



PILOT ACTION AREA	UNESCO Biosphere Reserve Salzburger Lungau
PROBLEMS	<p>1) Impacts on landscape and nature caused by traffic and visitors in the Preber area</p> <p>2) A need to preserve the natural landscape and the recreational value of the area</p> <p>2) A need to raise awareness and knowledge about the Biosphere Reserve</p>
OBJECTIVES	<p>1) Knowledge and awareness raising about the Biosphere Reserve by implementing Action plan with four fields of action: i) cooperation and participation (participatory planning forum and partner network), ii) education and training (for locals, guests, and regional actors), iii) communication (accessibility and availability of information materials) and iv) events and guided tours. The slogan “Experiencing Biosphere” is followed.</p> <p>2) The improvement of the transportation and parking situation around the Preber lake through parking management actions and public transport system improvement (increasing the frequency of public transportation, reducing the number of cars).</p>
MONITORING TOOLS USED	<p>Standardized questionnaires were used to gain information about visitors’ (locals and guests) knowledge and awareness about the Biosphere Reserve, as well as about their mobility behaviour, their satisfaction with the public transport and under which conditions the use of the public transport is conceivable.</p>
MEASURES AND ACTIVITIES	<p>Two surveys were conducted (summer 2018 and summer 2019) at the parking areas around the Preber lake. Communication actions, events and guided tours were implemented to raise awareness and knowledge about the Biosphere Reserve.</p> <p>The parking situation around the Preber lake will be improved through parking management and increasing the frequency of public transportation. The aim is to increase the number of visitors who use public transportation by 10%.</p>
USE OF ACQUIRED DATA	<p>The data acquired by the first survey were used to create the Action Plan and develop specific actions to solve the parking area problems around the Preber lake.</p> <p>The data acquired by the second survey served to measure the changes in the past year due to implemented actions and to improve actions and questionnaires.</p> <p>Surveys will be conducted every year to measure: a) the change in knowledge and awareness, and b) the reduction of cars and the acceptance of the public transport in the Preber area. Furthermore, it is planned to integrate the data into the Biosphere Reserve integrated monitoring system.</p>
CONCLUSION	<p>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!</p>