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# Tourism and Nature Conservation – Does marketing correspond with reality?

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# Tourism and Nature Conservation – Does marketing correspond with reality?



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by

Thomas Ruf

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## **Abstract**

Tourism relies highly on a healthy natural landscape. This is especially the case for Alpine destinations in the summer season. This bachelor thesis tries to find out how destinations in the Alps are acting to preserve their natural landscape and doing business at the same time. For the thesis the destinations Riederalp Mörel, Grindelwald, Engadin Scuol, Sörenberg Flühli, Kranska Gora, Berchtesgaden and Zell am See Kaprun had been chosen. All destinations are located in the Alps, are medium to large touristic destinations and have a considerable nature protected area in their surroundings. The aim is to find out how much the destinations use nature to promote themselves, what kind of offers the destinations supply and what they do for nature conservation. In order to get the results, qualitative researches, including interviews with experts from these touristic destinations, the local nature conservation organizations involved and the administration of the nature protected areas had been done. To sum up, this paper describes the area of conflict between the touristic industry and nature conservation and supplies some theoretical solutions but also delivers an insight of the practical aspects by investigating the destinations.

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# 1 Introduction

In today's world, nature gets more and more under pressure by man. Because of this trend the importance of nature conservation has grown. This is especially the case in tourism, where the natural landscape is the most important resource. The European destinations in the Alps are a good example for such a tourism industry depending on a healthy natural landscape. The land is geographically very limited in this area and therefore conflicts of interest can easily arise. The main challenge is to find out the right mixture of doing business with tourism and at the same time realizing a reasonable nature conservation. The following work first discusses the basis of nature conservation and tourism more closely and afterwards investigates seven different destinations in the Alps all located near a considerable nature protection area on how they are acting on this critical topic. The investigation is limited to the summer season.

## 1.1 Goals

One goal of this work is to investigate the marketing actions of those seven destinations which are located in the Alps. As the internet and the brochures still are the most important medias, the investigation also concentrates on those marketing tools. To attract guests, the tourism industry relies, as every other industry, on the marketing actions. Because an unspoilt nature in general becomes more and more important, an interesting question to answer is, whether the marketing actions of those destinations also meet this trend and promote themselves with an unspoilt nature.

Another goal of this work is to find out the range of offers those destinations are supplying and presenting to their guests. Are the products depending on an unspoilt nature? Do they also provide products for a sensibilisation to nature? Or are the products taking place in a highly modified area?

At last this work wants to find out what those destinations are doing for maintaining their natural landscape and how they cooperate with the different players in this field.

## 1.2 Methodology

The methodology of this work is based on literature reviews and on qualitative researches. Especially at the beginning of the work when discussing the basis of nature conservation and tourism, a lot was done with the help of literature review. Coming afterwards to the investigation of the destinations the work is more based on qualitative researches.

To investigate the marketing actions, the first qualitative research was carried out through a picture analysis. With this picture analysis the pictures from the internet and brochures were investigated on what they are showing. The detailed process is described on the following chapter picture analysis.

The second qualitative research is the analysis of the existing offers. This was also made by looking through the brochures and the internet homepage of the tourism destination. The detailed process is again described in the following chapter analysis of the existing offers.

The last qualitative research is the analysis of the cooperation between the different organizations and the actions the destination realized for preventing nature. This has been done by interviews. For each destination, an expert in the tourism industry, an expert from the nature conservation organization and an expert from the park administration were interviewed. The questionnaires can be found in appendix A.

Before having a closer look to the basis of nature conservation and tourism and to the destinations with their marketing actions, the methodology of the picture analysis and the analysis of the existing offers need to be defined.

### 1.2.1 picture analysis

As already mentioned, the picture analysis was carried out with the help of brochures and the internet. For the brochures, the author first wrote to every destination a letter for asking to send some brochures. The letter was written like an information request from a tourist who wants to know more about the region. An example of this letter can be found in appendix B.

It is then the aim of this picture analysis to categorize the pictures of the received brochures and the pictures from the internet homepage of the destinations. Therefore a categorization was necessary. Asking 15 friends and relatives for their ideas, the following categorization was made:

*Table 1: Categorization of the picture analysis*

Category	Notes
1	Unspoiled nature and animal pictures. No people.
2	Natural landscape at the foreground. Buildings, means of transport or people in the picture are possible, but only in the background.
3	Buildings, means of transport or people with an activity in the foreground. Natural landscape in the background.
4	People in a highly modified environment. Pictures showing the inside of buildings.

After this categorization, it was now possible to take a closer look at the pictures of the brochures and the internet.

But before doing the picture analysis in the brochures and in the internet, some rules for the survey are necessary to figure out which pictures are counted or not. This was carried out by the following list of rules:

Table 2: List of rules for the picture analysis

<b>List of rules</b>		
	<b>Brochures</b>	<b>Internet</b>
<b>included are</b>	<ul style="list-style-type: none"> <li>- generally all large and dominant pictures</li> <li>- pictures on additional information material as map of walks, and so on</li> <li>- pictures from other destinations which are touristically connected (for example marketing is done over the same organization) to the original destination</li> </ul>	<ul style="list-style-type: none"> <li>- generally all large and dominant pictures on the homepage of the destination, which can be found with one click to the submenu</li> <li>- pictures from other destinations which are touristically connected (for example marketing is done over the same organization) to the original destination</li> </ul>
<b>not included are</b>	<ul style="list-style-type: none"> <li>- all pictures smaller than one eighth of the whole size of the page</li> <li>- picture advertisements</li> <li>- winter pictures</li> </ul>	<ul style="list-style-type: none"> <li>- all pictures smaller than one eighth of the whole size of the page</li> <li>- links</li> <li>- winter pictures</li> </ul>
<b>General rules</b>	<ul style="list-style-type: none"> <li>- fixed pictures which come up several times on a new page, are counted every time again when they come up (exception if the pictures change automatically in the internet and also come up on other pages again, each picture counts as just one time. This is because they are of less importance as they are not fixed)</li> </ul>	

As the thesis has the task to concentrate clearly on the nature conservation and the tourism, culture is not treated in a special way. This means if pictures with a cultural background appear, anyway in the internet or the brochures, they were categorized like every other picture. For example a picture showing people with traditional clothes in the city, is a picture from category 4 because it shows people in a highly modified environment. It is very important to keep this fact always in mind, as there are some destinations which are specialized in culture tourism. Typical examples of pictures from all categories can be found in appendix C.

In addition to the different categories, it was investigated if the pictures are clearly assigned to the region. This shows if the destinations want to promote their authenticity. To be a picture clearly assigned to the place, it has to be very clear to every one in a few seconds what this picture is showing, for example with a legend or a title next to the picture. In the internet, when scrolling over the pictures and an explanation is showing up, it is also

assigned to the place. All others are not considered as clearly assigned to the place. An example can be found in appendix D.

Those clearly defined rules make it possible to compare the results. Thus it has to be noted, that this research cannot exactly be measured because every picture in the context looks different. It was the author's challenge to find always the same frame to put the pictures in the categories. The results of the picture analysis is a part of the chapters from the destinations. The detailed numbers of the survey about the picture analysis can be found in appendix E.

### 1.2.2 Analysis of the existing offers presented in the brochures and in the internet

The analysis of the offers from the destinations was realized in a similar way as the picture analysis. Again the brochures and the internet were investigated for the offers.

It is then also the aim of this analysis of the offers to categorize those offers of the received brochures and the internet homepage from the destinations. Therefore again a categorization needed to be done. In this case, the following categorization was made:

*Table 3: Categorization for the analysis of the existing offers presented in the brochures and the internet*

Category	Notes
1	Offers for a sensibilisation to nature. Promoting and learning based offers about nature conservation (nature museums, guided nature excursions, electronic bikes, and so on).
2	Activities in nature. Criteria nature as the attraction (river rafting, paragliding, mountain railways offers, and so forth).
3	Activities in a highly modified environment. Criteria artificial environment as the attraction (wellness, shopping, museums not covering topic nature, guided tours in villages or to places of interest, and so on).

After this categorization, it is possible to take a closer look to the offers of the brochures and the internet.



But before analysing the existing offers presented in the brochures and in the internet, again some rules for the survey of the offers have to be set which ones are counted or not. This was done by the following list of rules:

Table 4: List of rules for the analysis of the existing offers presented in the brochures and the internet

<b>List of rules</b>		
	<b>Brochures</b>	<b>Internet</b>
<b>included are</b>	<ul style="list-style-type: none"> <li>- generally all offers in the brochures which are described and presented</li> <li>- offers from other destinations which are touristically connected (for example marketing is done over the same organization) to the original destination</li> <li>- offers from private people (only when activity)</li> <li>- wellness offers from hotels (only if it is a touristic highlight)</li> <li>- all packages</li> </ul>	<ul style="list-style-type: none"> <li>- generally all offers but only on the submenu offers/activities or with a collective topic like summer sports of the official touristic homepage from the destination</li> <li>- offers from other destinations which are touristically connected (for example marketing is done over the same organization) to the original destination</li> <li>- offers from private people (only when activity)</li> <li>- wellness offers from hotels (only if it is a touristic highlight)</li> <li>- all packages</li> </ul>
<b>not included are</b>	<ul style="list-style-type: none"> <li>- winter season offers</li> <li>- offers which are not presented and described</li> <li>- offers from hotels and restaurants, with exception of the wellness (but only if it is a touristic highlight)</li> <li>- offers clearly assigned to another destination</li> <li>- events/festivals</li> </ul>	<ul style="list-style-type: none"> <li>- winter season offers</li> <li>- offers which are not presented and described</li> <li>- offers from hotels and restaurants, with exception of the wellness (but only if it is a touristic highlight)</li> <li>- offers clearly assigned to another destination</li> <li>- events/festivals</li> <li>- linked offers</li> <li>- last minute and special offers</li> </ul>
<b>General rules</b>	<ul style="list-style-type: none"> <li>- packages are counted as one offer</li> <li>- every offer is counted one time, even if it is presented several times</li> <li>- offers from mountain railways and generally transport systems, shops, casinos, museums, wellness centers and so on are just counted one time (exception: if it is a touristic highlight)</li> </ul>	

As the methodology shows, just the offers which are presented in the brochures or in the internet are part of the survey. Therefore it is not sure, if all offers are included. This is also hardly possible because offers can change very fast. As a result always have in mind that it is just a snap-shot on how the potential touristic guest judges the destination.

The clearly defined rules make it possible to compare the results. The results of the analysis of the existing offers are a part of the chapters from the destinations. The detailed numbers of this survey can be found in appendix F.

For gaining a better and faster overview, appendix G shows the results of the picture analysis and the analysis of the existing offers.

## 2 Basis of tourism and nature conservation

Tourism and nature conservation are very closely related to each other. If there is no nature conservation, tourism is hardly possible, but at the same time, nature conservation can also make life sometimes hard for tourism. The following chapters describe this close relationship and discuss some possible solutions for both sides.

### 2.1 Definition of tourism and nature conservation

Before discussing the relationship between tourism and nature conservation, those terms have to be closely defined.

Tourism has many different definitions. One of the most accepted is probably the definition of the United Nations World Tourism Organization which considers tourism as “The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (UNWTO, 1995).

The term nature conservation has also many different definitions. But nature conservation is mainly known under “The protection, preservation, management, or restoration of natural environments and the ecological communities that inhabit them. Conservation is generally held to include the management of human use of natural resources for current public benefit and sustainable social and economic utilization” (thefreedictionary, 2009).

### 2.2 The history of tourism and nature conservation in the Alps of Switzerland

The following chapter gives a short overview of the development of the tourism and nature conservation in the Swiss Alps. Because Switzerland is a very typical alpine country, the history is very similar to other alpine countries.

#### 2.2.1 The history of tourism in the Alps

Tourism was always very high influenced by new technologies, new trend sports and the touristic infrastructure. It has its earliest roots in people crossing the Alps. At the mountain passes, several hotels emerged to host the travellers. Soon people who were interested in the beauty of the nature followed and tourism started (Bieger, 2006, P. 6).

Many of them were British and they did not need a big infrastructure at the beginning. Those people organized themselves and founded in the year 1857 the Alpine Club in London which was a mountaineering club. The main incentives at those times were climbing and enjoying nature (zum, 2008).



Figure 1: Hiker in the 20th century (WELT, 2009)

After people interested in nature discovered the Alps, many rich and aristocratic people, accompanied by the urban population, followed. For those people big infrastructures like hotels, streets, casinos, and so on were built. Because of technical advances skiing got more and more interesting for ordinary people. After the Second World War, until the 80's many slopes and ski lifts were built. The result was that soon the first mass-tourism in the Alps emerged. This form of tourism created a huge amount of problems in the alpine nature. To avoid this upcoming mass-tourism, nature interested people went more and more into high mountain areas that were not yet touched by people (Bieger, 2006, P. 6). But by doing so, the last unspoilt nature went lost.

In the future, the whole tourism industry in the Alps will have to deal with another problem, the climate change. Because of the ongoing climate change, less snow is predicted in lower regions. As many tourism destinations rely highly on the winter tourism and on the skiing tourism with it, this problem will be dramatic, above all because many destinations are not very high located. Exceptions are the destinations in Switzerland because they are in the average higher than the destinations from the other alpine countries (Schweiz Tourismus, 2006). Nevertheless, the dispute with the artificial snow making will go on also in Switzerland and will still increase, due to the facts.

### **2.2.2 The history of nature conservation**

The history of nature conservation is very closely related to the history of tourism. When the tourism in the Alps got more popular, the importance of nature conservation grew and some nature conservation organizations were founded. The first organization in Switzerland was Pro Natura, founded in 1909 (Pro Natura [a], 2009). There are as well countless other nature conservation organizations that are active in the Alps.

Soon the first National Parks were founded to prevent nature from the impact of man. The Swiss National Park exists since the first of August 1914 and was the first National Park in the centre of Europe. Pro Natura played a very important part in founding this National Park and was responsible for the maintenance and its supervision (Pro Natura [b], 2009). The nature conservations organizations are very well accepted today in the public and as the pression towards nature is growing continuously, the work of such organizations are very important.

Pro Natura has recently asked some researchers of the Swiss Gottlieb-Duttweiler-Institution how the future of nature conservation organizations will look like. The provocative answer was that such organizations will have no future in today's form. They are supposed to be replaced by the economy. This is because nature will play in the future a more and more important role. The economy will consider this fact as a new market gap and will invest in this topic. By doing so, the economy will replace the traditional nature conservation organizations. The study does not see any future at all for nature conservation organizations in their present structure.

For having a successful future, they should change their traditional concept in the following way:

- continue to protect the rest of nature, where the economy is not interested in
- certificate what the economy provides as nature conservation
- increase their demands for establishing a comprehensive Natural Park Switzerland
- act as a think-tank between the relationship of humans and nature

(GDI-Institute, 2009, as cited in D. Friedli, 2009).

Future will show us, if the researchers of the Gottlieb-Duttweiler-Institution are right or wrong. However, for the author of this work, it is evident that nature conservation organizations can never be replaced by the economy because economic institutions and organizations always act for their own interests.

### 2.3 Trends in tourism and their influence on nature conservation

History shows us that tourism was always affected by trends. This will also be the case in the future, but what are the actual trends in tourism and how do they influence nature conservation? This chapter tries to answer this question by discussing the most important trends in tourism and how they are influencing nature conservation in the author's opinion:

#### Trends in tourism

*Nature tourism in general:* In the year 2001 a survey was made to find out, what kind of tourism will be the most important one in the future. The answer was very clear; nature tourism will be the most important one and therefore has the best potential (Müller, 2005, P. 117).

*Change in values:* A change in values in the community and therefore also for tourists started. Ecological, social and ethical values become more important (European Travel Commission, 2006).

*Authenticity:* Due to mass tourism, many products got very anonymous. This means that everybody had the same experience and there was often no interaction with the local population. But the new trend is the opposite. The guest of the future wants to experience the real local nature and wants to speak with local people, in other words, he searches the authenticity of the place (Müller, 2005, P. 119).

#### Influence on nature conservation

*Bigger importance:* As more tourists want to experience products in nature tourism, the importance of obtaining a natural landscape rises. By doing so, natural conservation gets automatically more under pressure.

*Increased interesting:* Tourists start to think more environmental friendly. This could have a positive effect on nature conservation.

*More visitors on authentic areas:* Authentic areas having a unique natural landscape are more asked. The tourists want to experience the local world that is possible just at this special place.

## Trends in tourism

*Green Labelling:* “As a kind of eco-standardization, green labelling is based on the standardization of principles and prescriptive criteria. This type of eco-standard is market-based and consumer-oriented, and it relies on symbolic differentiation.” (Boström & Klintmann, 2008, P. 28). In other words, products containing some regulations to protect nature are clearly defined as such products. Tourists can then decide on the market if they want such products and they do in fact. Nevertheless it has to be noted that also disadvantages can arise because of green labelling. For example “labelling provides only a shallow transparency” or “labelling is often based on special interests of private rule-setters” (Boström & Klintmann 2008, P.79 & 80).

*Demographical trends:* The average age of the population is increasing. Many elder people have a good health and still want to travel around. In addition, those persons are richer compared with younger people. Because of these facts, older persons are becoming very interesting for tourism (Vorarlberg, 2009).

*Duration of holidays:* People travel more and more. As a result, the average duration of the holidays is decreasing (Zellmann & Boltzmann, 2003, P. 5). This fact was confirmed by another survey done in the year 2007 (ITB Berlin, 2007).

## Influence on nature conservation

*Observation of green labelled offers:* As the importance of nature conservation grows, there is also a clear trend to touristic offers having green labels. Nevertheless the touristic industry is at the end always interested in earning money. Therefore, green labelling has been pushed considerably in the past, but was not always serious as it can be seen on the criticism. It is crucial that nature conservation organizations observe such labels and intervene if they do not provide what was promised.

*More guests:* An evidence, that older people care more about nature conservation could not be found. This trend does therefore influence nature conservation not that much. There are just more tourists, what again puts nature conservation more under pressure.

*More traffic:* As people make more and shorter journeys, traffic will automatically increase. Still many people travel with their own cars into their holidays. That has again a bad impact on the CO2 emission.

There are still some more trends affecting tourism and nature conservation like the individualisation or the new way of life in families. For the author, the most important trends are the recently very much discussed trends sustainability and ecotourism.

## 2.4 Sustainability and eco-tourism

In the past time many discussions have taken place about sustainability and ecotourism. Those two terms were used for anything but often meant nothing. Nevertheless it is a very important trend affecting tourism and shall therefore be more discussed in the following chapters.

### 2.4.1 Sustainability

Nature is the capital of tourism. Werner Kämpfen, the former director of Swiss Tourism already noted this in 1972 and stated that capital can be lost or won, but in tourism, when landscape and nature are once lost, they can never be won again (Kämpfen, 1972, as cited in Müller 2005, P. 117). A possible solution can be seen in a sustainable development of tourism. But what means sustainable development? There exists a tremendous amount of different definitions, but all have one thing in common, that “sustainable development meets the needs of the present without compromising the future” (WTO, 1993, P. 1). Thus, sustainable tourism means that the tourism nowadays does not make the tourism in the future impossible by for example wasting nature.

