Topics

1. Establishment of a working group
2. Situation analysis
3. Short-term measures
4. Long-term measures
5. Concept for visitor guidance
Situation analysis

• Identification of problem areas: Ranui, Church of St. Magdalena, Zanseralm

• Analysis of guests: Asian guests, international guests....
Short-term measures

• Establishment of photo points
• Signage with guidelines on photography
• Closure of the road to the church of St. Magdalena
• Targeted designation of parking zones
• Designation of a walking route to the POIS
• Documentation in the form of a map, site plan and rules of conduct
• Parking management
• Strengthening public mobility
Photopoint Ranui
Information visitor guidance
Long-term solutions

Visitor Guidance Concept - LAG

• Helios & Ingenieurbüro Weiss was commissioned with the creation of a visitor guidance concept for the entire valley.

• Financing via LEADER Eisacktaler Dolomiten (max. 80%)
Data collection
- Research of all collected data
- Qualitative interviews
- Guest survey
- Analysis of visitor flows according to the St. Gallen method

Evaluation
- Networked analysis and evaluation of all data
- Thematic areas

Mobility concept
- Vision
- Goals
- Strategies
- Measures

Master plan
I hope you can now get an idea.....

....... about the phenomenon of photo tourists in Villnöß