 635	52 210	5 230	2 075 783
<i>population</i>	1 575	6 951	1 234	2 492	1 195	3 340	1 264	769	1 590	654	21 064
<i>Tourism intensity²</i>	11,82	156,28	96,24	25,30	33,33	36,06	84,41	604,21	32,84	8,00	98,55

Figure 18: Tourism intensity index 2022 by municipality
Own presentation

Looking at the municipalities according to the study of Mörtz, the destination records an average overnight stays intensity of 104.28 overnight stays per inhabitant* in 2019. In 2021, the overnight stays intensity is 68.25. This low value can be attributed to the pandemic. In 2022, the intensity of overnight stays is 98.55. Here, too, it can be seen that the effects of the pandemic have passed. Overall, therefore, tourism is not in the form of "overtourism". The tourism focus is on the municipalities of Hermagor and the Weissensee area. Through a better understanding of tourism development and its effects on people and the environment, new learning effects can be generated and new strategic measures can be induced. Increased cooperation with research institutions and networks can bring further increases in knowledge. This is the way the destination wants to go!

³ The tourism index is calculated as the ratio of overnight stays/inhabitants. Own calculation.

Energy and water monitoring D5 and D6

The e5 program encourages and supports Austria's municipalities to modernize their energy and climate protection policy, to save energy and thus costs and to make greater use of renewable energy sources (D5b). The commitment of each individual community is an essential contribution to climate protection in Austria, Europe and the world. The municipalities thus form the foundation for the energy transition. 240 municipalities and cities from 7 federal states are currently participating in the e5 program throughout Austria, including 4 state capitals. Over 19.2% of the Austrian population already lives in an e5 community. Together these communities have developed 687 "e". Five municipalities in the destination (Kötschach-Mauthen, Weissensee, Hermagor-Pressegger See, Stockenboi, Gitschtal) participate in the program for energy-efficient communities, which means that the municipal buildings of these five municipalities are already almost exclusively heated with heat from renewable sources, as well as supplied with green electricity. Two municipalities have already achieved 5th status, which represents the highest level of sustainability: Kötschach-Mauthen and Weissensee.⁴

Goals:

- We want a 10% increase in energy efficiency in tourism.
- We want a 10% increase in regional electricity and heat supply.

The Nassfeld ski area consists of three lift companies. In order to guarantee skiing, the use of snow cannons is indispensable. Each of the lift companies has its own water reservoir. If necessary, there is a pipe from the valley to the ponds over which water can be pumped. With the new storage pond Rudnigalm, which is fed exclusively naturally, there is a complete elimination of pumping water from the valley. There will be savings of approx. 600,000 kWh/year (D6a). An author of the medium "Die Woche Gailtal" has intensively studied this issue and wrote an article.

Since water risk is low, no visitor information on water risk and minimising water use has yet been developed but it could be developed in the future.

⁴ <https://www.e5-gemeinden.at/englisches-menu/en/e5-programme>

Wast water D8

The Wastewater Association Karnische Region consists of the three member municipalities Hermagor-Pressegger See, Kirchbach and Gitschtal (D8d). The wastewater association establishes and operates all wastewater disposal plants with associated pumping stations in these municipalities, both domestic and operational. It includes: Construction and operation of all wastewater disposal systems, Maintenance of the jointly built wastewater treatment plant, Purification of the wastewater in the wastewater treatment plant.