There are different ways in practicing sustainable tourism. The following figure shows two ideal ways of sustainable tourism, the minimalistic- and the comprehensive approach:



Figure 2: Minimalistic and comprehensive sustainable tourism (Weaver, 2006, P. 25).

*The minimalistic approach* has a focus on short-term effects and looks only on the tourism sector. It just tries to keep the status quo. *The comprehensive approach* is more holistic and focuses also on the long-term effects and is intersectoral. It tries to enhance sustainability (David Weaver, sustainable tourism, 2006, P. 25).

It is important to note, that not only the ecological sustainability is a part of the sustainable touristic development, it is also the social, cultural and economical sustainability. The “social and cultural sustainability ensures that development increases people’s control over their lives, is compatible with the culture and values of people affected by it, and maintains and strengthens community identity” (WTO, 1993, P. 10). The “economic sustainability ensures that development is economically efficient and that resources are managed so that they can support future generations” (WTO, 1993, P. 10).



The next figure shows the relationships between those different fields in sustainability. It should be the goal to have all of them integrated to reach a long-term sustainable tourism development:

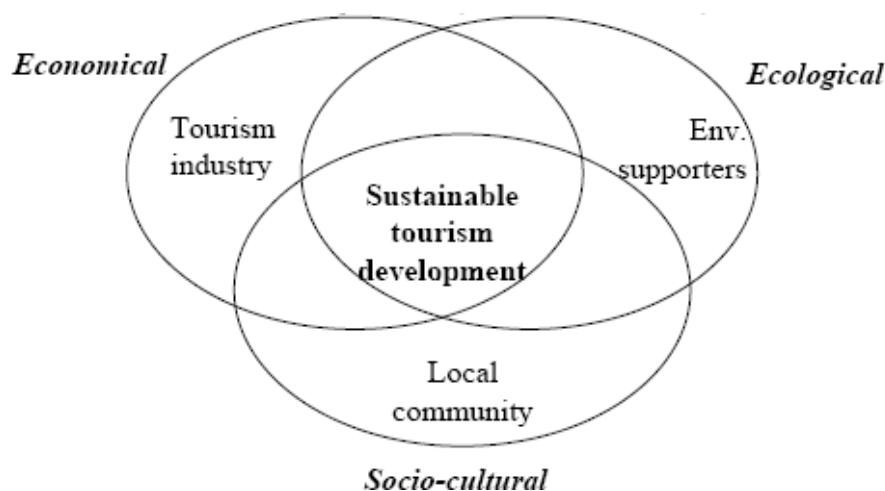


Figure 3: Sustainable tourism development (Sete, 2009).

Having definitions is for sure not a bad thing. But like Gibbon et al, 1995 as cited in Bell & Morse, 2008 found out that “many argue that it is important to define what sustainability is, or might be, before any actions can be taken towards setting up more sustainable [...], practices. We do not necessarily subscribe to the need to define sustainability in order to practise it [...]” (P. 11).

Now let's try to find out, what kind of concrete steps tourism can make for reaching a sustainable tourism. For example can the tourism industry fund private reserves for conservation or they can make payments to National Parks because the costs are often higher than the fees charged by National Parks. Another way to contribute is to provide an in-kind contribution to park agencies. This means that tour companies for example pay the staff for those parks. Last but not least, tourism industry can support conservation organizations. This can be realized for example through direct payments or through free accommodations (Buckley, 2009, 177-179).

Now it is clear, that a sustainable tourism should be favoured, but what exactly are the benefits of such a tourism? The WTO mentioned the following benefits:

- “sustainable tourism ensures a fair distribution of benefits and costs
- tourism generates local employment, both directly in the tourism sector and in various support and resource management sectors
- nature tourism encourages productive use of lands which are marginal for agriculture, enabling large tracts to remain covered in natural vegetation
- cultural tourism enhances local community esteem and provides the opportunity for greater understanding and communication among peoples of diverse backgrounds
- environmentally sustainable tourism demonstrates the importance natural and cultural resources to a community's economic and social well being and can help to preserve them
- [...]”

(WTO, 1993, P. 11)

## 2.4.2 Ecotourism

Ecotourism is another possibility to prevent nature from human impacts. Like the term sustainability, ecotourism is also heavily used and everybody understands something else. Therefore it is important to find a clear definition. "Ecotourism is an enlightening nature travel experience that contributes to conservation of the ecosystem, while respecting the integrity of host communities [...]" (Wight, 1993 as cited in Page & Dowling, 2002, P. 26).

The history of Ecotourism started in the 1960s when parks in Canada provided their guests with ecotours. But at this time it was not very clear what exactly this new term meant, in fact, it was not yet defined. Other sources claim, that ecotourism already started with the early geographers who toured the world in searching of new lands, species and cultures (Buckley, 2009, P. 2). In the early 1990s some common ground on what is ecotourism due to the expansion of global tourism and the increasing interest in the natural environment could finally be found (Canadian Environmental Advisory Council, 1991, as cited in Page & Dowling, 2002, P. 26). As nature gets undoubtedly more and more under pressure due to humanity, ecotourism will grow in importance.

Important to note is, that there is not one unique type of ecotourist. There exist different types of ecotourists what means that different products should be created. The next figure shows those different characteristics of ecourists:

Feature	The rough ecotourist	The smooth ecotourist	The specialist ecotourist
Age	Young–middle-aged	Middle-aged–old	Young–old
Travelling	Individually or in small groups	In groups	Individually
Organisation	Independent	Tour-operated	Independent + specialist tours
Budget	Low: cheap hotel/ B&B; local/fast food; uses buses	High: 3*/5* hotels; luxury cafes; uses taxis	Mid–high: cheap-3* hotels; mid-lux. Cafes; as necessary
Type of tourism	Sport and adventure	Nature and safari	Scientific investigation/ hobby pursuit

Figure 4: The characteristics of ecotourists (Mowforth, 1993 as cited in Page & Dowling, 2002, P. 95).

But ecotourism has also some critics. Wheeler (1994) as cited in Page and Dowling, (2002) for example said, that "when poorly planned, unregulated and overhyped, ecotourism, like [...] traditional nature tourism, can bring only marginal benefits but serious environmental and social consequences" (P. 29). Another argument is that, "even a small number of ecotourists can have a large adverse impact and that they inevitably spoil the place for the future ecotourists" (Page & Dowling, 2002, P. 30). It is also often suggested that tourist clients doing ecotourism automatically lobby for conservation by simply seeing the beautiful scenery of the nature. In fact, this seems often to be wishful thinking. There is no evidence that those clients change their mind (Buckley, 2009, P. 177).

Nevertheless if done right, ecotourism has many advantages. The goal is to create a win-win-situation what is described in the following figure:

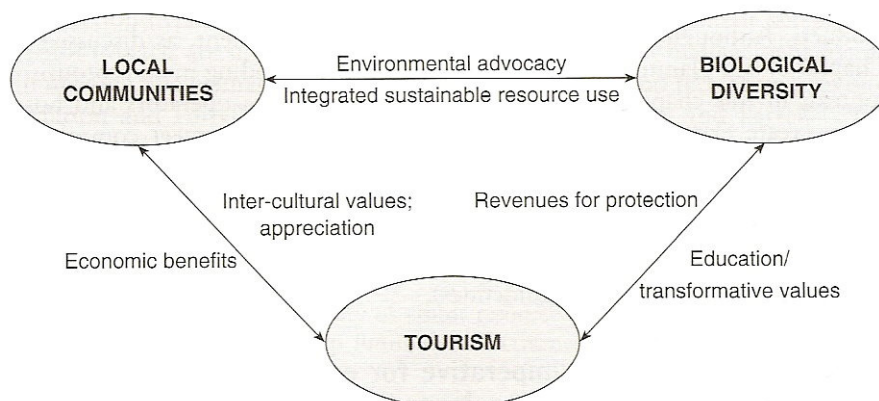


Figure 5: Successful ecotourism (Page and Dowling, 2002, P. 227).

## 2.5 Measuring Sustainability

As we have already discussed, the term sustainability has many definitions. When talking about how sustainability can be measured, things even get more complicated. Thus it is clear for everyone that sustainability has to be measurable somehow. "Sustainability must be made operational in each specific context (e.g. forestry, agriculture), at scales relevant for its achievement, and appropriate methods must be designed for its long-term measurement" (Heinen, 1994 cited in Bell & Morse 2008, P. 21).

The following figure shows the results of a meeting in November 1996 which was held in Italy with the aim "to set some principles for monitoring progress towards sustainable development" (Bell & Morse 2008 P. 21):

- 1 What is meant by sustainable development should be clearly defined.
- 2 Sustainability should be viewed in a holistic sense, including economic, social and ecological components.
- 3 Notions of equity should be included in any perspective of sustainable development. This includes access to resources as well as human rights and other 'non-market' activities that contribute to human and social well-being.
- 4 Time horizon should span 'both human and ecosystem time scales', and the spatial scale should include 'not only local but also long-distance impacts on people and ecosystems'.
- 5 Progress towards sustainable development should be based on the measurement of 'a limited number' of indicators based on 'standardized measurement'.
- 6 Methods and data employed for assessment of progress should be open and accessible to all.
- 7 Progress should be effectively communicated to all.
- 8 Broad participation is required.
- 9 Allowance should be made for repeated measurement in order to determine trends and to incorporate the results of experience.
- 10 Institutional capacity in order to monitor progress towards sustainable development needs to be assured.

Figure 6: Principles for a progress towards sustainable development (Bell & Morse, 2008, P. 22).

Although those rules are very general, they give an idea on how you can measure sustainability by giving the same basis for everyone.

As it is part of this work to find out how the destinations act, it is important to be more concrete. What exactly are the indicators of sustainable communities?

- *“Governance*: well-run communities with effective and inclusive participation, representation and leadership.
- *Transport and connectivity*: well-connected communities with good transport services and communications linking people to jobs, health and other services.
- *Services*: public, private and community and voluntary services that are accessible to all.
- *Environment*: providing places for people to live in an environmentally friendly way.
- *Equity*: fair for everyone in our diverse world and for both today’s and tomorrow’s communities.
- *Economy*: Thriving and vibrant local economy.
- *Housing and the built environment*: high-quality buildings combined with a strong, inclusive local culture and other shared community activities an a safe environment”

(Bell & Morse 2008, P. 79)

## 2.6 Marketing in the sustainable tourism

Bringing the right message to the customers is one of the most important tasks in tourism. Therefore it is crucial to develop the right marketing strategy. A team in Slovenia tried to identify the top ten messages they wanted to broadcast to their customers. In addition, they also defined how they want to bring those messages to their customers. The next figure shows the results of the team:

	Messages	Support Data	Priority
1	Quality in 1/1000 of the Mediterranean	Rich pictures	2
2	Preservation of healthy environment	Environmental indicators Number of investments	1
3	Attracting potential investors for sustainable development goals	Scenarios AMOEBA Rich pictures	5
4	Connecting Brkini, Coast and Carst (brand name BOK from Slovene language, also acronym for better environment and quality)	All statistical data for SIs	3
5	To preserve and sustain our own identity (cultural landscape and heritage, traditional products and services, multi-ethnic society, etc.)	Environmental indicators Rich pictures Investments in protected areas	6
6	University of Primorska – the mega market of knowledge (demand, exchange and offer of knowledge; meeting point between business, local population, government and professionals)	Scenarios AMOEBA Rich pictures	4
7	Infrastructure is not just roads that connect people and places and their needs (traffic, energy management, drinking water supply, information link, etc.)	Presenting the negative scenario: we do not want that	7
8	Tourism involves people and the environment (natives, local business, natural and cultural landscape)	SIs and AMOEBA	10
9	Agreement about the boundaries in such a way that our possibilities will be unlimited	Rich pictures Mission statement Spatial order of Slovenia	8
10	Sea – cradle of life and/or salt polygon	SIs AMOEBA	9

Figure 7: Developing the message for the customer (Bell & Morse, 2008, P. 190).

It can be noted, that one support data comes up quite often. These are the rich pictures. Unfortunately it is not clearly defined what exactly is meant by this term. However, we can suppose that some nice pictures taken out from the natural landscape are meant. This is exactly what shall be investigated later by screening the brochures and internet of the seven chosen destinations.

## **2.7 Mass tourism and carrying capacity**

A fundamental point for maintaining the natural landscape is the amount of tourists. If the region is over-crowded, many problems arise like too much traffic or a spoilt landscape. Tourism often has other negative impacts on “demographic characteristics, social structures and relations, economic activity structures and sectoral dynamics, societal values and attitudes, culture, built environment and land use, natural and cultural heritage, environment resources, and so on“ (Coccossis, 2004, P. 4). Having many people in a relative small area is exactly what is known under mass tourism. It is therefore hardly imaginable that mass tourism and nature conservation go together.

Keeping this problem in mind, the term tourism carrying capacity arises very fast. “From a general point of view tourism carrying capacity is the maximum number of people that may visit a tourist destination at the same time without causing destruction of the physical, economic and sociocultural environment and an unacceptable decrease in the quality of visitor satisfaction” (WTO, 1981, as cited in Coccossis & Mexa, 2004, P. 38).

So what can a destination do to avoid mass tourism and to maintain its natural landscape? “Any business plan for resort development should identify, from the beginning, a set of guidelines or standards that determine the carrying capacity of the project, which depends on the project, area, available transportation, and other factors” (Edgell., 2006, P. 208). In other words, every destination should define how many tourists can stay at the same time in the same destination without destroying the natural landscape.

To become more concrete: “*zoning* is a rather useful tool, easy to apply, considered as the most widely applied regulatory technique” (Buckley, 1998, as cited in Mexa, 2004, P. 93). As we will see later in this paper, most protected areas have such different zones. Alexander (2008) found out that there will be two main areas of impact when guests are visiting such places. The first area is the *direct impact on infrastructure or landscape qualities*. For example paths may become over-wide and over used or the viewing areas are too crowded. It would be quite easy to deal with those direct physical impacts, because they are tangible and measurable. But things get more complicated when considering the second area of impact which is the *impact on the quality of the experience available for visitors*. For example people can visit a site in a large number, that other people feel uneasy about them. But as everybody is different, it is different to every person too, when they feel distracted because of others (P. 300 & 301).

It is clear that it depends on the kind of the tourism destination which area is considered to be important in terms of tourism carrying capacity. The following figure shows, among others, which thematic areas are of a major importance to mountain resorts:

*PHYSICAL-ECOLOGICAL INDICATORS*

THEMATIC AREAS	Coastal areas	Islands	Protected areas	Rural areas	Mountain resorts	Urban areas, Historic sites
Natural Environment and Biodiversity	H*	H	H	H	H	
Air Quality			H			H
Noise			H		H	H
Energy		H				
Water	H	H	H		H	H
Waste	H	H		H	H	H
Cultural Heritage	H	H	H	H	H	H
Tourist Infrastructure	H	H	H	H	H	H
Land	H	H	H		H	H
Landscape	H	H		H	H	
Transport and Mobility					H	H

H\* = Major importance

*Figure 8: Areas of major importance (Coccosis & Mexa 2004, P. 71).*

However, it is not easy for the destination to find a good solution for everybody. Having mass tourism and therefore many guests can create a good economic situation at the moment, but on the other hand, the fewer tourists you have, the less is the impact on nature and the more sustainable is the development. Other facts play as well a part, for example the individual behaviour of every tourist. Nevertheless more important in the author's opinion is the amount of tourists. It is therefore evident for the author, that mass tourism and nature conservation can never go hand in hand with each other.

### 3 The destinations

For the picture analysis and for the analysis of the presented existing offers, seven different destinations have been chosen: Riederalp Mörel, Engadin Scuol, Grindelwald and Sörenberg Flühli in Switzerland, Zell am See in Austria, Berchtesgaden in Germany and Kranska Gora in Slovenia. All of those destinations are located in the European Alps. In addition, all destinations are located near an important protected nature area as for example National Parks or UNESCO World Heritage Areas. All investigated destinations are medium or large touristic destinations. Because all destinations are nowadays somehow touristically connected to other destinations located in the surroundings, the survey also includes those connected destinations. Having all those similarities, it is possible to compare the destinations to a certain degree. Nevertheless it must be stated, that every destination is different to another. The following chapters will investigate the destinations in a holistic way but always with focus on the touristic situation of the destination, the adjacent protected nature area, the analysis of the marketing actions, the picture analysis and the actions of the destinations for nature conservation. At the end of each destination, the author makes some recommendations or proposes some possible synthesis, always based on the collected information and the author's opinion.

#### 3.1 *Riederalp Mörel*

The destination is located in the south-west of Switzerland in the canton Valais. In the east of this tourism destination lies the UNESCO World Heritage Jungfrau – Aletsch – Bietschorn. Riederalp Mörel tourism includes also the smaller towns Breiten, Filet, Tunetsch and Ried-Mörel (Riederalp Mörel Tourismus, 2008, P. 1).

##### 3.1.1 Facts about Riederalp Mörel

The destination Riederalp Mörel generated last summer season 79'503 overnight stays. About 48% of all summer overnight stays were generated through second home overnight stays. This is remarkably high and according to G. Berchtold from Riederalp Mörel tourism (personal communication, June 9, 2009) many locals are dependent on renting their houses to guests. The summer season is less important, as just about 34% of all overnight stays during the whole year are generated during this season. Most guests are coming from Switzerland, other big markets are Germany, Holland and Belgium (Riederalp Mörel Tourismus, 2008, P. 4). G. Berchtold (personal communication, June 9, 2009), informed that their target group are the people where the guests come from and in general families, golfer, hikers, and also seniors (age 50 plus).

##### 3.1.2 Facts about the UNESCO World Heritage Area Jungfrau - Aletsch – Bietschorn

The UNESCO World Heritage Jungfrau – Aletsch – Bietschhorn has an area of 824 km<sup>2</sup>. This is more than 2% of the territory of Switzerland. Within the UNESCO World Heritage lies the famous Aletschgletscher. This glacier is the largest in western Eurasia. But like most glaciers in the world, this glacier is melting fast because of the climate change. The glacier lost 114 meters in the year 2006. The area is also known for the orogenesis of the Alps. You can find many sedimentary rocks in the east and north of the heritage. In 80% of the area, there is no flora, because of the high altitude (Zbären, 2007, P. 13-14). But around the glaciers, many

different plants grow. Also well known is the Aletschwald where you can find the oldest trees in Switzerland. Some of the trees, Arves, can reach 800 years or more (jungfrau-aletsch.ch, 2008).



Figure 9: Aletschgletscher (top wetter, 2009).

