How time supports the cooperation between tourism and biodiversity ...
Natural park Valley of Pöllau:
How time helps tourism to cooperate with biodiversity ...

DI Stefanie Schuster
Manager of the tourism association of the Natural park Valley of Pöllau
Schloss 1, 8225 Pöllau
www.naturpark-poellauertal.at

Content:
1. Natural park Valley of Pöllau
2. Biodiversity research project
3. Biodiversity and tourism
1. Natural park Valley of Pöllau
Natural park Valley of Pöllau

- area 122 km²
- 6 communities
- altitude: 350 - 1,261 m
- climate: mild, about 900 mm NS/a
- geomorphology: bay
- main river: Pöllauer Safen
- main mountainridges: Masenberg in the E, Rabenwald in the W
- inhabitants 8,600
- Natural park since 1983
Natural park Valley of Pöllau

Classification of the landscape

- highland
- downs
- bottom of the valley
Touristical important themes and attractions

- Churches, culture, traditions and pilgrimage
- Natural park and landscape
- Experience of nature and thematical nature trails
- Hiking, biking...
- Gardens and parks
- Culinary specialties
- Moderate and small structured tourism
2. Biodiversity research project in the Natural park Valley of Pöllau
Biodiversity research project in the Natural park Valley of Pöllau

Initiator: Verein Naturpark Pöllauer Tal
Implementation: OIKOS - Institut für angewandte Ökologie & Grundlagenforschung
Technisches Büro für Biologie in Gleisdorf

What ist the use of biodiversity?

![Diagram showing the use of biodiversity in various fields such as agriculture, forestry, regional development, landscape planning, tourism, education, nature conservation, and municipalities.](image)
Projekt history - Biodiversity in the Natural park valley of Pöllau

1. Step: Mapping of the vegetation and current use

2. Step: Selection of reference areas

3. Step: Investigation of the reference areas

4. Step: Exhibition „Wonderworlds - life’s dream Natural park valley of Pöllau

5. Step: Report and management plan

6. Step: Implementation and adjustment of the current strategies and plans
Results - biodiversity

Should we, do we want to and can we use these special areas in a touristical way?
If yes, how?
### Results - biodiversity

**Management plan**

- Catalogue with 144 measures

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Pflege der Hutweiden</td>
<td>.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>x</td>
<td>.</td>
</tr>
<tr>
<td>10</td>
<td>Sicherung Pflege Einläuferwiese</td>
<td>.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>x</td>
<td>.</td>
</tr>
<tr>
<td>11</td>
<td>Errichtung NSG Einläuferwiese</td>
<td>.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>x</td>
<td>.</td>
</tr>
<tr>
<td>12</td>
<td>Magenwiesenkomplex Einläuferwiese</td>
<td>.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>x</td>
<td>.</td>
</tr>
<tr>
<td>13</td>
<td>Ausweisung NSG „Mühlenwiese“</td>
<td>.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>x</td>
<td>.</td>
</tr>
</tbody>
</table>
2. Tourism and biodiversity
Starting point:

Spiritual and cultural level

Natural level „natural park and biodiversity“

touristic attractions and offers
Implementation in the domains

- Accommodation
- Gastronomy / Agriculture / Trade
- Special Places
- Pilgrimage / Spirituality
- Events
- Guided Natural Tours
Contents - example: special places / Natural destinations

1. Overview of useable types of vegetation for tourism

2. Evaluation of the usability as touristical destinations

3. Selection of the special places

4. Touristical preperation of the special places
   - „marking“
   - integration in the touristical service process
   - integration in the current offers
   - Development of offers
   - instruction of the natural park guides
   - Handouts and information material
   - Public relations

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Description</th>
<th>Vegetation Type</th>
<th>Landscape</th>
<th>Usability</th>
<th>Historic Features</th>
<th>Ecotourism</th>
<th>Cultural Features</th>
<th>Ecological Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Natura 2000</td>
<td>arge zone near river</td>
<td>Mixed forest</td>
<td>Rich biodiversity</td>
<td>High</td>
<td>Moderate</td>
<td>High</td>
<td>Moderate</td>
<td>Low</td>
</tr>
<tr>
<td>2</td>
<td>Natural Site</td>
<td>Rare species habitat</td>
<td>Coniferous forest</td>
<td>Ancient trees</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>3</td>
<td>Protected Area</td>
<td>Historic settlement site</td>
<td>Deciduous woodland</td>
<td>Ancient ruins</td>
<td>Moderate</td>
<td>Low</td>
<td>Moderate</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>4</td>
<td>Conservation Zone</td>
<td>Endangered species reserve</td>
<td>Mixed species</td>
<td>Natural diversity</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
</tbody>
</table>

Tourismusverband Naturpark Pöllauer Tal
Contents - Example: Gastronomy, agriculture and trade

1. Development and marketing of the autumnpear

2. Cooperation gastronomy, agriculture and trade

3. Produkt development: autumnpear-ham, autumnpear-sparkling wine, old recepies, old fruits …

4. Two events about the autumnpear:
   - Festival in the spring and autumnpear-hiking-day in the autumn

5. Experiences of nature: guided tours about wild herbs, alternative usage of the hedges
Contents - example: „Take your time“

Theme „timelessness“, „to have time“, „take your time“
(in cooperation with the FH Joanneum in Graz)

• Quality and diversity need time

• Integration of the natural cycle in gastronomy and touristical offers

• Reduction of stressors during holidays

• ...
How time supports the cooperation between tourism and biodiversity ...

... work in progress...
Thank you for your attention!