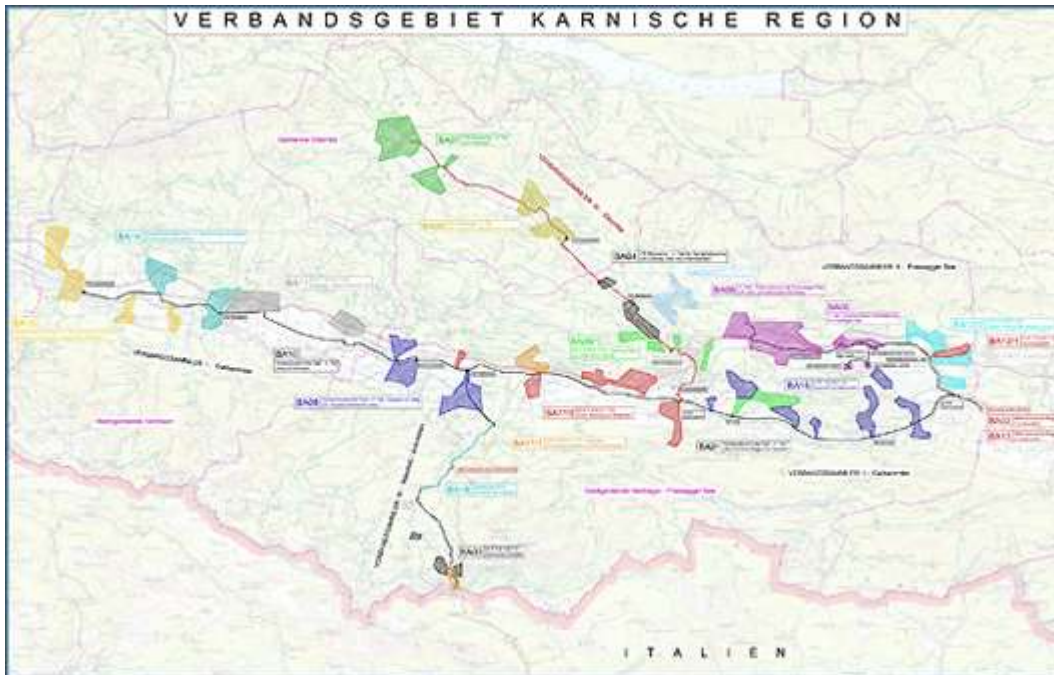


Figure 19: Association area Karnische Region
Source: <https://awvkr.at/verbandsgebiet/>

A control system is planned here for the next few years.

Solid waste D9

The Waste Management Association of Western Carinthia is a municipal association according to the Carinthian Waste Management Ordinance of 1994. The original formation is based on the formation of waste disposal associations for the Carinthian municipalities ordered by the state of Carinthia in 1978. In order to push sustainable regional development in ecological, economic and social terms, it is necessary to update data annually in order to obtain details on waste collection at the municipal level.

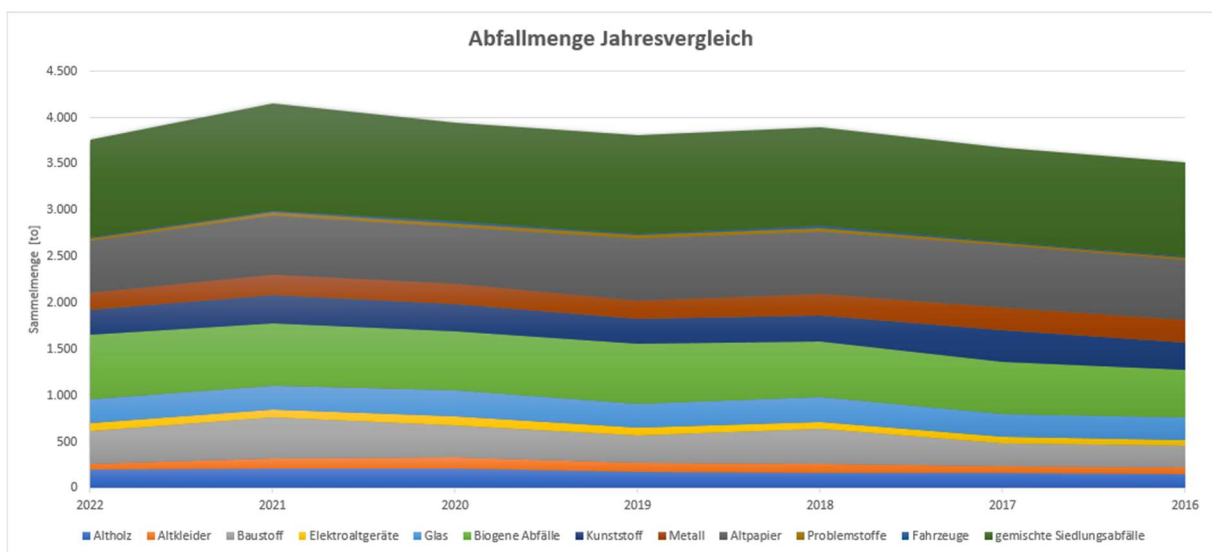


Abbildung 20: Waste volume annual comparison 2022
Source: Abfallwirtschaftsverband Westkärnten