The whole area is managed by the UNESCO management center. Therefore, B. Ruppen from the UNESCO management center was interviewed. He explained that they have three main working fields. This is first the conservation of the area done by repeated monitoring of the whole situation, second the showing of the area done by excursions and third, the experiencing realized by touristic offers. In addition, the heritage area launched a project called holidays in the world heritage. This is an association, where all big players like the tourism destinations and the mountain railways are working together to create products dealing with nature within the protected area. Before the products from this association are bookable for guests, the management center investigates if the criterias are fulfilled or not. It was not always easy for them to make this whole process work told Mr. B. Ruppen and they still have to invest a lot of time. Other physical products are for example books or maps of the region. They also try to help writing concepts for excursions, but they do not execute it. Another project is the cooperation between the different world heritage areas. It is the goal to develop a strong marketing brand and a qualitative tourism structure. With this project, they also follow the trend they can see. People want to have more products with a real content (personal communication, June 9, 2009).

The UNESCO World Heritage Area Jungfrau – Aletsch – Bietschhorn has also an information center, which is managed by the nature conservation organization Pro Natura. This information center is located in the old Villa Cassel. This building was first in the 20<sup>th</sup> century a nice summer residence for a rich Englishman, Sir Ernest Cassel. After the death of Sir Cassel, it became a hotel and now, since more than 25 years it is the home of Switzerland's first alpine environmental educational center (Pro Natura [c], 2009).

According to L. Albrecht from this center (personal communication, June 15, 2009), it offers many different products for tourists, local people or schools. On one hand, it offers an infrastructure to host 60 people with different bedrooms, kitchen, eating room and so on. This infrastructure can be used by everyone who has an interest in spending a night there. Sometimes there are schools, groups or just individual persons. On the other hand, the center is making a lot for environmental education by for example multimedia shows or guided tours with different topics like glaciers, water or forest. L. Albrecht (personal



communication, June 15, 2009) also explained that the center created a new concept for their exhibitions. This new concept allows to have a permanent and a special exhibition that changes yearly. This year's topic is the brown bear. Very popular by their guests are the products around the glacier, because there is a clear tendency that people care more about climate change told L. Albrecht (personal communication, June 15, 2009). All the other products the center provides are very popular too, because it is always fully booked. They also offer products not directly linked to nature like the cinema open air festival. The center has a very broad target group, but with all the environmental education, it wants above all to attract schools, children and adolescents. In the future, they do not want to change their products very much. It is their goal to establish themselves as a well known information center, according to L. Albrecht (personal communication, June 15, 2009).



Figure 10: Villa Cassell (oberwalliserheimatschutz, 2009).

### 3.1.3 Analysis of the marketing actions

G. Berchtold from Riederalp Mörel tourism (personal communication, June 9, 2009) explained that since November 2008 the marketing is mainly done through the so called Aletsch Arena organization. In this organization are the destinations Bettmeralp and Fiesch Eggishorn included. The Aletsch Arena has a yearly budget of 600'000 CHF, 50'000 CHF coming from the destination Riederalp Mörel. As this cooperation is relatively new, they first want to look if it works, told G. Berchtold (personal communication, June 9, 2009). If this is the case, they want to raise their budget at the beginning of November 2009. They are also working together with Valais tourism and Swiss tourism. The central topic of all marketing actions is nature. Despite the marketing actions through the Aletsch Arena, every destination still does some marketing actions on their own. This is mainly printing brochures, according to G. Berchtold (personal communication, June 9, 2009).

### 3.1.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Riederalp Mörel sent brochures clearly focussing on their own destination. This confirms also the information from G. Berchtold, that they still do their printing of brochures on their own. The research has found out the following results:

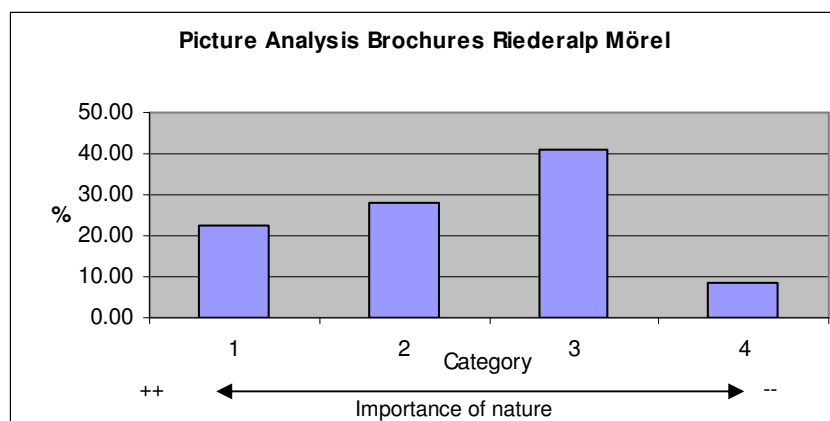


Figure 11: Picture Analysis Brochures Riederalp Mörel. (own survey, 2009).

#### Interpretation of the results:

The destination Riederalp Mörel works with a lot of pictures of nature in its brochures. The famous Aletschgletscher is a very popular subject and many pictures are taken from this glacier (category 1 and 2). Nevertheless the touristic activities are the most dominant part of the pictures (category 3). There are as well some pictures about golfing in the brochures (category 4) because the destination Riederalp Mörel is also known for its Golf-course.

It can also be stated, that the destination Riederalp Mörel sent a whole brochure about the center of nature conservation, Villa Cassel, from Pro Natura. This brochure contains many pictures, but most of them are not so dominant and smaller than one eighth of the whole size of the page. Therefore some pictures are not counted in the research according to the rules.

There is a remarkably high amount of pictures in the brochures clearly assigned to the place, which is about 44%. But this is mainly because the Aletschgletscher is shown on many pictures. Because this glacier is well known in the population and is so strongly related to this destination, all those pictures are considered to be clearly assigned to the destination, although there is no legend and no explanation what these pictures are showing.

### 3.1.3.2 Internet

The research has found out the following results:

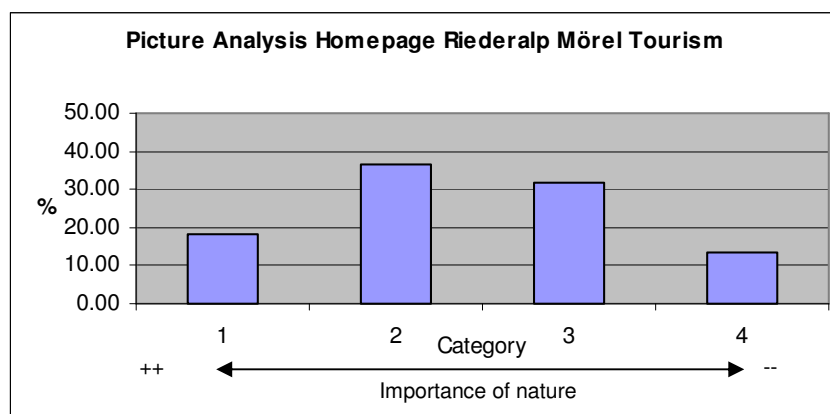


Figure 12: Picture Analysis Homepage Riederalp Mörel Tourism (own survey, 2009).

#### Interpretation of the results:

The pictures from the internet and those ones in the brochures have some similarities. Most pictures in the internet are also coming from category 2 and 3. This is because the possible activities for the guests in the area are promoted. There is also a submenu culture and nature where some pictures from an unspoilt landscape can be seen (category 1). The same is for golfing, where a submenu exists with some golf pictures (category 4).

The amount of pictures which are clearly assigned to the place Riederalp Mörel in the internet is about 45%. This is nearly exactly the same amount like in the brochures. Again, the Aletschgletscher is a popular object, but the other pictures are well described, too.

### 3.1.4 Analysis of the existing offers

According to G. Berchtold from Riederalp Mörel tourism (personal communication, June 9, 2009), the destination invested recently in expanding the golf course. In addition, they spent 120'000 CHF for building new pathways. There are other investments for example in creating a label "Families welcome" or the new bridge connecting Riederalp with Belalp, but those are smaller investments. By investing mainly in golf and hiking, they also follow clearly the new trends explained G. Berchtold (personal communication, June 9, 2009).

### 3.1.4.1 Brochures

The destination Riederalp Mörel sent as the only researched destination the whole program of the offers from the protected area in this case the program of the information center Villa Cassell. As it is the goal of the survey to find out how the destination presents itself, those offers are included. The research of the existing offers shows the following results:

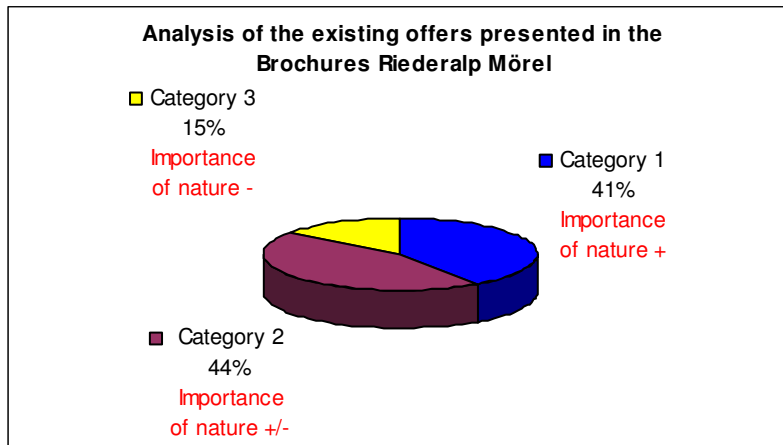


Figure 13: Analysis of the existing offers presented in the Brochures Riederalp Mörel (own survey, 2009).

#### *Interpretation of the results:*

As it can be seen out of the graph, the destination Riederalp Mörel has a huge amount of offers covering the theme nature (category 1). This is because they sent a brochure with the whole program from the information center Villa Cassell. The most offers like hiking, mountain biking, fixed rope routes and so on take place in nature and have nature as its main attraction (category 2). Nearly all offers from activities which take place in a highly modified environment (category 3) are golf offers.

### 3.1.4.2 Internet

The research of the existing offers shows the following results:

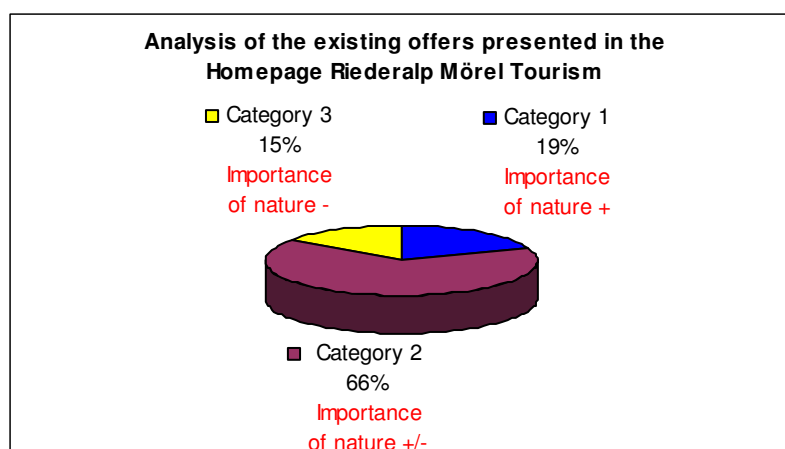


Figure 14: Analysis of the existing offers presented in the Homepage Riederalp Mörel Tourism (own survey, 2009).

#### Interpretation of the results:

The result of the survey of the internet looks very different compared to the survey of the brochures. This has one reason: In the research of the brochures the whole program of the information center is included in form of a brochure. On the internet however, there is no program about the center and therefore less offers can be found for a sensibilisation of nature (category 1). Nevertheless, most offers use again nature as its main attraction (category 2). There are once more some offers taking place in a highly modified environment (category 3) like golf or wellness.

### 3.1.5 Actions for nature conservation

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### 3.1.5.1 The view of the tourism destination Riederalp Mörel

G. Berchtold explained, that all municipalities in the region agreed with the UNESCO Charta from the Konkordiaplatz for protecting and maintaining the region. Therefore they also have to follow those rules. This charta is based on three pillars, which are ecology, economy and social (Charta vom Konkordiaplatz, 2005, P. 2). G. Berchtold told that this is also influencing the tourism organizations. A concrete action of the destination is for example the improvement of the already existing infrastructure. The cooperation between the local nature conservations, in this case Pro Natura Valais, is considered to be good. Pro Natura with the Villa Cassell is a very important provider for the tourism destination Riederalp Mörel. But as this cooperation works well, the cooperation with the management center of the UNESCO World Heritage Area Jungfrau – Aletsch – Bietschhorn is unfortunately not that good. This is mainly because there are so many different players in the region, that make things very complicated and takes a long time to make decisions (personal communication, June 9, 2009).

### 3.1.5.2 The view of the UNESCO management center

According to B. Ruppen, the area is mainly financed through the state and through the association holidays in the world heritage. But not much money is given by the tourism destinations. The cooperation between the management center and the tourism destinations takes place mainly over this association. The management center itself is interested to intensify the cooperation, because there are still many individual views and the competition thinking is still strong. The danger exists, that the view of the whole is lost. The management center also lacks a willingness of the destinations to act in a sustainable way. The destinations try to be in the consumption and the marketing sustainable, but not in the maintenance of nature (personal communication, June 9, 2009).

### 3.1.5.3 The sight of the information center Villa Cassell

According to L. Albrecht the cooperation between Riederalp Mörel tourism and with all the other touristic providers in the region works very good. Riederalp Mörel tourism for example is supporting financially the center with a considerable amount for the special exhibition. They work also closely together with many other products and both sides try to promote them as good as possible. On the other hand, the cooperation between the UNESCO management center is not intensive and very cursorily (personal communication, June 15, 2009).

### 3.1.6 Recommendations and syntheses

- Most important for the author is, that people have to speak and cooperate more with each other as the cooperation between the UNESCO management center and the others is not yet good enough. The association holidays in the world heritage which was created for this purpose works apparently bad. As the idea of this association is very good, the carrying out is the problem. This could be improved if they meet each other more often and if there is not just a discussion about what could be done; there are really some concrete actions to be decided. It is important that every participator should profit somehow. What makes it also difficult to cooperate with each other is the fact, that the structure is very complicated. This has a lot to do with the big size of the region and because of the two different cantons involved. A solution could be to create a leaner organization. It is evident for the author, that it is not easy to convince people to change. But having spoken with the experts, the situation is not satisfying and needs to be changed. It would help if all involved organizations have very clear tasks and responsibilities.
- The researches of the presented existing offers from the destination showed a clear result; many offers in the brochures are covering the topic nature. But compared with the results of the picture analysis, nature is at the same time not that much present in the investigated medias. It is therefore meaningful to the author of this work to use more pictures from the nature based offers. In addition, a better connection of the offers from the Pro Natura center on the touristic homepage would make sense.
- Having spoken to the responsible of Riederalp Mörel tourism, the main target groups are families, golfer, hiker, and seniors (age 50 plus). Nature interested people were not mentioned. Maybe it was just forgotten, but on the other hand, it reflects also the results of the survey from the picture analysis, where not that many pictures promote

the nature based offers. However as the destination Riederalp Mörel tourism has in fact many nature based offers, they should also promote them more.

- It is always good to have a better distribution of guests during the whole year. L. Albrecht from the Pro Natura information center (personal communication, June 15, 2009) noticed that summer tourism, despite winter tourism, has still some potential to develop. This is good news for the tourism destination, because they have a potential partner in creating new products in the summer season. It is therefore recommended by the author, to search the dialogue with the responsables of the information center to find new ideas how to develop summer tourism more. Furthermore has the summer season a big potential because it has less guests as the winter season.

## **3.2 Grindelwald**

The destination Grindelwald is located in the south of the canton Berne and in the north of the UNESCO World Heritage Jungfrau – Aletsch – Bietschorn. Therefore it is also a member of the association holidays in the world heritage. Because the destination Grindelwald is tightly linked to the destinations Wengen, Mürren and Lauterbrunnen, U. Mühlemann from the Jungfrau region marketing was interviewed about the tourism aspect.

### **3.2.1 Facts about Grindelwald**

According to U. Mühlemann, the destination Grindelwald generated last summer season 256'485 overnight stays in the hotel sector. Second home overnight stays were not counted. In contrary to most destinations in the Alps, the summer season generates more guests than the winter season: About 54% of all overnight stays in the hotels are generated in the summer. Most guests come from Switzerland, but there are also many guests coming from Germany, Japan, Great Britain and some from Holland. They are not that specialized in their target groups. They generally want to attract people from the countries where the most guests are coming from. In addition, hiker and biker are also a target group (personal communication, June 11, 2009).

### **3.2.2 Facts about the UNESCO World Heritage Area Jungfrau – Aletsch – Bietschorn**

As already mentioned, the destination Grindelwald is located in the north of the UNESCO World Heritage Jungfrau – Aletsch – Bietschhorn. The area with all the products and actions therefore affects this destination, too. Because the area was already described in the preceding chapter, the author is not going to present and to describe the area again.

### **3.2.3 Analysis of the marketing actions**

The destination Grindelwald works closely together in marketing with the destinations Wengen, Mürren and Lauterbrunnen. According to U. Mühlemann this cooperation exists since 1. January 2008. Together they have a marketing budget of 1.3 Mio CHF. The most important marketing media is the internet where they spend a lot of money and time to create a successful homepage. Brochures are still very popular and they try to attract as many guests as possible by having many attractive pictures and not much text. Despite those two medias, they also go to different fairs always focusing on their main target markets, as for example the hiking and cycling fair in Holland. The UNESCO World Heritage Area Jungfrau –

Aletsch – Bietschorn is always integrated in their marketing actions, for example is the logo present (personal communication, June 11, 2009). The destination Grindelwald is also a member of the brand “Best of the Alps”. This organization has eleven other members from Austria, France, Germany and Italy. All members are well established tourist destinations and market leaders on their field. It is their goal, to provide the guests with a top quality service (Best of the Alps, 2009).

### 3.2.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Grindelwald sent brochures about the whole region including Wengen, Mürren and Lauterbrunnen and some smaller villages. This confirms the information from U. Mühlemann that they work closely together in the marketing. It therefore influences the picture analysis as well as the analysis of the presented offers. The research of the pictures analysis shows the following results:

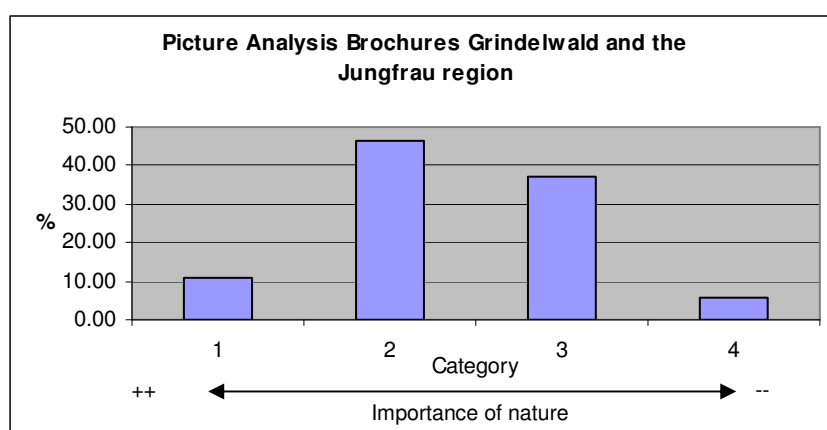


Figure 15: Picture Analysis Grindelwald and the Jungfrau region (own survey, 2009).

