R2oAWS Breakout Session
Sustainability in Tourism for more Quality of Life and Regional Value Enhancement

Moderator: Christian Baumgartner
Opening & Introduction
Christian Baumgartner
Masterplan for Tourism – the new Austrian way to the most sustainable tourism destination

Ulrike Rauch-Keschmann

Director General, Tourism and Regional Policy, Austrian Ministry for Sustainability and Tourism
Austria – one of the most successful tourist destinations of the world

Reasons for success

• Intact natural landscapes, mountains, lakes, national parks
• Cities, cultural diversity
• Austrian cuisine with high-quality regional products
• Well-trained staff
• Hospitality and professionalism
Presentation in March 2019

„On the way to the most sustainable tourism destination of the world“
Tourism contributes to welfare and quality of life – today and tomorrow

- Sustainability as the fundamental principle for tourism:
  - Economically sound enterprises – mainly SME and family businesses – are the industry's backbone
  - Dealing respectfully with nature
  - Tourism destinations = living environments: equal importance of guests, businesses, employees and local population
- Tourism policy is more than just policy for SME
- Tourism is a major driver for regional development and competitiveness
Structure

Guiding Objective 1
Thinking Tourism Anew
1. Strengthening Awareness for Tourism
2. Establishing a Cooperation Culture
3. Using Digital Potentials

Guiding Objective 2
Pushing the Leading Sector of the 21st Century
4. Attractivating the Tourism Sector
5. Making Training and Labour Market Fit for the Future
6. Keeping Our Basis of Life Sustainable

Guiding Objective 3
Bundling Forces
7. Creating a Regional Value Enhancement for Everybody
8. Developing Tourism Marketing Successfully
9. Making Financing and Promotion More Flexible
• Further developing and positioning Austria as a ‘green’ destination
• Making tourism a ‘power station’
• Creating structures for sustainable mobility and improving connectivity

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**Action plan 2019/2020 – Concrete measures**

**Tourism as an engine for the energy turnaround**

→ Tourism destinations as climate and energy model regions
→ Renewable energy communities as an opportunity for tourism enterprises and destinations
→ Enhancing use of Austrian Ecolabel for tourism
https://www.bmnt.gv.at/masterplan-tourismus
Panel 1 – Sustainability as integral part of strategic tourism processes

How can sustainability be integrated in the agenda of tourism addressing economic, social and environmental aspects?
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Xenia zu Hohenlohe
Partner/Founder
Considerate Group
How can sustainability be integrated in the agenda of tourism addressing economic, social and environmental aspects?”.  

1. Strategies- from top down and from bottom up, needs to be lived management in order to be by all and executed by every employee.  
2. Frameworks- UN SDG’s or Science Based Targets, all should have tangible objects and goals and be transparent about reporting.  
3. Resource efficiency when it comes to energy, water and waste- makes a strong economic case also.  
4. Ensure all stakeholders are involved through purchasing policies and internal KPI’s through which team members can demonstrate their engagements.  
5. Communication- ensure they are fun, engaging and attractive for both staff and guests and for all media channels.  
6. Story Telling through products and activities.  
7. Guest Experiences to showcase local/regional businesses and nature.
Panel 1 – Sustainability as integral part of strategic tourism processes
Florian Werner
Executive Manager, Arlberg Hospiz Hotel
Initiator one for climate
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Break until 11 a.m.
Panel 2 – Successful implementation of sustainable tourism offers
Which initiatives enterprises and regions can take to offer sustainable tourism?
Panel 2 – Successful implementation of sustainable tourism offers
Michaela Reitterer
Hotelier Boutiquehotel Stadthalle
President Austrian Hoteliers Association ÖHV
Boutiquehotel Stadthalle: green at heart.
Panel 2 – Successful implementation of sustainable tourism offers

Brigitte Hainzer
Mobility Coach for the Tirol Werbung
Tourism Consulting
„The Tyrol on Track“ – arrival by train from 5 to 10 % a matter of convenience and communication
Panel 2 – Successful implementation of sustainable tourism offers

Elisabeth Hauser-Benz
Assistant Executive Manager
Stanglwirt
THE ONLY ORGANIC FARM WITH AN INTEGRATED LUXURY HOTEL RESORT

“We use oil only in our salad!”

Successful implementation of sustainable tourism offers
Panel 2 – Successful implementation of sustainable tourism offers

Which initiatives enterprises and regions can take to offer sustainable tourism?
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