Waste management has improved over the years, with an increase in separate waste collection. The area chart summarizes the total amount of waste collected divided into the individual fractions over the last 7 years. The pie chart shows the share of each fraction of the total collection in 2022.

Fortunately, the total amount of waste has decreased by 388 tons compared to 2021, the majority of which is 103 tons of mixed municipal waste (residual waste and bulky waste), 89 tons of construction materials and 80 tons of waste paper. The volume of mixed municipal waste has thus returned to the 2018/2019 level. In relation to the standard population, the quantity was even reduced to the 2016 level (see diagram "Generation of mixed municipal waste (residual waste + bulky waste) in kg/NEw.a).

The proportion of separately collected recyclables was maintained at 63%, roughly the same level as in the last four years. This confirms the assumption that the increased volume of bulky and residual waste over the past two years is due to the Corona pandemic (masks, tests, de-cluttering).

The amount of construction materials collected in 2021 was 90 tons higher than in previous years. Thus, in 2022, this value has returned to normal to the average of the last 5 years. For the coming year, a decrease is rather expected in this sector, as construction activities are declining due to high inflation.

The decrease in collected waste paper can also be seen in comparison to the last 5 years (decrease of 15%). This can be explained by the introduction of the waste paper garbage can for households. In the course of this, the waste paper containers were removed from the public collection islands as well as in front of the collection center. Companies and citizens from neighboring communities also disposed of waste paper in these containers. These quantities are now handed over by companies directly to the disposal company or disposed of in their own community. The fact that the citizens of the municipality do not dispose of the waste paper in the residual waste, but continue to collect it separately, can be proven by the reduced amount of residual waste.