#### Interpretation of the results:

A relatively small number of pictures show an unspoilt natural landscape (category 1). But it has to be stated, that nearly all pictures of this category are very big pictures and on a very dominant place. They are for example the cover pictures of some brochures. Most pictures show nature in the foreground (category 2). But there are as well quite often pictures where the activity is dominant (category 3). Remarkably low is the amount of pictures taken from a highly modified environment (category 4).

Many pictures in the brochures are clearly assigned to the region around Grindelwald. About 73% of all investigated pictures have got a legend or it is easy to find out where these pictures have been taken from.



### 3.2.3.2 Internet

The tourism homepage from Grindelwald is, despite the homepage of Riederalp Mörel, integrated on the internet appearance of the other tourism destinations in the region already mentioned. As it is a rule of the survey when this case arises, the whole page has been investigated. This influences again not only the picture analysis, but also the analysis of the existing offers. The research of the picture analysis shows the following results:

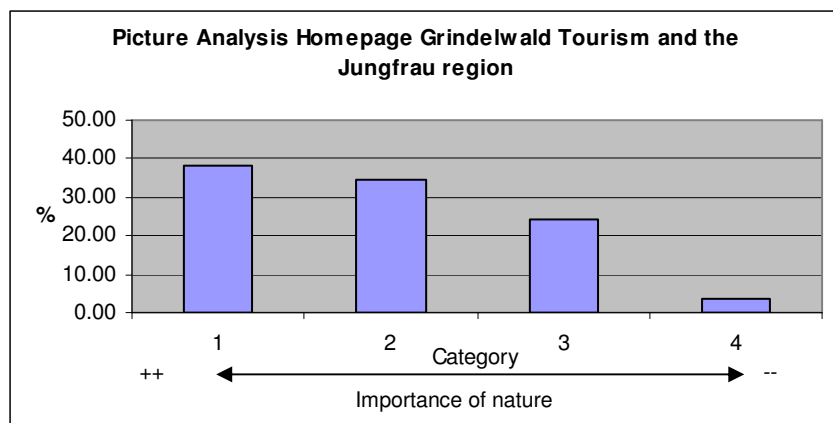


Figure 16: Picture Analysis Homepage Grindelwald Tourism and the Jungfrau region (own survey, 2009).

#### Interpretation of the results:

In the internet, pictures showing an unspoilt natural landscape are dominant (category 1). The famous mountains Eiger, Mönch and Jungfrau are popular subjects. There are as well many pictures showing people in nature, but with nature as the dominating part (category 2). In fewer pictures the activity is the dominating part (category 3). Remarkably low is the amount of pictures taken from a highly modified environment (category 4). In fact there is just one picture showing a cultural event in a house.

The assigning of pictures to the region is also consequently done in the internet like in the brochures. This means that 79 % of all pictures have a legend in the internet.

### 3.2.4 Analysis of the existing offers

According to U. Mühlemann (personal communication, June 11, 2009) the packages are very popular for the guests. Also very popular is the Jungfrau train, where the highest train station on an altitude of 3'454 above sea level in Europe is located. This train is so popular, that the operators had to create a new system which is working since May 30, 2009, where just 5'000 guests per day are allowed to use this train (Jungfraubahn, 2009).

### 3.2.4.1 Brochures

The research of the presented existing shows the following results:

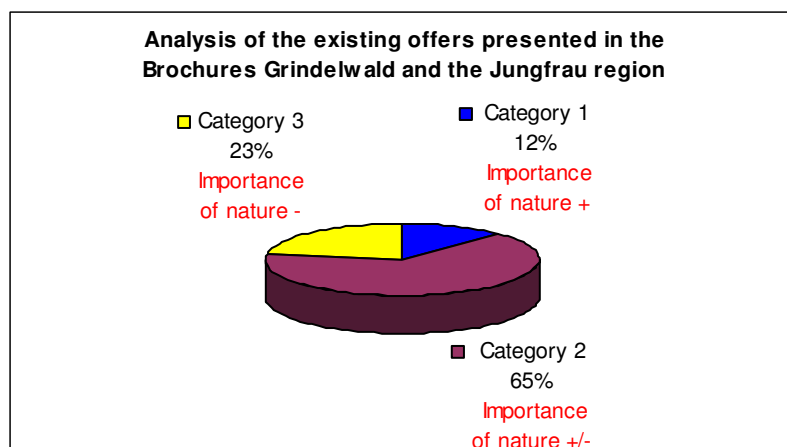


Figure 17: Analysis of the existing offers presented in the Brochures Grindelwald and the Jungfrau region (own survey, 2009).

#### Explanation to the results:

It catches everybody's eye that most offers like hiking, paragliding, adventurous sports and so on use nature as the main attraction (category 2). There are as well few learning based theme pathways concerning nature (category 1). On the other hand, there are also some offers like wellness, mini golf and so forth that take place in a highly modified environment (category 3).

### 3.2.4.2 Internet

The research of the analysis of the existing offers shows the following results:

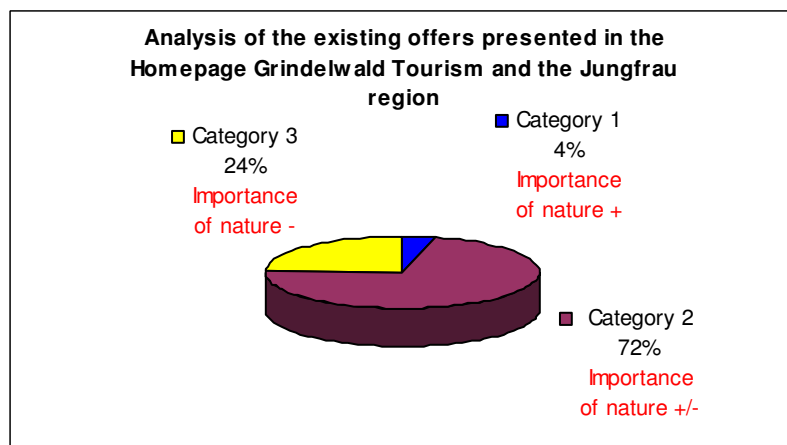


Figure 18: Analysis of the existing offers presented in the Homepage Grindelwald Tourism and the Jungfrau region (own survey, 2009).

#### Explanation to the results:

The results of the analysis in the internet confirm more or less the results of the analysis in the brochures. The biggest difference is the fact, that less learning based offers to nature (category 1) are presented in the internet.

### **3.2.5 Actions for nature conservation**

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### **3.2.5.1 The view of the tourism destination Grindelwald**

According to U. Mühlemann the cooperation between the nature conservation organization Pro Natura Berner Oberland is good, although it is not always easy to cooperate. It is all about giving and taking. For example the fixed rope route Mürren Gimmelwald is not open before the 15. June because of the wild animals. A concrete action of the touristic destination Grindelwald is for example to sensibilise their guests for a more sustainable behaving with the new energy path and with the new pathways concerning the climate change. As the municipality and tourism organization Grindelwald also agreed to the UNESCO Charta like the destination Riederalp Mörel, they have to follow those rules as well. In addition they try to support the new climate neutral offers from the local electric power company. A sustainable development is considered to be very important, because the destination Grindelwald has to cope directly with the climate change.

There is also a cooperation with the management of the UNESCO World Heritage Jungfrau – Aletsch – Bietschhorn. For Grindelwald tourism, the UNESCO World Heritage is one of the best labels in Switzerland. Unfortunately, there is not much cooperation between them, mainly because the structure of all the members is very complicated. This makes it difficult to find common decisions. Nevertheless the touristic providers are interested to intensify the cooperation (personal communication, June 11, 2009).

#### **3.2.5.2 The view of the UNESCO management center**

The statements from B. Ruppen made in the previous chapter are also valid here as it concerns the same region.

#### **3.2.5.3 The view of the nature conservation organization Pro Natura Berner Oberland**

According to H. Fritschi from the nature conservation organization Pro Natura Berner Oberland there is no financial support from the touristic destinations. In contrast they have to make many objections against planned touristic projects. In addition the destinations in the region are not consequent. For example the destination Grindelwald has recently developed an energy path, but they themselves do not act in an energy friendly way. There are a lot of discussions about nature and sustainability, but not much is concretely done. Another problem is the so called gentle tourism. There is nearly no place left untouched by tourists. The destinations in fact are promoting such activities like climbing and base jumping. There are also many helicopter flights in the region.

The cooperation between the management of the UNESCO World Heritage Jungfrau – Aletsch – Bietschhorn is worse. The management of the area is not good and not much is done for nature. If it goes on in this way, the nature conservation organization Pro Natura Berner Oberland can not more stand behind it. It was also not supported from the region Berner Oberland that the center is located on the other side in Naters, Valais (personal communication, June 9, 2009).

### 3.2.6 Recommendations and syntheses

As already mentioned, the destination Grindelwald and the destination Riederalp Mörel both are located around the UNESCO World Heritage Area Jungfrau – Aletsch – Bietschhorn. Therefore they have some identical relationships for example with the management center of the UNESCO area. As there are already some recommendations made concerning this relationship in the preceding chapter, those will not be discussed again. The following recommendations are therefore just valid for the destination Grindelwald.

- It is very clear that people do not agree with each other in different aspects. This concerns for example the cooperation between the tourism organization Grindelwald and the nature conservation organization Pro Natura Berner Oberland. Whereas the cooperation is considered by the tourism organization to be pretty good, Pro Natura Berner Oberland does not agree with that. This affects also the cooperation between the nature conservation organization and the UNESCO management center which is considered to be not good according to the judgement of the nature conservation organization. Having a neutral sight from the author of this work, those disagreements have to be discussed. To be successful, everybody involved must be ready to give up some positions. As it is already said by U. Mühlemann it is always a taking and giving.
- The research of the picture analysis found out, that there exists a big difference from the pictures in the internet and in the brochures. Whereas in the internet nature is very dominant, this is not the case in the brochures. In the author's opinion, it is important to reach a consistent appearance. It is therefore recommended to coordinate those two medias better.
- Most pictures are clearly assigned to the region of Grindelwald. This is fundamental in the author's opinion, as there is a clear tendency to experience more the authenticity. By keeping on consequently doing so, the region could have an advantage due to other destinations.
- The analysis of the existing offers makes clear, that there are just a few products for a sensibilisation and promoting of nature. On the other hand, the destination uses the natural landscape quite often. It would be therefore reasonable for the author, to create more learning based products concerning nature, as the destination relies highly on the intact landscape.

### 3.3 Engadin Scuol

The destination Engadin Scuol is located in the canton Grisons in the region called Unterengadin. The whole region is touristically strongly connected and positions itself as the National Park Region. Besides the destinations Scuol are the villages Tarasp-Vulpera, Sent, Ftan, Ardez, Guarda, Lavin, Susch, Ramosch-Vnà and Tschlin included in this brand (Business Report Engadin Scuol, 2008, P. 13). Not included is the village Zernez which is located directly at the National Park and also hosts the National Park information center. This village is under the brand of St. Moritz.

### 3.3.1 Facts about Engadin Scuol

The whole region generated in the season 2007/2008 853'508 overnight stays whereas about 53% were second home overnight stays. The destination Engadin Scuol itself hosted in the same season 450'213 overnight stays whereas about 54% were generated through second home overnight stays. The summer season is quite important because about half of all overnight stays were generated during this time. This is the case for the whole region but also for Engadin Scuol. Most guests of the destination Engadin Scuol are coming from Switzerland that is 82%. The most important market abroad is Germany, with 9%, followed by Italy with 2% (Business Report Engadin Scuol, 2008, P. 12). Their target groups are, besides their regularly guests, people interested in nature and culture, in outdoor sports, or in wellness and in health. But they also want to attract local persons (Marketing Strategy Engadin Scuol, 2008, P. 2).

### 3.3.2 Facts about the Swiss National Park

The Swiss National Park is the oldest park in the Alps and was founded in August 1914. With an area of 172 Km<sup>2</sup> the park is rather small compared with other National Parks in the Alps (Staffelbach, 2006, P. 17). At today's definition, a National Park in Switzerland has two different zones. In the core zone, the protection of the natural environment and its processes have the priority. In the second zone, most important is the conservation of the culture environment with the rich biodiversity. All economic systems are possible in this zone, if they do not compromise nature. Because the Swiss National Park is that small, a second would be especially important and therefore a project in the year 1996 was launched to increase the size of the National Park. Unfortunately, this project was just partly successful, because people of the village Zernez voted against it (Staffelbach, 2006, P. 34). In addition, according to H. Schneider, from Pro Natura GR (personal communication, June 10, 2009) the park is also a biosphere. This is another problem, because such a biosphere needs to have two different zones. The park is therefore officially not a biosphere anymore, he explained. Anyway, it is clear that the National Park is a important economic factor for the region with 150'000 visitors and with a gross value of about 17 million CHF (Staffelbach, 2006, P. 36).

One third of the park is afforested and has more than 650 different plant species. Because the park is on a relative high altitude with 1'800 meters above sea level in average, the vegetation is on a subalpine level. The coniferous forest in this part of the Alps can grow until 2'200 meters above sea level (Gilliéron, 1996, P. 74 & 75). Many typical animals of the Alps, such as deers, chamois, capricorns, marmots or birds live in the National Park (Staffelbach, 2006, P. 67). Some of them, for example the deer, have even become a problem because of its increasing population. For example, in 1918 nine red deer lived in the National Park and until the years 1979/1980 its population grew to 2400 – 2000. This problem was solved by hunting deer, and soon, this population was again under control. In the National Park live 75 different species of birds. This is a relative small number, but is easily explained by the high altitude and the arid forest of the park. (Gilliéron, 1996, P. 104, 105, 108, 140 & 141).



Figure 19: Capricorn  
(Capricorns, 2009)

According to H. Lozza from the National Park, several outdoor and indoor products exist, as well as passive and active products which are provided from the park. Indoor products are for example different dissertations or the new visitor center in Zernez. There is a constant museum exhibition and a changing exhibition every half year treating another topic to attract guests more often than just once. In this center an information corner for the touristic destination St. Moritz is included. Outdoor and active products are for example the excursions or the many walking trails. There are guided tours every Tuesday and Thursday, too. If people want to go on their own but want some information, they have the possibility to rent an electronic hiking guide. Other products are for example nature studies paths or theme paths for children. Interested people have also the possibility to participate in the SMS service, where they get the latest news from the National Park on their mobile phone. In addition, they also offer physical products like books and so on. Interesting is the fact, that they also offer a yearly open air cinema festival that has not necessarily to deal with nature. The goal behind that idea is that all people with different interest have the chance to get in touch with the National Park. With the open air festival, it is clear that the National Park has a very broad target group. This can also be seen on the range of offers, some are for kids, others for adults, some for active people, some for passive people.

Very popular by the guests are the SMS service, the electronic hiking guide, the new visitor center and the new internet homepage. In addition, the excursions are also very popular as they always were (personal communication, June 10, 2009).

### **3.3.3 Analysis of the marketing actions**

For having a more efficient marketing concept, the region Unterengadin founded the marketing organization Engadin Scuol Tourismus AG. In this organization, all municipalities of the region are members. The goal of this organization is primary to promote the demand of Swiss guests through touristic offers. It works closely together with Graubünden Ferien in the products biking, small and fine and the product called in German "Stiegen zum Himmel" and Swiss Tourismus in the products wellness, mountains and time travels (Business Report Engadin Scuol, 2008, P. 4). The organization has defined five different strategic business areas which are summer and autumn, winter, wellness and health, bike, and finally nature and culture. (Marketing Strategy Engadin Scuol, 2008, P. 2). Despite the marketing in the internet and the brochures, other medias are also used. For example the Engadin Tourismus AG is present at various different trade fairs, two of them are bike trade fairs. The cooperation with the press is also important, as they organize some group tours for the medias (Business Report Engadin Scuol, 2008, P. 5 & 6). According to U. Wohler, Director of Engadin Scuol Tourism, the budget for advertisement is about 500'00 CHF (mail from June 15, 2009).

### 3.3.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Engadin Scuol sent brochures about the whole region Unterengadin. This confirms also the information that the region is touristically closely connected. It therefore influences the picture analysis as well as the analysis of the existing offers. The research of the pictures analysis shows the following results:

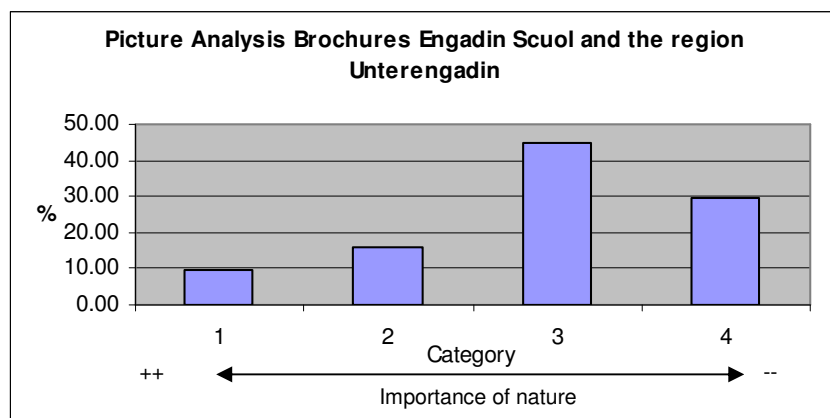


Figure 20: Picture Analysis Brochures Engadin Scuol and the region Unterengadin (own survey, 2009).

#### Interpretation of the results:

Nearly all the pictures showing an unspoilt nature (category 1) are taken out from the National Park. But it must be stated, that the amount of those pictures is small. This is surprising, because the destination Engadin Scuol is known as the National Park region. There are just a few more pictures where the natural environment is in the foreground (category 2). In most pictures, the activity itself is the dominating part of the picture (category 3). This is mostly the case, because the destination Engadin Scuol promotes its bike products in the brochures very strong. Most of those bike pictures can be counted to this category. Remarkably high is also the amount of pictures which have nothing to do with a natural landscape (category 4). Many pictures of this category are from the wellness sector, for example from the Bogn Engiadina Scuol. There are also many pictures in this category showing a cultural activity in the villages. But as they have nothing to do with nature, and this is what this research is all about, they appear in this category.

Most pictures, 63% of all, from the destination Engadin Scuol are clearly assigned to the region. In most cases, it is well documented with a legend what the pictures show. Therefore this destination tries to stress out their authenticity and tries to distinguish them self from the competitors. They also follow the new trend towards experiencing and having more authenticity with this marketing strategy.

### 3.3.3.2 Internet

The tourism homepage from Engadin Scuol is, like the homepage from the destination Grindelwald, integrated in the internet appearance of the other tourism destinations in the region that are already mentioned. As it is a rule of the survey when this case arises, the whole page is investigated. This influences again not only the picture analysis, it influences also the analysis of the existing offers. The research of the pictures analysis shows the following results:

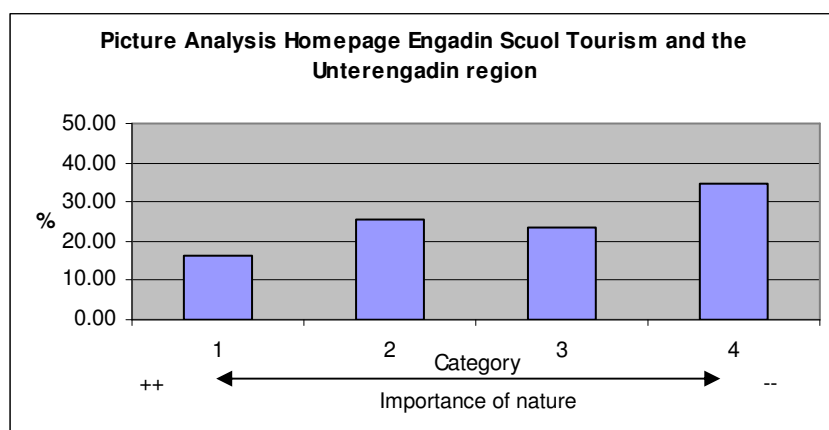


Figure 21: Picture Analysis Homepage Engadin Scuol Tourism and the Unterengadin region (own survey, 2009).

#### Interpretation of the results:

Compared to the results of the picture analysis of the brochures, one thing attracts the attention. There are again more pictures that have nothing or little to do with nature (category 3 & 4). Again, many pictures are taken from the wellness sector, more precisely from the Bogn Engiadina, or from the cities. Nevertheless there are more pictures on the homepage than in the brochures with nature in the foreground (category 1 & 2).

Even more pictures are clearly assigned to the region in the internet than in the brochures. It is done in a very consequent way, through having a legend on nearly all headliners. This makes in the end, that 80% of all pictures are clearly assigned to the region. In addition, some pictures have explanations in rumantsch, which is the local language. Because of those two facts, the visitor of the homepage gets a very authentic view of the region.

### 3.3.4 Analysis of the existing offers

As already mentioned, the Engadin Scuol Tourismus AG has five different strategic business areas which are summer and autumn, winter, wellness and health, bike, and finally nature and culture. Most products are therefore build up among those business sectors. There are for example the National Park Bike Tour, the Via Engiadina, or different wellness and family offers. Concerning the wellness offers, the destination Engadin Scuol received as the only destination in the canton Grisons the seal of quality Wellness Destination (Business Report Engadin Scuol, 2008, P. 5).

U. Wohler explained in his mail dated from June 15, 2009, that all of those offers are basically popular, but not all are sold equally well as the communication for some offers is harder as for others. Very popular is the National Park Marathon which was the most



frequented event in 2008 with about 2'000 participators. It is the goal to hold this high number or even increase it with about 200 to 400 participants. In addition, they created a project called INSCUNTER together with various national conservation organizations where guests have the opportunity to learn more about nature. Besides the membership in this organization, the destination itself created also some new offers concerning nature. This is for example building dry stone walls and experiencing the terraces landscape. Other products are ecological excursions or the rutting season of deer. All those projects and actions will be described more closely in the next chapter actions for nature conservation (Business Report Engadin Scuol, 2008, P. 5, 10 & 11).

### 3.3.4.1 Brochures

The research of the analysis of the existing offers shows the following results:

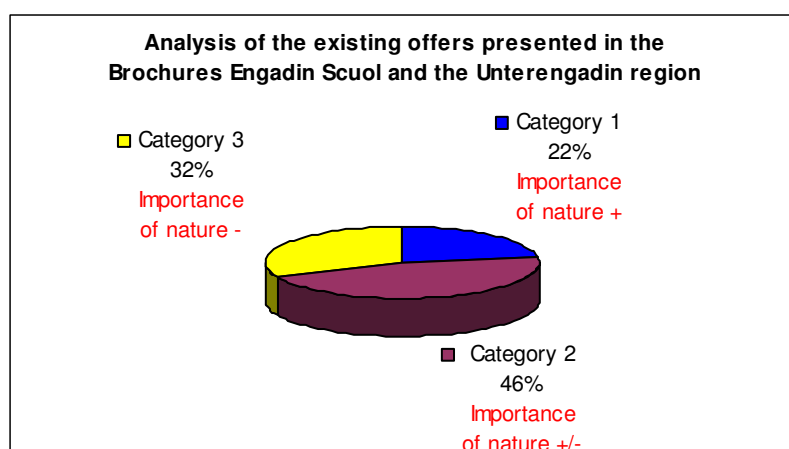


Figure 22: Analysis of the existing offers presented in the Brochures Engadin Scuol and the region Unterengadin (own surveys, 2009).

#### *Interpretation of the results:*

The destination Engadin Scuol is specialized in nature and culture tourism. This is also very clear when looking at the offers. There are some products which are learning based for nature (category 1). But most products are, as in many other destinations, still activities in nature (category 2) where nature is the main attraction. The amount of offers which take place in a highly modified area (category 3) is that high, because Engadin Scuol has many wellness and cultural products that mainly take place in a highly modified area.

### 3.3.4.2 Internet

The research of the analysis of the existing offers shows the following results:

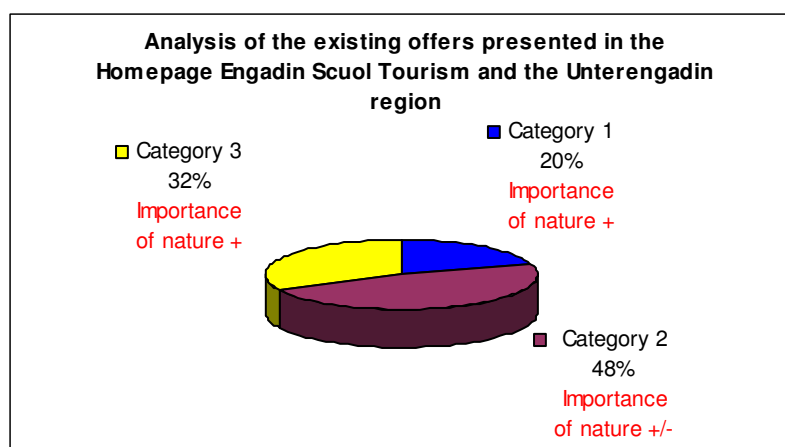


Figure 23: Analysis of the existing offers presented in the Homepage Engadin Scuol and the Unterengadin region (own survey, 2009).

#### Interpretation of the results:

The results of the analysis from the internet looks very similar to the results of the analysis of the brochures. Therefore the same explanations are also valid here. Like in the brochures, the offers from the Swiss National Park are not presented on the homepage of the tourism destination Engadin Scuol, but there is a link to the homepage of the Swiss National Park.

### 3.3.5 Actions for nature conservation

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### 3.3.5.1 The view of the tourism destination Engadin Scuol

The destination Engadin Scuol founded together with other nature protection organizations the project INSCUNTER. Members beside the destination Engadin Scuol are the WWF, the ornithological station Sempach, the trust landscape Switzerland, the department of forests Grisons and the Swiss National Park. A concrete action of this project is for example the creation of a pathway with the theme bears, which is done together with the WWF. Another offer is done together with the ornithological station Sempach and the WWF, where guests can participate in botanic and ornithological excursions. In addition, guests and also firms can take part in several different nature conservation actions. The whole project is considered from the state of Switzerland as an exemplary model in a rural area (Business Report Engadin Scuol, 2008, P. 10). According to U. Wohler the cooperation in this project between the different members is excellent. Through this project, it is possible to realise some concrete actions that are also noticed by the public (mail from June 15, 2009). As already mentioned, the wellness sector and the Bogn Engiadina with it, is also quite important for the destination. This bath is runned by the second biggest geothermal energy pump. Another big geothermal energy pump is planned in the new building of the mountain railway Motta Naluns (Press Release, 2009, P. 2).

### 3.3.5.2 The view of the Swiss National Park

According H. Lozza from the National Park, the cooperation with Engadin Scuol is very good. They worked together in several different projects. For example Engadin Scuol supported the National Park in the creation and production of a calendar of events. In this calendar nature is a main topic and many events from the destination Engadin Scuol are included. The communication is also considered to be very good. In addition, the National Park needs not to do much marketing, this is mainly done by the destinations St. Moritz and Engadin Scuol. Engadin Scuol for example recently created a flyer about the National Park region. Another action from the destination Engadin Scuol is the attempt to develop a public transport system for the whole region. With this idea, it would have been possible to use all public transport systems for free. Unfortunately it was not appreciated and was not installed. All in all, it is considered, that the tourism destination Engadin Scuol has a genuine interest in providing a nature friendly tourism. The National Park itself does not get any financial support directly by the touristic destinations. But they help indirectly by providing for example cheap building land for the new visitor center. The park itself is mainly financed through the state (personal communication, June 10, 2009).

### 3.3.5.3 The view of the nature conservation organizations Pro Natura and WWF Grisons

According to H. Schneider, from Pro Natura GR the destination Engadin Scuol is very aware of the conflict between the tourism industry and nature conservation. For this purpose a specialist (biologist) was employed from the destination, who handles this topic. They also try to promote nature tourism through offers caring about nature. Unfortunately there is nearly no cooperation between Pro Natura GR and the tourism destination Engadin Scuol. Nevertheless for Pro Natura GR, the destination is a good potential partner. Generally, Pro Natura GR has not that much to do directly with tourism destinations, but more with mountain railways. There the problem often arises with building new infrastructure. Pro Natura tries to solve this problem by discussing and accompanying the projects (personal communication, June 10, 2009).

As there is nearly no cooperation between Pro Natura GR and Scuol according to H. Schneider (personal communication, 10 June, 2009), A. Mazetta from the nature conservation organization WWF GR, was asked for a statement. In her mail from the 7 July, 2009 she explained, that the cooperation with the tourism destination Engadin Scuol is very good. The fact that the destination employed a biologist for their product development says a lot on how they are aware on nature tourism. They cooperate in various ways for example with the project holidays without cars, she wrote. The goal of this project is to provide the guests with an exceptional public transport system including the transport of baggage (Südostschweiz, 2009). Another project is realized together with the touristic destination and the agriculture sector, explained A. Mazzetta in her mail. Here, business people have the opportunity to support the farmers in maintaining valuable eco systems. As they have still some more products in this region which are very different to each other, the target group is also quite broad. A general trend they can consider is the trend to products involving animal watching and products for children (mail from July 7, 2009).

### 3.3.6 Recommendations and syntheses

- The new visitor center is located in the municipality Zernez. This municipality is not part of the tourism destination Engadin Scuol, it works together with the tourism destination St. Moritz. At this visitor center of the National Park is therefore an information corner only about the destination St. Moritz. In fact, this is a little bit confusing, because St. Moritz is not known for its nature tourism, it is more known for its upper class and high society tourism. On the other hand, Engadin Scuol positions itself as the National Park region and promotes and does a lot for nature tourism as we have seen. The actual situation is therefore not ideal. It should be possible for Engadin Scuol to be also more present at the visitor center. But it is clear for the author, as long as nothing is changed in this situation that this is hard to accept for St. Moritz, as the competition between St. Moritz and Engadin Scuol is still strong, according to H. Lozza (personal communication, June 10, 2009).
- The destination Engadin Scuol cares much about sustainability and nature conservation. Therefore it is crucial for the author of this work, to create such a public transport system where guests can use them for free. This is very important, as most products are already reachable with the public transport system. As a result, with a few inputs, important improvements could be reached, because such offers would become more attractive.
- The combination with Val Müstair Tourism and Engadin Scuol Tourismus AG as it is considered (Business Report Engadin Scuol, 2008, P. 9) is a prospective idea to the author of this work. This is because both tourism organizations attract more or less the same kind of guests and offer more or less the same products. In being bigger, the whole region would have more power on the market. It is also considered to combine Engadin Scuol Tourismus AG with the destination Samnaun (Business Report Engadin Scuol, 2008, P. 9). This is, on the other hand, for the author of this work not a good proposition, because the destination Samnaun has a very strong winter tourism industry and is known together with the Austrian destination Ischgl as a party destination. This would not fit to the actual strategy of Engadin Scuol Tourismus, although there would be some advantages, mainly for the winter tourism.
- A cooperation with the Biosfera Parc Naziunal Val Müstair which is also considered (Business Report Engadin Scuol, 2008, P. 9) would make as well much sense for the author because of the same reasons like in the combination with Turissem Val Müstair. In addition, the actual situation concerning the biosphere in the National Park is not satisfying. It could probably better be solved when cooperating with the Biosfera Parc Naziunal Val Müstair.
- The cooperations in general are considered to be very good, according to all persons interviewed. With several different projects, a sustainable and long term relationship was built up. Remarkably for the author is the fact, that many projects exist, where all can profit. As an example the cooperation between the National Park and Engadin Scuol in producing an event calendar can be mentioned. The National Park had not much effort to create it and the destination Engadin Scuol can promote its products. This is a typical win-win situation. Another example is the project where business people can help farmers to maintain valuable eco-systems. The company can profit as their employees are better motivated and team building takes places, the farmers get support for their work, the nature conservation organization can sensibilise people for nature conservation and the tourism organization can present its region and gain possible future guests.

Again a win-win situation is created. Having more such projects where all can profit somehow should be the goal for future developments.

- As the cooperation between the destination Scuol and Pro Natura GR is on a very low level, a lot potential is wasted. As already mentioned, Scuol is aware of nature tourism. Therefore it would make sense, to intensify the cooperation, and Pro Natura GR is interested in intensifying the cooperation, according to H. Schneider (personal communication, 10 June, 2009). The author is sure, that both sides could profit, Pro Natura GR by sensibilising more guests for nature conservation and Engadin Scuol by providing their guests with higher quality nature tourism products.
- The researches of the picture analysis of the brochures and the internet show a clear result: The destination does not promote nature and the National Park in those medias very often. This is a clear disagreement between their strategy to position themselves as the National Park region with a lot of nature tourism offers. Potential guests, interested in nature, could be disappointed when surfing through the homepage or reading the brochures and then decide not to go. This situation has to be changed as fast as possible in the author's opinion. On the other hand, it must be considered, that the destination Engadin Scuol is also specialized in culture tourism. Therefore many pictures exist with a cultural background. As many of them are taken out of a highly modified environment, they are part of the category 3 or 4 which show few or no natural landscapes.
- The destination is an antitype to promote their authenticity. This is done by clearly assigning the pictures to the region and also with some word of the local language. Together this shows an authentical image. Because many guests appreciate authenticity as well like nature, it is more important to change to more pictures where nature is more clearly presented.
- The survey of the offers shows, that the destination Engadin Scuol cares about nature and culture. Nevertheless, the presentation of the Swiss National Park on their brochures and on their homepage is quite modest. Perhaps a better integration of the offers from the National Park could strengthen their strategy.
- As it is the case for many tourism destinations, the high number of second home overnight stays in the touristic destination Engadin Scuol can also considered as a problem. It is at first not really very nature friendly by building flats which are often vacant, and secondly not at all sustainable because the guests spend less money in the region. To find a solution for this problem is frequently discussed and very hard, as building second homes has for sure also some short term advantages. In the author's opinion, a solution should be searched where all participants can agree. But this is just possible if the participants also accept unpopular decisions for them. It is again all about creating a win-win situation.

### **3.4 Sörenberg Flühli**

The destination Sörenberg Flühli is located in the center of Switzerland, near the city of Luzern. This destination is the touristic center of the UNESCO Biosphere Entlebuch (UNESCO Biosphäre Entlebuch, 2009, P. 4). There are seven other different communities besides Sörenberg Flühli which are a part of the Biosphere. These are the communities Doppleschwand, Romoos, Entlebuch, Hasle, Schöpfheim, Escholzmatt and Marbach (UNESCO Biosphäre Entlebuch, 2009, P. 3). According to M. Zamudio from Sörenberg Flühli

tourism, each of them has their own tourism organization. The central organisation where all are integrated is the tourism forum Entlebuch (personal communication June 5, 2009). In the mail from the 30 of June 2009, M. Stöckli of the tourism forum Entlebuch explained, that this tourism forum initiated the operative carrying out to the UNESCO Biosphere Entlebuch.

### **3.4.1 Facts about Sörenberg Flühli**

According to M. Zamudio (personal communication June 5, 2009) the destination Sörenberg Flühli generated in the last summer season a total of 44'755 overnight stays, 30% of them in the parhotellerie sector where second home overnight stays are included. This destination is therefore the smallest destination in overnight stays which is part of this work. The whole region generated last summer season 225'000 overnight stays. There is the same amount of guests in the winter and in the summer season (Studienkreis für Tourismus und Entwicklung, 2008, P. 3). M. Stöckli and M. Zamudio (personal communication June 5, 2009) explained that their target groups are families, sportsmen and the golden agers, which are seniors. In addition, the people they want to attract must like nature and authenticity. The big majority of guests are from Switzerland, others come from Germany and Holland.

### **3.4.2 Facts about the UNESCO Biosphere Entlebuch**

The UNESCO Biosphere Entlebuch was founded in September 2001 and has an area of 394 km<sup>2</sup>. It is well known for his unique moorlands. There exists 507 other UNESCO Biosphere Reservats in 102 countries like the well known Galapagos Islands, the Serengeti or the Yellowstone Park. All of them have the task to create a sustainable development (UNESCO Biosphäre Entlebuch, 2009, P. 4). In the case of the Biosphere Entlebuch, a concept with three main sectors was created. The first sector is the conservation of the nature- and cultural landscape. The second sector is the securisation of a sustainable and therefore long termed development. The last sector is the cooperation and participation of all. This is on one hand done by creating an association where the population can participate and on the other hand by several forums and workgroups. In addition, the different communities work closely together to provide innovations (UNESCO Biosphäre Entlebuch, 2009, P. 6). According to the UNESCO and to the criterias of Switzerland, each Biosphere reservat has to have different zones: The core zone, the cultivation zone and the developing zone. The core zone serves for the optimal development of the natural system. There exist several prohibitions, like for example hunting is not allowed. The cultivation zone is around the core zone. In this zone, the sustainable use of natural resources is most important. The developing zone is the least protected zone. This zone involves the local agriculture, industry and villages (UNESCO Biosphäre Entlebuch, 2009, P. 5).