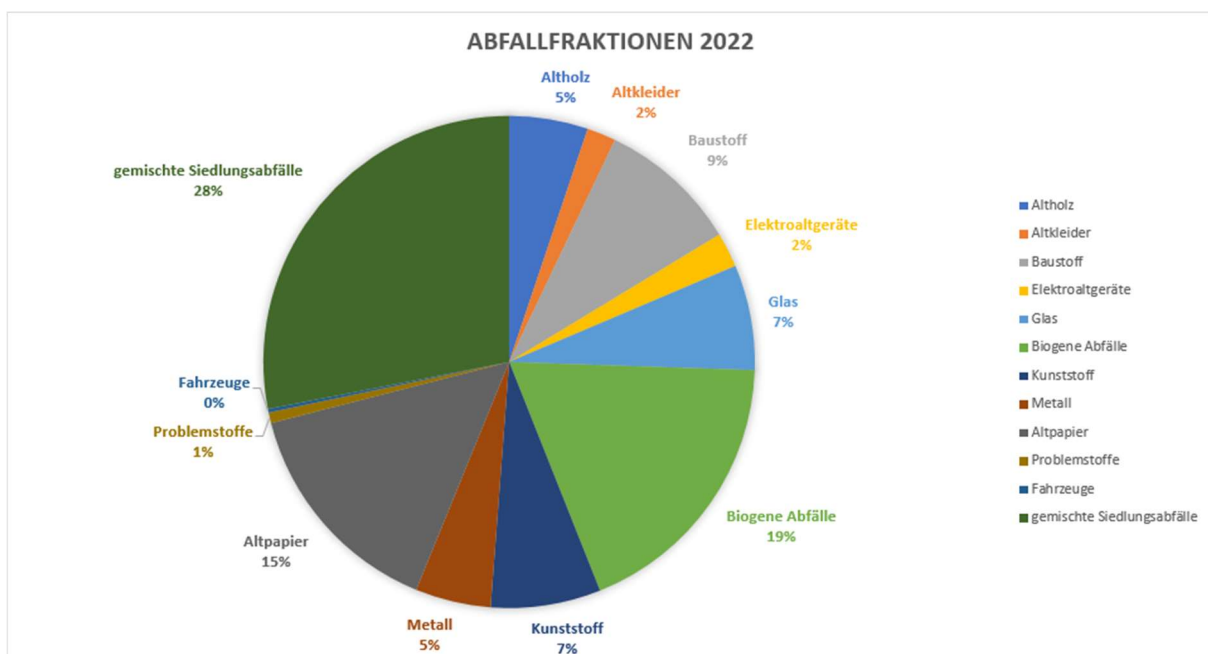


Figure 21: Waste fractions 2022
Source: Abfallwirtschaftsverband Westkärnten

The targets are:

- Increase the separate collection of recyclable materials, especially lightweight packaging
- Reduction of the volume of residual waste per standard inhabitant.

These targets will be achieved through the implementation of several measures:

- Expansion of organic waste collection
- Additional collection containers for separate waste collection in public places
- Green events with mobile crockery collection
- Improve waste collection infrastructure at tourism businesses and demonstrate potential for waste prevention
- Training for tourism businesses for certification with the eco-label

Separate waste disposal is also a way of waste prevention. There are good reasons for this and it is also regulated by law in Austria.

Precisely separated material can in many cases be reused to produce new things. This conserves natural resources and saves energy.