Figure 24: Typical moorlands in the UNESCO Biosphere Entlebuch (Biosphäre, 2009).

Because of the rigorous protection, the ecological system is stabilised and many endangered animals could find a place in this region. For example some plants but also butterflies have a positive development. To make the population aware of this unique region with its animals and plants, many excursions take place. In fact, the UNESCO Biosphere Entlebuch is the biggest provider of such excursions in Switzerland (UNESCO Biosphäre Entlebuch, 2009, P. 8). According to M. Stöckli of the tourism forum Entlebuch and who works also for the UNESCO Biosphere Entlebuch, there are more than 50 different excursions organized from midst May to midst October. Other products of the Biosphere are educational walking paths, school excursions with the main theme sustainability or school at the farm. An information center does not exist, but it is planned to build one. But they created four different centers in the region with every center treating another topic. For example the municipality Entlebuch has the energy and the municipality Sörenberg Flühli the water. Those centers are very popular by the guests and the population. Another trend can be seen in experiencing nature by hiking (personal communication June 5, 2009).

### 3.4.3 Analysis of the marketing actions

M. Zamudio explained that despite the print medias and the internet which are the most important medias, the destination also goes for example to some exhibitions to promote them self. But the destination alone does hardly go to such exhibitions, this is mostly done by a cooperation with the whole UNESCO Biosphere Entlebuch. Therefore nature is always the big topic of the presentations. This is the reason why they go to exhibitions like to the Nature Basel exhibition.

### 3.4.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Sörenberg Flühli sent brochures about the whole region Entlebuch. This confirms also the information that the region is touristically closely connected. It influences therefore the picture analysis as well as the analysis of the existing offers. The research of the pictures analysis shows the following results:

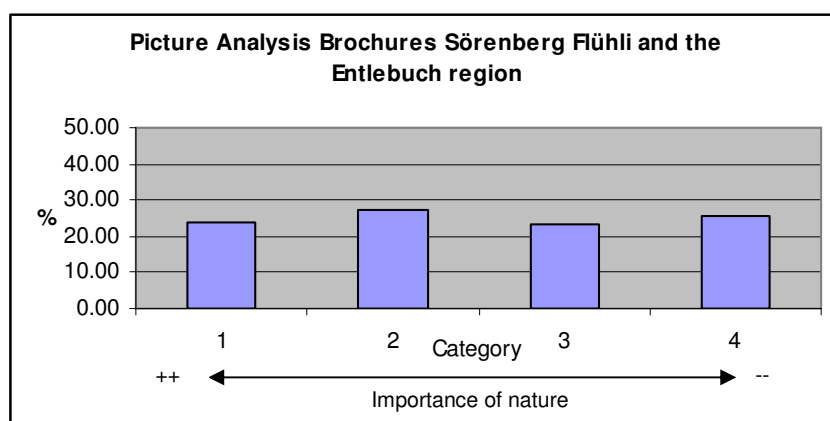


Figure 25: Picture Analysis Brochures Sörenberg Flühli and the region Entlebuch (own survey, 2009).

#### Interpretation of the results:

Compared to the pictures of the other destinations, the number of pictures of each category is very balanced. An explanation could be that the destination did not send a typical advertisement brochure for tourists, the brochures they sent is also for the local population. Therefore all kind of pictures are included, for example for the social life of the population.

There are many pictures showing animals (category 1), in this case cows. This is because many different races exist in this region. Nevertheless it is questioned by the author why so many pictures of them arise in a brochure. The amount of pictures where people are in the foreground or in the background of nature (category 2 & 3) is nearly the same. Remarkably high is the amount of pictures showing a highly modified environment (category 4). But the high number has to be noted very cautiously, because many pictures of this category have a cultural and traditional background as it is the case in the destination Engadin Scuol. For example in some pictures are people playing the alphorn or there is a folk festival. Nevertheless, nature plays an absolutely unimportant role in those pictures. Also some pictures from the local villages can count to this category. One exception is made by the author in this category. On two pages, the village Escholzmatt is presented with many small pictures which form together one big picture. Some are bigger than one eighth of the page, others are smaller. If counted every picture by itself, the result would give a false interpretation, therefore the author counted all those pictures to one picture to the category 4.

48% of all pictures in the brochures are clearly assigned to the Entlebuch region. This is quite high and makes absolutely sense, as according to M. Stöckli and to M. Zamudio the region wants to attract guests for whom the authenticity is important (personal communication June 5, 2009).



### 3.4.3.2 Internet

Everything is tightly networked in the UNESCO Biosphere region. This is also the case in the homepage of Sörenberg Flühli tourism. This homepage is linked to the UNESCO Biosphere and cannot be distinguished very clearly. But as it is the official homepage of Sörenberg Flühli tourism, it is treated like every other homepage of the survey. This influences again not only the picture analysis, but also the analysis of the existing offers. The research of the pictures analysis shows the following results:

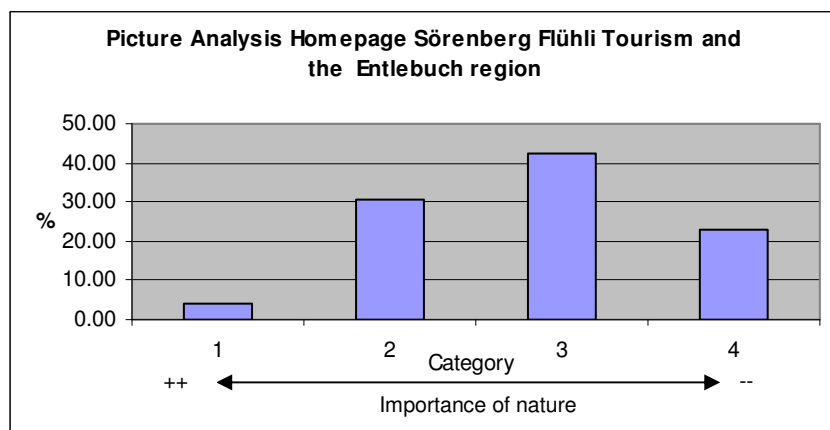


Figure 26: Picture Analysis Homepage Sörenberg Flühli Tourism and the region Entlebuch (own survey, 2009).

#### Interpretation of the results:

Although the slogan UNESCO Biosphere Entlebuch is very dominant in the homepage of Sörenberg Flühli tourism, less pictures can be found showing an unspoilt nature (category 1). Most pictures are again showing nature or the activity of the guest in the foreground (category 2 & 3). Most pictures from a highly modified environment (category 4) are taken from buildings.

Completely in contrast to the brochures, there is no picture clearly assigned to the region Entlebuch. In the author's opinion, this is a mistake, because according to M. Stöckli and to M. Zamudio the region wants to attract guests for whom the authenticity is important (personal communication June 5, 2009).

### 3.4.4 Analysis of the existing offers

M. Zamudio explained that the center with the topic water is very popular for the guests. For example the Kneipp facilities at the Schwandalp Weiher organized 100 guided tours and reached about 10'000 guests. Another trend they can see is the general trend to hiking and biking and to experience nature (personal communication June 5, 2009).

### 3.4.4.1 Brochures

The research of the analysis of the existing offers shows the following results:

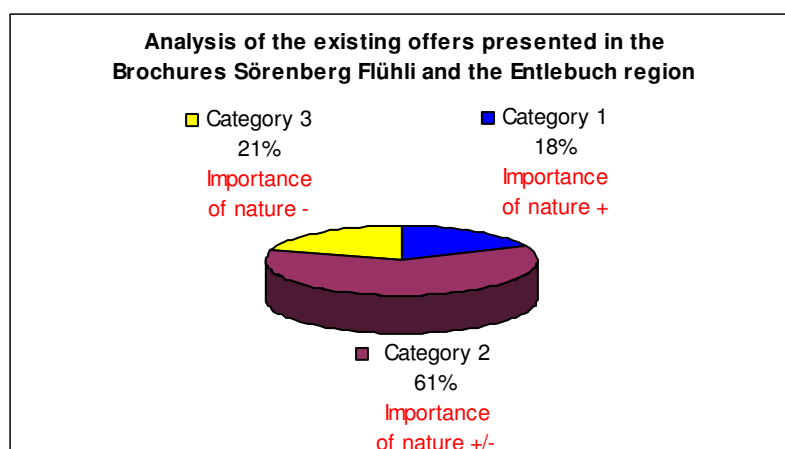


Figure 27: Analysis of the existing offers presented in the Brochures Sörenberg Flühli and the region Entlebuch (own survey, 2009).

#### Interpretation of the results:

There are some guided excursions in the Biosphere Entlebuch for guests, local people and schools which are learning based offers about nature (category 1). As well most offers have nature as its main attraction (category 2). On the other hand, there are offers mainly in the cities like swimming, golf, minigolf or tennis which have not much to do with nature and take place in a highly modified environment (category 3).

### 3.4.4.2 Internet

The research of the analysis of the existing offers shows the following results:

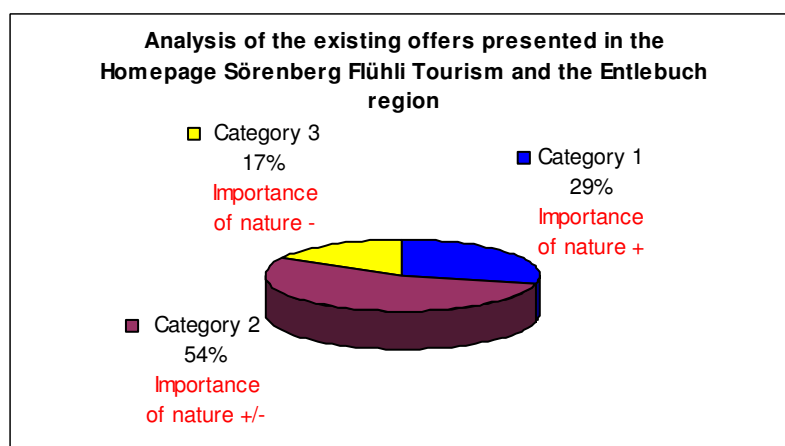


Figure 28: Analysis of the existing offers presented in the Homepage Sörenberg Flühli Tourism and the Entlebuch region (own survey, 2009).

#### Interpretation of the results:

The results of the survey from the offers presented on the homepage do not show a notable difference to the results of the presented offers from the brochures. However, the learning based offers about nature through guided excursions (category 1) for schools and guests are

better presented than in the brochures and the offers taking part in a highly modified area (category 3) are less presented. Nevertheless again the offers, where the experience in nature is in the foreground (category 2) presents the biggest part.

### **3.4.5 Actions for nature conservation**

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### **3.4.5.1 The view of the tourism destination Sörenberg Flühli**

According to M. Zamudio the destination works strongly together with the UNESCO Biosphere Entlebuch. This is because everything is closely linked to each other. For example the destination is also involved in developing the UNESCO Biosphere Pass which allows the guests using all the public transport systems in the region for free when they hand out their car keys. Concrete actions from the destination itself are for example that they make the guests aware they should not go away from the pathways. This would have some bad impacts to nature and the moors. Another project works with children together and deals with wild bees. The working together with the local conservation organization works well. In contrary to the past, people now speak first together, before they are really doing something. There are of course some problems which arise above all in winter concerning for example new mountain railways or slopes (personal communication June 5, 2009).

#### **3.4.5.2 The view of the tourism region Entlebuch and the UNESCO Biosphere Entlebuch**

M. Stöckli explained that the Biosphere is supported by the municipalities indirectly. This means in the canton of Luzern, municipalities get some money from the canton to develop themselves. The municipalities in the Entlebuch region made a commitment to give all this money to the touristic umbrella organisation, this means to the tourism forum Entlebuch. This is an amount of about 200'000 Fr. per year. In addition, every municipality pays 4 Fr. per inhabitant. The cooperation between the Biosphere Entlebuch and the tourism organizations is considered to be good. There is four times per year a meeting with all the big players where everything important is discussed. However there are some problems with smaller not professional tourism organizations such as time problems for example. But these is just because people working in such an organization do that in their freetime and are therefore not that much involved and cannot react very fast (personal communication June 5, 2009).

#### **3.4.5.3 The view of the nature conservation organization Pro Natura Luzern**

According to N. Troxler from the nature conservation organization Pro Natura Luzern no cooperation exists between the destination Sörenberg Flühli and the UNESCO Biosphere Entlebuch with them. The nature protection organization itself was involved in creating a pathway through the moorlands. The goal is to give the guests and the local population a better understanding of the beauty and importance of such moorlands. In addition, they created a hiking brochure. One of the presented hiking pathways is in the moorlands Hagleren in Sörenberg which is one of the protected area owned by the nature protection

organization. Pro Natura Luzern is all in all owning four highmoores and one dry meadow in the Biosphere Entlebuch.

Positive for Pro Natura Luzern is the program for different excursions. But it has to be mentioned, that Pro Natura was never asked for a cooperation in those excursions. Nevertheless it is a chance to show the participants the uniqueness of the flora and fauna. This could lead to a more sustainable behavior of the participants.

Negative for Pro Natura Luzern is the fact, that neither the UNESCO Biosphere Entlebuch nor the tourism destination cares much about irreversible interventions to the biotopes and the landscape. An example may be a street which crosses directly the moorlands or a planned holiday home which would be located directly at the moorlands. In both cases, Pro Natura Luzern tries to intervene. To sum up, for N. Troxler the responsables still follow the motto after: We have done enough for nature protection, now we want to have an economical boom phase. He thinks that without pressions and without the label UNESCO not much would be done in the case of sustainability (mail from June 10, 2009).

### 3.4.6 Recommendations and syntheses

- In the author's opinion, the idea of creating a pass where the guests can use the public transport six days for free when they hand out their car keys is very good and innovative. But according to M. Stöckli (personal communication June 5, 2009) just 600 to 1'000 passes per year are sold. This is too less for such a region and could maybe improved by doing more advertisement for this product.
- For the author of this work, a great opportunity is lost by not cooperating with the nature conservation organization Pro Natura Luzern. There are several different excursions, but without involving the nature conservation organization. They have a profunded knowledge about the whole region and could, when involved, improve those excursions. In the meantime the offered products (pathways and hiking brochures) from the nature conservation organization could be integrated. With not much effort, a big improvement could be reached.
- M. Stöckli has a double function. He confirmed in his mail from June 30, 2009 that he works on one hand for the UNESCO Biosphere Entlebuch as a project manager and is on the other hand the executive of the tourism forum. This is, because the tourism forum initiated the operative carrying out to the UNESCO Biosphere Entlebuch as already mentioned. Such a connection has advantages but also disadvantages. In the author's opinion. Beneficial is for example that there are no interest conflicts and the carrying out can be very effective. But this is in the meantime also a risk in the view of the author, as there is no clear differentiation between the UNESCO Biosphere Entlebuch and the touristic industry.
- It was mentioned by the responsables, that one of the target group are the golden agers. The research of the picture analysis showed that this target group is not addressed enough. In addition as the results of the research from the brochures are quite balanced, surprisingly few pictures in the internet are showing an unspoilt nature. In the author's opinion, more of such pictures should be showed in the internet, mainly as the region has the label of the UNESCO.
- The tourism wants to attract guests who are aware of the authenticity of the region. This means nothing else that people search the uniqueness of this place. As the pictures in the brochure follows this strategy with many pictures clearly assigned to

the region, the pictures in the internet do not so. It is therefore important to change this mistake and use also in the internet pictures clearly assigned to the region.

- The homepage of Sörenberg Flühli tourism is tightly linked to the UNESCO Biosphere and can not be divided very clearly, at least in the summer season. This makes in a touristic way not that much sense, because the touristic guests are more looking for touristic offers and not that much for the Biosphere. Therefore they get confused quite fast. It is therefore recommended to have a clearer cut between the Biosphere and the tourism homepage.
- The survey of the presented offers showed that there is a good balance of offers in the author's opinion, because there are for everybody different offers. Nevertheless is a clear tendency to nature based offers visible.

### **3.5 Kranska Gora**

The Slovenian village Kranska Gora is located near the border of Italy and Austria in the north west of Slovenia and in the north of the National Park Triglav. M. Zerjav, from Kranska Gora tourism wrote in her mail from July 24, 2009, that the touristic destination Kranska Gora, also includes the villages Podkoren, Dovje, Mojstrana, Gozd Martuljek, Srednji Vrh, Ratece and Planica. This tourism region is known under the name Zgornjesavska Valley. The tourism organizations in Slovenia are organized under the municipalities according to T. Markun from the Public Relation office of the National Park Triglav (personal communication, June 4, 2009).

#### **3.5.1 Facts about Kranska Gora**

According to M. Zerjav, 199'000 overnight stays were generated in the last summer season in the whole region. Not included in this number are the second home overnight stays, which are not counted in this destination. The summer season is remarkably important for an alpine destination, as there is in the summer season approximately the same number of guests as in the winter season. The guests are quite international, mainly from Great Britain, Germany, Italy, Croatia, the Benelux states and from Scandinavia. Just about 30% of all guests are from Slovenia itself. The destination is not that much specialized in one sector, therefore it has a broad target group which goes from the active and adventurous people, over to the wellness and spa lovers. In addition they want to address all ages as well as families (personal communication June 8, 2009). As the destination Kranska Gora includes all villages, there are no datas available just for one village including Kranska Gora, wrote M. Zerjav in her mail.

#### **3.5.2 Facts about the National Park Triglav**

The Triglav National Park is the only National Park in Slovenia and covers an area of 880 km<sup>2</sup>. The park is one of the oldest National Parks in the European Alps. In 1924 the area was protected for the first time and in 1961 the area was officially named Triglav National Park. The Park is since 2003 also a member of the UNESCO Man and Biosphere like the Biosphere Entlebuch presented the preceding chapter. The park has to follow the same rules like the other Biospheres. For consequence the park must have different zones: a central area with 55,3 km<sup>2</sup> and a peripheral area with 28, 4 km<sup>2</sup>. (Triglav National Park [a], 2009).

The National Park Triglav hosts a lot of typical alpine animals such as chamois, ibexes, red deer, brown bears, lynxes, or eagles but no wolfs. In addition 84 bird species are nesting in the area. The endangered capercaillie can be found in this park, too. Unfortunately, the number of this animal is slowly and consistently decreasing (Triglav National Park [b], 2009). The park is also very popular by having some plant species that can just be found in this park and nowhere else (Triglav National Park [c], 2009). Two thirds of the park are covered by forests mainly through beeches, spruces and larches. The forest of the park is “completely left to natural development” (Triglav National Park [d], 2009). On the geological aspect, “the richness of fossilized life specimens and the bedrock composition” (Triglav National Park [e], 2009) can be stressed out. The park is also known for its caves (Triglav National Park [e], 2009). According to T. Markun, the National Park is unique because of its alpine and meditarian influence and because of its slavic, roman and german culture (personal communication, June 4, 2009).



Figure 29: Landscape at the National Park Triglav (TNP, 2009)

On the management side, the National Park Triglav has defined some goals. The first and most important goal is nature protection and the conservation of cultural landscape. Another goal is to ensure a sustainable Park development (Triglav National Park [f], 2009), which is done by helping to create a management plan in farming and strong working together with farmers, by educational walking paths, by information centers, by promoting eco tourism or by providing jobs to locals explained T. Markun (personal communication, June 4, 2009). Very interesting is the idea, to promote opportunities for enjoyment of the park. It is recognized by the responsible persons, that nature can only be preserved when people can actively experience it. Therefore many actions are possible; this goes from info centers to guided tours over to biological workshops (Triglav National Park f, 2009). T. Markun said, that very popular products are for example the guided tours by rangers, the presentation of the park or the cooperation with the local schools with workshops (personal communication, June 4, 2009). Other goals of the Park are to provide the possibility to research, activities in education and having a proper management of the Park (Triglav National Park f, 2009). According to T. Markun, the strategy of the Park is to provide in every region an information structure by offering different themes. This is also one reason why the park has not only one target group. These are in one case schools, tourists or experts, and so on (personal communication, June 4, 2009).

### 3.5.3 Analysis of the marketing actions

According to M. Zerjav, despite the print medias and the internet which are the most important medias, the destination also uses fairs to promote themselves. They are for example present at the WTM in London, the ITB in Berlin, the VIT in Milan or the Tour Natur in Düsseldorf. As the destination Kranska Gora includes all the other destinations located in the Zgornjesavska Valley, marketing is also done together. In addition, the destination works together in the marketing with the national Slovenian tourism board to promote the region. The tourism board from Kranska Gora in overall has a budget of 150'000 Euros (personal communication, June 8, 2009).

#### 3.5.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Kranska Gora sent brochures about the whole region Zgornjesavska Valley. This confirms also the information that the region is touristically closely connected. It influences therefore the picture analysis as well as the analysis of the existing offers. The research of the pictures analysis shows the following results:

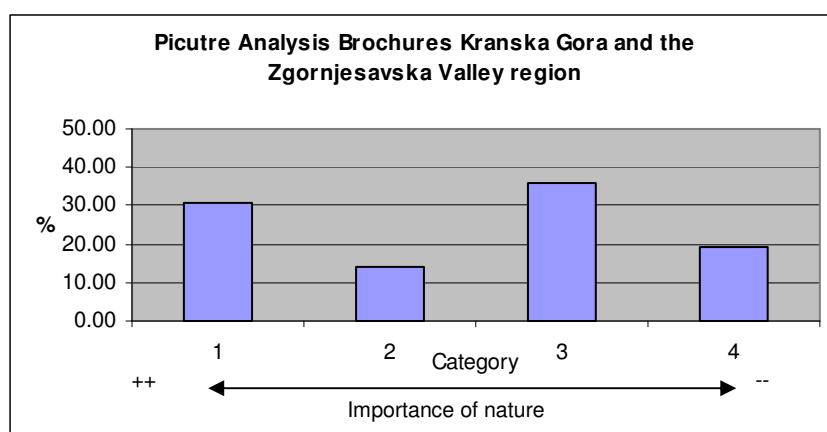


Figure 30: Picture Analysis Brochures Kranska Gora and the region the Zgornjesavska Valley (own survey, 2009).

Interpretation of the results:

Many pictures are showing an unspoilt nature (category 1). A lot of them are very big in the size and therefore influence the whole page. In contrast, not many pictures can be found for the category 2. This is because either the destination works with pictures showing nature (category 1), or it promotes the activity of the guests (category 3). This fact explains the high amount of pictures for the category 3. Relatively few pictures have nothing to do with nature (category 4). Most of them are taken from festivals or from the wellness sector.

There are some pictures (33 %) which are clearly assigned to the region of Kranska Gora. Mostly all big and important pictures have a legend describing what this picture shows. This fact demonstrates that the destination Kranska Gora knows the trend of authenticity and tries to fulfill this demand of the guests.

### 3.5.3.2 Internet

In comparison to the brochures where the whole region is included, the destination Kranska Gora has a relatively independent internet appearance. Nevertheless the whole Zgornjesavska Valley region is also present in this homepage especially in the case of the offers. But the focus lies on the destination Kranska Gora itself. Because the homepage of Kranska Gora has relatively few pictures, the smaller pictures which have a certain influence on the whole page were counted too in this case to make the results of the survey more balanced. The research of the pictures analysis shows the following results:

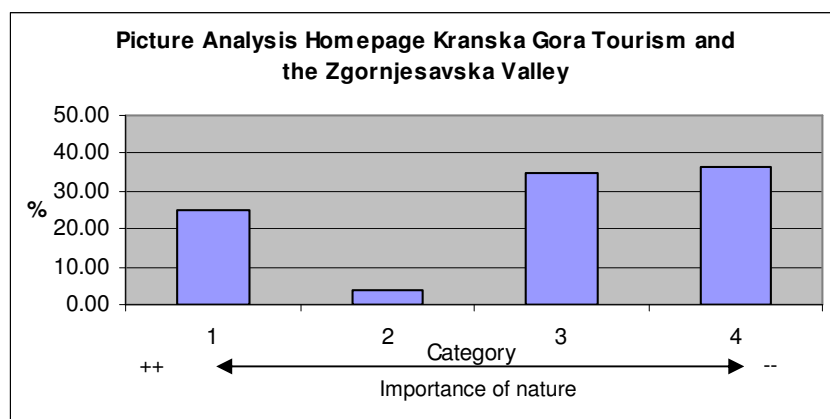


Figure 31: Picture Analysis Homepage Kranska Gora Tourism and the Zgornjesavska Valley. (own survey, 2009).

#### Interpretation of the results:

Compared to the results of the survey from the brochure, the ones of the survey from the internet have some similarities. There is a considerably amount of pictures showing an unspoilt nature (category 1) but just a few pictures with people where nature is in the foreground (category 2). The destination again promotes its outside activities quite strong (category 3). What is different in the internet to the brochures is the high amount of pictures where nature is not present (category 4).

Completely different to the brochures is the fact, that not one picture is clearly assigned to the region of Kranska Gora.

### 3.5.4 Analysis of the existing offers

According to M. Zerjav, they created in the last 10 years several new products. This is for example the new mountain bike park for downhill or 16 new roads for mountain biking. In addition they are now hosting the European competition for downhill. They also built new cycling roads which are connected to Italy and Austria (personal communication, June 8, 2009).



### 3.5.4.1 Brochures

The research of the analysis of the existing offers shows the following results:

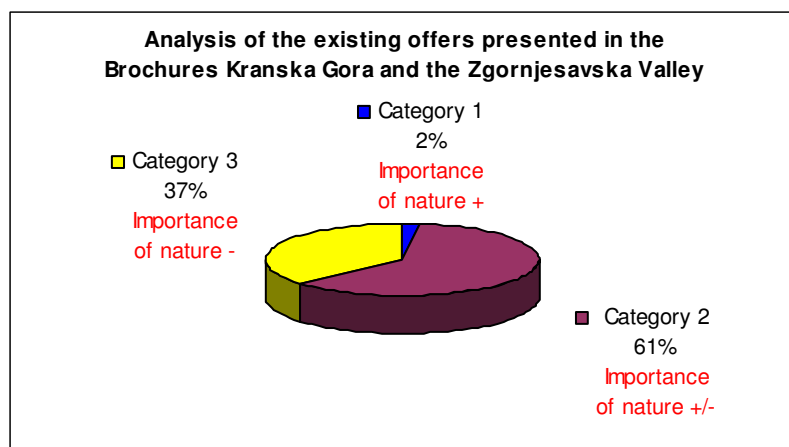


Figure 32: Analysis of the existing offers presented in the Brochures Kranska Gora and the Zgornjesavska Valley (own survey, 2009).

#### *Interpretation of the results:*

The results of this survey have to be analyzed carefully, because there is no clear list of the presented offers. Nevertheless when reading the text, some offers are described. Of these, there is one for the sensibilisation of nature (category 1). There is indeed, one page where the National Park Triglav is presented, but the offers described at this page are not learning based. Most offers have nature as the attraction (category 2). But there is also a remarkably high amount of offers taking part in a highly modified environment (category 3) as for example offers concerning the wellness sector, the casinos or the cycling park.

### 3.5.4.2 Internet

The research of the analysis of the existing offers shows the following results:

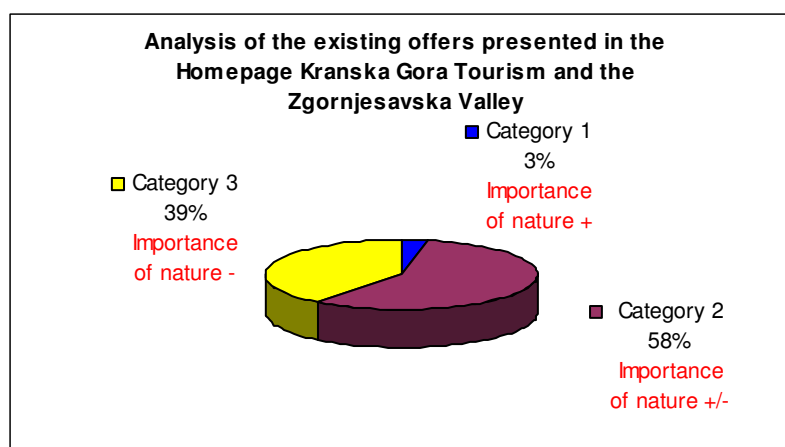


Figure 33: Analysis of the existing offers presented in the Homepage Kranska Gora and the Zgornjesavsk Valley (own survey, 2009).

#### Interpretation of the results:

The homepage of the tourism destination Kranska Gora presents nearly the same products as in the brochures. It is therefore not surprising, that the results in the internet are nearly identical to the results of the brochures. Because of this fact, the same explanations are also valid for those results.

### 3.5.5 Actions for nature conservation

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### 3.5.5.1 The view of the tourism destination Kranska Gora

According to M. Zerjav, the destination is very concerned about having a clean nature. Concrete actions are for example the recycling system, the renovating of old houses for not losing energy or the using of gas instead of oil to heat. All these actions are supported with money by the municipality. In future, they want to help educating young people in school how to treat nature. The cooperation between individual local people caring about nature conservation and the touristic destination is considered to be very taff, tough some people try to stop any investments. It is criticized that such people have to realize that development has to go on. But it has to be noted that this conflict arises only with private people. The cooperation between the official nature conservation organization as for example CIPRA Slovenia is considered to be good (personal communication June 8, 2009).

#### 3.5.5.2 The view of the National Park Triglav

T. Markun explained that the cooperation with the destination Kranska Gora is good. The park does not get any financial support, but they do cooperate by providing educational walking paths. There is also a cooperation in the marketing sector by promoting the events of the tourism destination and the National Park. The tourism destination not only cooperates

with the National Park, it is also the other way round. This means that the tourism destination, at the end the municipality, runs itself an alpine museum where the National Park is partner and pays a certain amount. The National Park is also organizing a course where the responsables in tourism can participate. In this course, it is exactly explained what the National Park does and what it is. The meaning is that the participants of the course should give the information back to the tourists, which works quite well so far. However, there are some problems with smaller and private owned touristic companies offering for example mountain bike or motorized vehicles trips. (personal communication June 4, 2009).

### **3.5.5.3 The view of the nature conservation organization CIPRA Slovenia**

Having asked several people for a nature conservation organization being active in Kranska Gora and with research by the author, such an organization could not be found. Therefore A. Segina from CIPRA Slovenia was interviewed. CIPRA stands for "Commission Internationale pour la Protection des Alpes and has been working in support of sustainable development in the Alps" (CIPRA, 2008). It is an organization that is nationwide active. According to A. Segina (personal communication, June 4, 2009) there exists a cooperation with Kranska Gora and CIPRA in upgrading the traffic, which means providing a more sustainable traffic system. But as this is not a local organization, lot more would be done over the local borders. For example is CIPRA is trying to promote the sustainable mobility or the energy efficiency. They provide the interested public with newsletters and magazines, too. Other activities they develop are different conferences or exhibitions (personal communication June 4, 2009).

### **3.5.6 Recommendations and syntheses**

- The first surprising point is the lack of a local nature conservation organization in Kranska Gora. But in the author's opinion, the National Park Triglav does already a lot in this respect. Therefore it is not so critical that such an organization does not exist. However it is possible having a strong local conservation organization could improve the situation in overall. It would have a specific knowledge about the local region, but is not stuck to the National Park as the people from the National Park naturally are. Because the tourism destination struggles much with individual local nature conservationists the cooperation could possibly be improved when having an effective official umbrella organization.
- The touristic destination does promote its natural landscape, but not in a very strong way (see picture analysis). In addition to those medias, they go to many trade fairs, some specialized for nature tourism, others not. Because they have a popular National Park in the surroundings, they should promote this fact more in the author's opinion, by using more pictures showing an unspoilt nature and by going for example to more specialized nature fairs as some of the other researched destinations are doing. It is then possible that they could also better benefit from the new trend to nature tourism. However it is clear for the author that they cannot focus just on this new topic, the target group being quite broad. But there is a big chance to address, in addition to the regular guests, more other guests who want to experience nature. This is most important because experiencing nature is a main goal for many guests in the summer and the summer season is very strong.

- The research of the picture analysis showed as well, that in the internet, no picture is clearly assigned to the destination. Because there is a trend to experience more authenticity and the importance of the internet is still growing, this need should be covered as soon as possible in the author's opinion.
- The research of the presented existing offers showed that the destination does not present many offers for a sensibilisation for nature. This fits to their marketing strategy and to their target groups. Nevertheless as it is the case in the picture analysis, it would make sense for the author to promote more offers concerning nature. A stronger relationship with the National Park could improve their position.

### **3.6 Berchtesgaden**

The destination Berchtesgaden is located in the south of Germany, near the boarder to Austria. The only alpine National Park in Germany lies in the south of the destination, the National Park Berchtesgaden. Like in most other destinations, five years ago, an organization was created to promote the whole region. This is done by the Berchtesgadener Land Tourism GmbH, where the destination Berchtesgaden is also included (Berchtesgadener Land Tourismus GmbH, 2008). According the mail from June 9, 2009 from BGLT, this organization generated last year a turnover of 3.6 Mio Euros.

#### **3.6.1 Facts about Berchtesgaden**

According to I. Stöckl from the BGLT the main summer season in the Berchtesgadener Land is from the beginning of July to the end of September. During this time they generated 980'250 overnight stays in 2008 within the hotel sector and with private accommodations. In comparison, the summer season is much more important than the winter, because 73% of all overnight stays in 2008 were generated during the summer season (personal communication, June 15, 2009). The same trend can also be seen on the destination Berchtesgaden itself, as they host most guests during July to September, a total of 254'497 in 2008 (BGLT, 2008). According to the mail from June 9, 2009 from BGLT, there is no information about the amount of overnight stays in second homes. The target groups of the whole region are active guests like hiker but also health guests and families. Most guests besides Germany are coming from the Netherlands, Denmark, Austria, Great Britain or the USA (BGLT, 2008).

#### **3.6.2 Facts about the National Park Berchtesgaden**

The National Park Berchtesgaden has a total surface of 210 km<sup>2</sup> and was founded in 1978. It is situated in the south-east of Germany near the Austrian border. The Park has three different zones. There is the core zone with a total surface of 66.6% from the Park, the permanent core zone with a total surface of 23.5% from the Park and the temporary core zone with a total surface of 9.9% from the Park (National Park Berchtesgaden [a], 2009). In the core zone "nature should remain untouched by man as much as possible. In the permanent development zone, the main goal is the maintenance of the agricultural landscape (...)" and in the "temporary development zone at present – for a limited time only - solely the regulation of hoofed game is being carried out. After 10 years, these areas are to be integrated into the core zone" (National Park Berchtesgaden [b], 2009).

At the same time, the region is also a UNESCO Biosphere Reserve. As already mentioned, such reservats have to have different zones. In the case of the Biosphere Reserve the National Park “represents the core area and the development or transition zone” of the Biosphere Reserve Berchtesgaden (National Park Berchtesgaden [a], 2009). The following map shows the area of the National Park (green) and the area of the Biosphere reserve (green and gray):

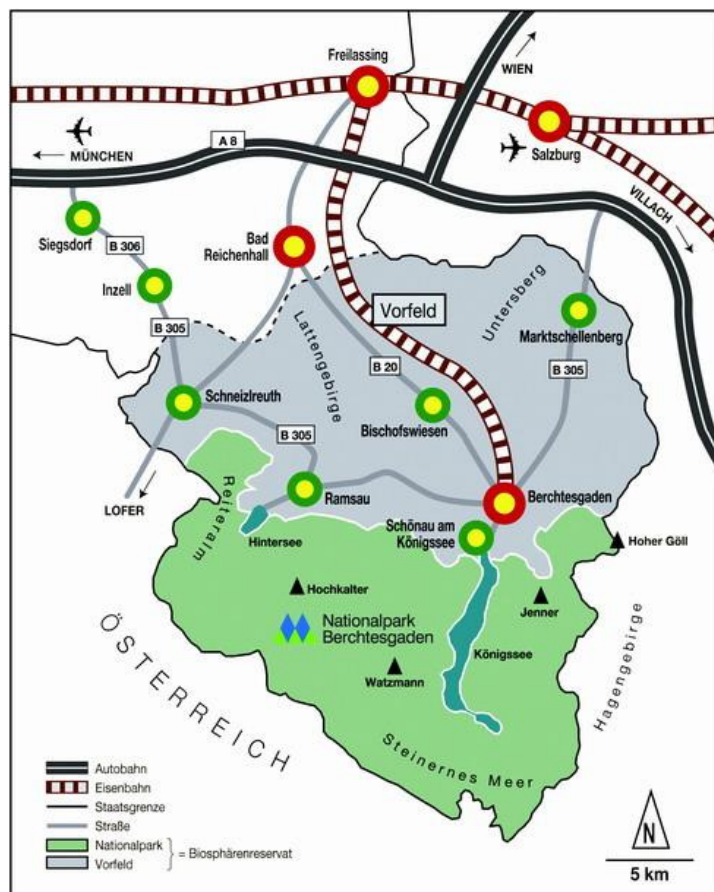


Figure 34: The National Park Berchtesgaden and Biosphere Reserve (Nationale Naturlandschaften, 2009).

The National Park hosts many typically species for a northern alpine zone such as golden eagles, chamoises, ibexes, marmots and red deer. Those species are the most well known ones; there are numerous others species, also some on the red list (National Park Berchtesgaden [c], 2009). The plants are very typical for a northern alpine zone, too. The best known plants are the edelweiss, gentians, sycamore maples and mountain pines. As it is the case for animal species, there are also numerous other plant species (National Park Berchtesgaden [d], 2009). The geological formation of the Park is highly influenced by the Triassic period. The higher parts of the Park consist mainly of Dachstein limestone (National Park Berchtesgaden [e], 2009).