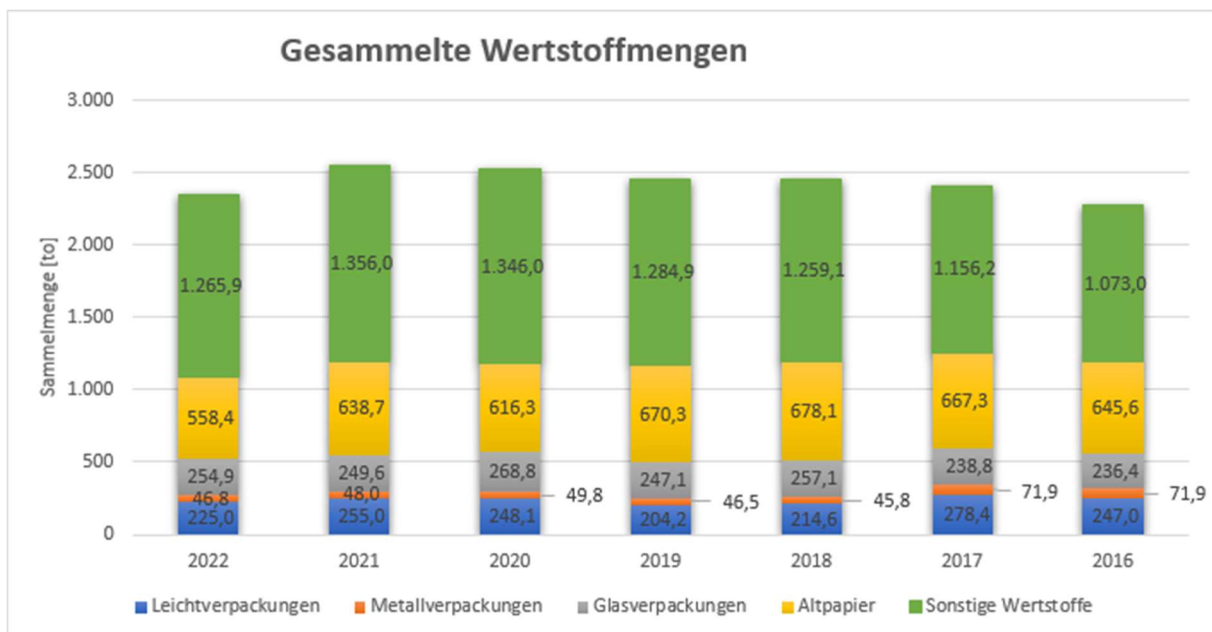


Figure 22: Collected recyclables
Source: Abfallwirtschaftsverband Westkärnten

In order to achieve the goal of increasing the amount of recyclable materials collected, especially lightweight packaging, the collection of lightweight and metal packaging will be simplified as of January 1, 2023. Until then, light packaging was collected from citizens' homes in the yellow bag and metal packaging had to be taken to public collection points. From January 01, 2023, metal packaging can be collected together with lightweight packaging by citizens in the yellow bag and collected at home. The sorting facilities are already technically ready to allow the individual packaging fractions to be sorted again by type after collection without any major conversion. At the same time, this measure could have a positive impact on the goal of reducing mixed municipal waste, since the more convenient disposal option for metal packaging means that it is no longer disposed of in residual waste.

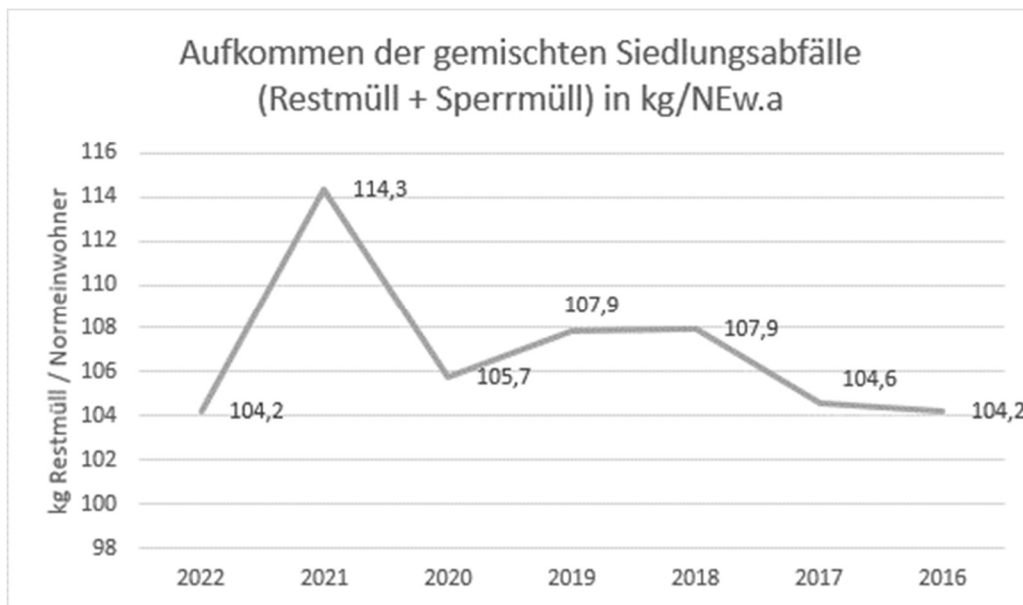


Figure 23: Proportion of residual waste and recyclables
Source: Abfallwirtschaftsverband Westkärnten

The amount of building materials collected in 2021 was 90 tons higher than in previous years. Thus, in 2022, this value has returned to normal to the average of the last 5 years. The coming year is expected to see more of a decline in this sector as high inflation causes construction activities to decline.

The decrease in collected waste paper is also evident when compared to the last 5 years (decrease of 15%). This can be explained by the introduction of the waste paper garbage can for households. In the course of this, the waste paper containers were removed from the public collection islands as well as in front of the collection

center. Companies and citizens from neighboring communities also disposed of waste paper in these containers. These quantities are now handed over by companies directly to the disposal company or disposed of in their own community. The fact that the citizens of the municipality do not dispose of the waste paper in the residual waste, but continue to collect it separately, can be proven by the reduced amount of residual waste.

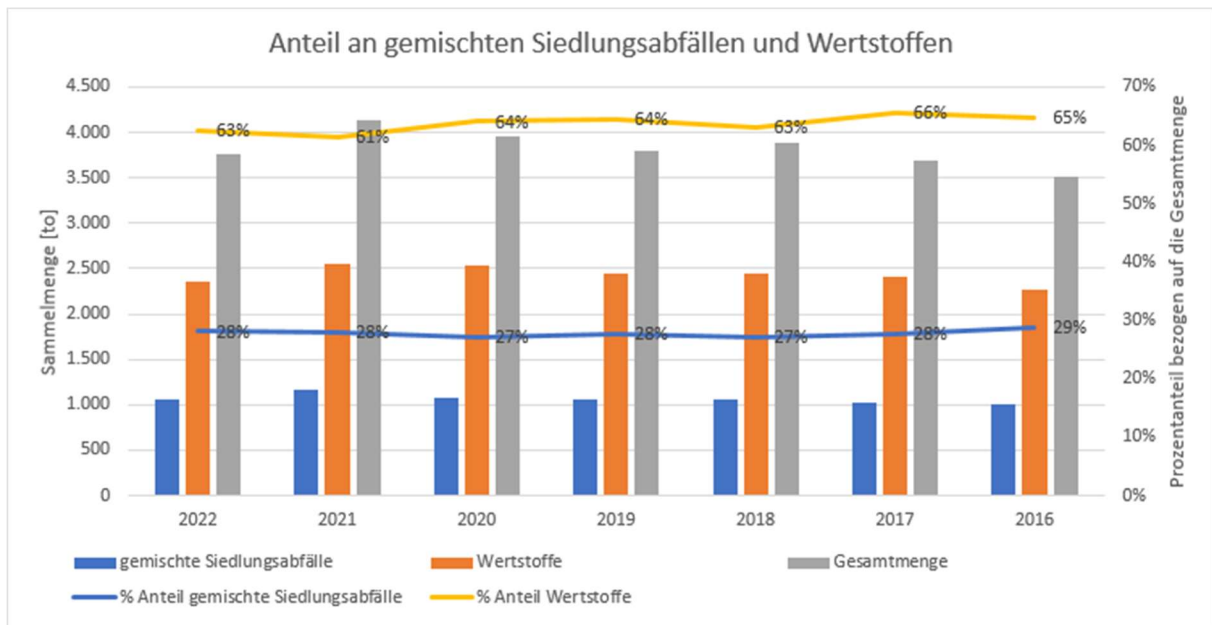


Figure 24: Volume of mixed municipal waste (residual waste and bulky waste)
Source: Abfallwirtschaftsverband Westkärnten

The total amount of recyclables collected in 2022 is lower than in 2021, but the share of recyclables compared to the total amount of waste is 63%, which is the average of the last 4 years. Therefore, this decrease is not due to a disposal in the residual waste, but to a decrease of individual fractions. In addition to waste paper, a reduction is also evident in the amount of old clothes collected. Here, about 28% less was collected in 2022 than in the average of the last 5 years. The collections of donations in kind for those affected by the war in Ukraine as well as rising inflation play a decisive role in this decrease. The quantities of scrap iron and non-ferrous metals collected at the collection center also decreased by approximately 17% compared to the previous 5 years. During the Corona pandemic, there was increased mucking out, therefore bulky waste and scrap iron volumes are down compared to the Corona years. Price compensation for scrap iron has fluctuated greatly in recent years due to the uncertain economy. Large quantities may have been given directly to scrap dealers when the price was good, instead of being disposed of at the



collection center for free. On the other hand, an increase of approx. 22 tons can be noted for biogenic waste. In 2022, it was thus possible to collect approx. 11% more quantity than in the 5 years before. This increase is weather-related due to a larger collection volume of mowed material, leaves and shrub cuttings.





Outlook

As part of the preparations for GSTC certification, the raw version of a professional monitoring system was developed for use in the future. The monitoring system should help us to achieve the defined goals through close observation over time and to draw conclusions from figures and developments.

The region is also aware of the social importance of meta-goals, such as climate change, and is very keen to develop and grow qualitatively in this respect.

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