According to C. Scheiter from the National Park Berchtesgaden, there are several visitor centers located in the Park. The main visitor center, called the Nationalparkhaus, is located in Berchtesgaden. It contains a permanent and a changing exhibition. There is another information center called the Klausbachhaus located at the entrance of the National Park that has a permanent and a changing exhibition, too. In addition, there exist four different

information corners located in the National Park. Besides the information centers, they provide other products like guided tours or some specialized programs for schools or experts. Very popular by their guests are the different hiking programs, for example the walking tour to marmots or in general tours with children. Popular is also the hiking with animals like burros or horses. They always try to update their program to the new trends. They do not have programs for teenagers and they have no events neither. The Park is focusing on a calm and nature based tourism. Their target group is quite broad, but given on one side from the tourism organizations which are families, best agers or seniors and on the other hand by the National Park itself which wants to attract schools and experts and naturally also nature interested people. In the future, it is the goal to intensify the cooperation between experts in different projects, for example concerning the climate change (personal communication June 12, 2009).

### 3.6.3 Analysis of the marketing actions

The marketing for the whole region is mainly realized by the Berchtesgadener Land Tourismus GmbH. This is also the case for the destination Berchtesgaden. According to I. Stöckl (personal communication, June 15, 2009) marketing is done through several different medias. The main media are the internet and the print products, but they also go to exhibitions like to the ITB in Berlin. In addition, they cooperate with TV and radio stations. Another action in marketing is the whole PR work with media cooperations.

#### 3.6.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Berchtesgaden sent brochures about the whole region Berchtesgadener Land. This confirms also the information that the region is touristically closely connected. It influences therefore the picture analysis as well as the analysis of the existing offers. The research of the pictures analysis shows the following results:

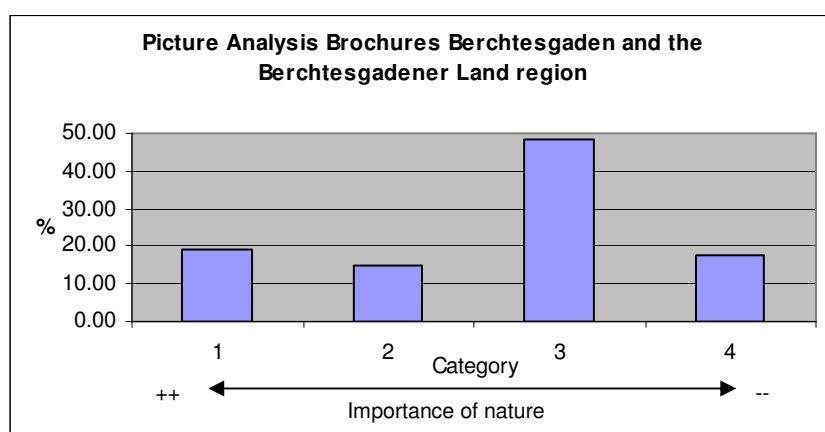


Figure 35: Picture Analysis Brochures Berchtesgaden and the Berchtesgadener Land region (own survey, 2009).

#### Interpretation of the results:

Berchtesgaden does not much promote its unspoilt nature (category 1). Nearly all pictures from this category are taken out from the brochure nature- and hiking land Berchtesgaden. Compared with other brochures, this brochure is short and does not play an important part.

In addition, pictures where nature is dominant (category 2) can rarely be found. In contrast, in most pictures the activity is in the foreground (category 3). The possible activities in the region are well presented, but nature does not get priority. There are also some pictures, that have nothing to do with nature (category 4) mostly taken from the wellness sector, museums and different entertainments.

There are some pictures assigned to the place Berchtesgaden area. This is in total 28% of all pictures.

### 3.6.3.2 Internet

As already mentioned, marketing for the whole Berchtesgadener Land region is done over the same organization. Therefore the homepage of the destination Berchtesgaden is integrated on the internet appearance of the whole region. This influences again the picture analysis as well as the analysis of the existing offers. The research of the pictures analysis shows the following results:

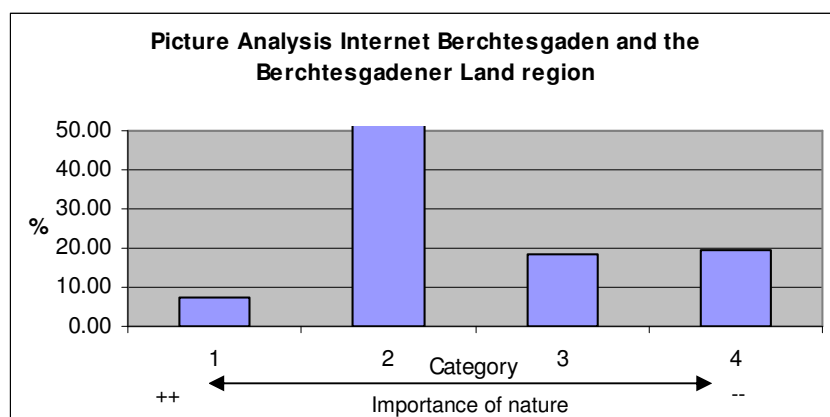


Figure 36: Picture Analysis Homepage Berchtesgaden Tourism and the region Berchtesgadener Land region. (own survey, 2009).

#### Interpretation of the results:

Compared to the results of the brochures, the results of the survey of the internet are very different. It catches the eye of everybody, that the amount of pictures showing nature prominently (category 2) is very high. This is because one picture always appears again on many submenus. It is counted every time it appears, like it is a rule of the survey, because it influences the whole page every time new. There are even less pictures with an unspoilt nature (category 1) than in the brochures. This is surprising, because the National Park Berchtesgaden is the only National Park in the Alps in Germany. Pictures from category 3 and 4, where nature is not dominating or not existing, are present mainly because of the wellness sector or of the introducing of the cities in the tourism region Berchtesgadener Land.

More pictures (42%) in the internet are clearly assigned to the region Berchtesgaden than in the brochures. The number would be even much higher if the headliner appearing several times would be also counted as clearly assigned. But this picture is just described as "Berchtesgadener Land" and shows a landscape which could be everywhere in the Alps. It is therefore considered as not to be concrete enough from the author.

### 3.6.4 Analysis of the existing offers

According to I. Stöckl the organization BGLT offers just packages. Those packages are divided into five different topics: Nature, health, sports in winter and in summer, culture and families. Of those five topics, nature with the National Park and health with Bad Reichenhall, are the most important ones. The topic family is newly created and still in development. With this concentration to nature they follow the trend because the National Park is very popular for their guests. Another trend they notice is the experiencing of nature with children. Besides the offers treating nature, the Königssee and the salt mine are the classical hotspots for tourists (personal communication, June 15, 2009).

#### 3.6.4.1 Brochures

The research of the analysis of the existing offers shows the following results:

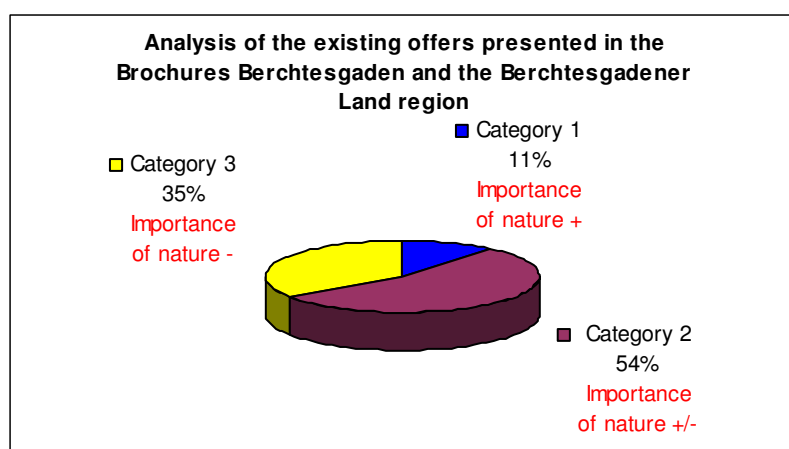


Figure 37: Analysis of the existing offers presented in the Brochures Berchtesgaden and the Berchtesgadener Land region (own survey, 2009).

#### Interpretation of the results:

The presented offers of the brochures are mainly activities in nature (category 2). The amount of offers for a sensibilisation to nature (category 1) is not high; most of them are learning based theme pathways. Because there are many places of interests, wellness and health offers presented, there is a considerably high amount of offers taking place in a highly modified area (category 3).



### 3.6.4.2 Internet

The research of the analysis of the existing offers shows the following results:

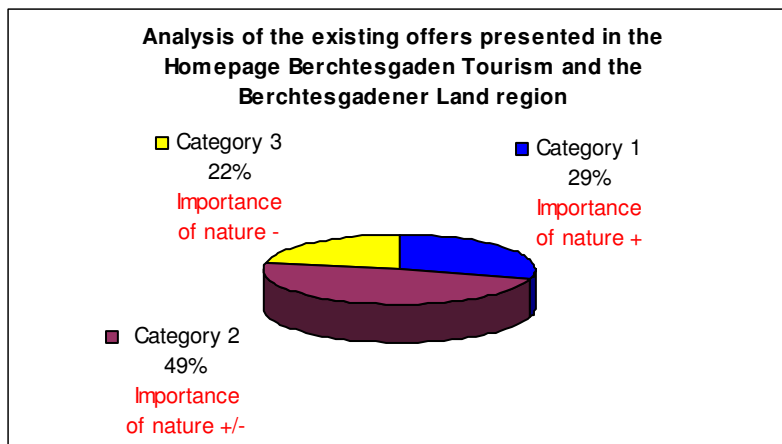


Figure 38: Analysis of the existing offers presented in the Homepage Berchtesgaden Tourism and the Berchtesgadener Land region (own survey, 2009).

#### *Interpretation of the results:*

Because the whole program of the National Park Berchtesgaden can be found in the homepage, the amount of offers for a sensibilisation to nature is high in the internet (category 1). But like in the brochures, offers which take place in nature (category 2) are dominant. There are as well some other offers taking place in a highly modified environment (category 3) with the same offers which were presented in the brochures.

### 3.6.5 Actions for nature conservation

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### 3.6.5.1 The view of the tourism destination Berchtesgaden

As the following figure shows, the destination Berchtesgaden is a member of the Alpine Pearls. Also a member of the Alpine Pearls is the destination Bad Reichenhall that is located in the Berchtesgadener Land. There are 21 other destinations in the Alpine Pearls organization, covering, with the exception of Monaco, all alpine countries (Alpine Pearls [a], 2009).



Figure 39: Members of the Alpine Pearls organization (Alpine Pearls, 2009.)

All members of the Alpine Pearls have to promise a sustainable and top quality tourism. In addition, they have to take some actions to protect the climate. As the figure shows, the destinations are quite different. There are some big, but also some small destinations included, but they have one thing in common; a gentle mobility (Alpine Pearls [a], 2009). But what exactly does this mean? The organization created some rules which the destinations have to follow:

1. "Our „Pearls“ co-operate all across the Alps and offer eco-friendly tourism at top quality.
2. We guarantee a comfortable and relaxed trip to one of our "Pearls" via bus or train.
3. Once you are here, you don't need your car to get to places. All locations are easily accessible the "softly mobile" way.
4. Fun leisure activities abound, including hiking, nordic walking, mountain biking, horseback riding, electric vehicles, water sports, cross-country skiing, snowshoeing, and much more...
5. We keep expanding the areas where you can be safe on foot, without the annoyance of traffic, exhaust fumes, or car noise. This includes parks, carfree valleys, and walking trails within easy reach.

6. We are at your service to ensure your vacation mobility. Let us take care of any necessary reservations and bookings. We are also happy to consult you personally.
  7. Check out our special “Alpine Pearls“ packages, which can help you make your “softly mobile” experience even simpler and more comfortable.
  8. Rest assured: From our active involvement in nature conservancy to alternative energy supply, we do not leave any stone unturned to protect both nature and people.
  9. Diversity is our goal, and that does not stop at the local culture and cuisine. In fact, we support Alpine culture, traditions and cooking.
  10. The „Pearls“ conserve the esthetic character and local beauty of our Alpine villages.”
- (Alpine Pearls [b], 2009)

So what is the region concretely doing? According to I. Stöckl they promote very much the so called gentle mobility as it is wanted from the organization Alpine Pearls. All guests sleeping in the region get a special card that allows to use the transport public system freely. This offer is very appreciated by the guests. In addition, they have other offers, like renting electronic bicycles, or there are several electric buses and electric boats (personal communication, June 15, 2009).

Concerning the cooperation between the National Park and the nature conservation organizations, I. Stöckl expressed, that the cooperation between the nature conservation organizations and the National Park is very good. Because the law in Germany is very strict, not many conflicts arise. Nevertheless there are for sure some problems, like the recent installation of snow cannons. The cooperation with the National Park is considered to be very intensive. So the whole program of the National Park can be found in the homepage of the Berchtesgadener Land Tourismus GmbH and there exists a cooperation with guided tours. It is the will of the tourism destinations to go on with having always nature in mind. This means for example they do not want to build big leisure parks, or they do not want to have big events. Furthermore, it is another goal to have a better spreading of guests with more guests in the low season (personal communication, June 15, 2009).

### **3.6.5.2 The view of the National Park Berchtesgaden**

According to C. Scheiter the cooperation between Berchtesgadener Land GmbH and the Berchtesgaden tourism is very good and intensive. They cooperate in different ways with each other, for example in their appearance at exhibitions. If the National Park goes to an exhibition, they also take some touristic information materials with them and the other way round. There are other forms of cooperation, for example in the touristic packages or press conferences. Concerning the cooperation between the Berchtesgaden tourism organization and the National Park, there exist as well several good examples: Berchtesgaden tourism helped the National Park in creating a new hiking program, or there is an information corner from the National Park at big events in Berchtesgaden as for example at the jubilee of the shipping company Königssee or at the open door days of the mountain railways.

The touristic industry in the region in general acts in a nature friendly way. As a good example stands the promotion of the so called gentle mobility (described in the preceding chapter). The National Park itself does not receive any financial support for the maintenance of the Park from the tourism industry. This is mainly effectuated by the department of the

environment of the free state of Bayern. Despite this governmental support, some special projects are sponsored privately (personal communication June 12, 2009).

### **3.6.5.3 The view of the nature conservation organization Bund Berchtesgadener Land**

For R. Poser from the nature conservation organization Bund Berchtesgadener Land, nature conservation is in general still considered to be a disturbing factor. For example is the nature conservation trying to become a member in the support association of the UNESCO Biosphere Reserve. But this was refused several times. On the other hand exists a cooperation with the tourism industry and with the destination Berchtesgaden. But this is very limited, because the nature conservation organization just hangs up some posters for hiking trails. The nature conservation organization itself offers excursions for guests and for the local population. The excursion in the National Park with the theme golden eagle is very popular. In addition to these excursions, they have two other big projects at the moment: The prevention of the upgrading from the freeway A 8 which is considered to be a violence against the alpine convention and the organizing of an event with the goal to create a more sustainable development in the region. The tourism industry will be, as a major player in the region, integrated (personal communication July 2, 2009).

### **3.6.6 Recommendations and syntheses**

- The destination Berchtesgaden is part of the Alpine Pearls organization. This makes much sense in a touristic way, as it shows the guests the destination cares about nature and sustainability. But having studied this organization and especially the rules, it must be noted, that the economical thinking is always behind. It is therefore not such a radical protection organization for nature. Nevertheless for the author of this work, it is a good way to combine the economic thinking from the tourism and the nature conservation thinking. One thing is not possible without the other, and this is recognized by the Alpine Pearls organization. All in all, it is recommended by the author to keep up with this brand.
- The possibility for guests to travel free in the region with the public transport system is a good offer to the author's opinion. It must be the goal, to keep this system. In addition, this system could be developed more with the possibility to travel to the region where the guests live with the public transport system with special prices. This is already partly done (Alpine Pearls [c], 2009).
- A very good idea is the intention to spread the amount of guests over the whole year. Having not that big differences in the season has many advantages: Nature is less under pressure (see theory mass tourism) and in the meantime guests can enjoy their holidays more when the region is not over crowded with other tourists. It is clear for the author, that such a spreading is not at all easy to realize. Nevertheless such a result could be reached in providing more attractive incentives like very cheap offers to the guests. Another idea is to try to address more guests in markets where the holidays are different to the home market, in this case to Germany. Furthermore Bernard (2001) recommended among other actions to extend the season (P. 218).
- In the author's opinion some criticism can be brought up in not letting the nature conservation organization Bund Berchtesgadener Land being a member in the support association of the UNESCO Biosphere Berchtesgaden. Such an organization would be an ideal member with the knowledge they have. There is also the risk, that

without them in the association, the economic thinking becomes stronger than the ecologic thinking.

- The results of the picture analysis of the internet and the brochures show, that nature is not very dominant in those marketing tools. It is the author's opinion that it would make sense to use more pictures where nature is more important, as there is a very popular National Park and a Biosphere Reserve in the surroundings. By doing so, they would also better follow their strategy as nature is a main topic and follow the trends they experience according to I. Stöckl (personal communication, June 15, 2009).
- The analysis of the existing offers shows an unbalanced result. The offers from the National Park are integrated in the touristic homepage, but not in the touristic brochures the destination sent. It is clear for the author of this work, that the National Park has for sure his own brochures with its offers, which were not sent. But nevertheless, it would make sense to integrate the National Park with its offers better in the other touristic brochures.

### **3.7 Zell am See Kaprun**

The destination Zell am See is located in the Austrian state Salzburg. In the south of the destination lies the National Park Hohe Tauern. The tourism organization Zell am See includes also the destination Kaprun. In addition, according to O. Stärz from the tourism organization Zell am See Kaprun (personal communication, July 6 2009) there exists an organisation called Zell am See Kaprun GmbH which does the whole marketing. Members are the municipalities Zell am See and Kaprun and the two most important mountain railways in the region.

#### **3.7.1 Facts about Zell am See**

O. Stärz explained that the destination Zell am See Kaprun generated last summer season 887'362 overnight stays, which represent 40% of all overnight stays during the whole year. There are no statistics about the second home overnight stays but he guesses that the amount is pretty low, that means about 25'000 estimated overnight stays. Their guests are very international. This means that only about 12% of all guests are coming from Austria. Most guests, besides Austria, come from Germany, Great Britain, the Benelux States, but from the Arabic World and from Eastern Europe, too. Their target groups are families with a higher income as well as post materialists, who are people for whom the material values are not important (Spiegel, 2009). The turnover is about 4.5 Mio Euros per year (personal communication, July 6, 2009).

#### **3.7.2 Facts about the National Park Hohe Tauern**

The National Park Hohe Tauern is by far the biggest National Park in the Alps with a size of 1'834 km<sup>2</sup>. The park is situated in the states Salzburg, Kärnten and Tirol. It was founded in 1981 as the first National Park in Austria (Hohe Tauern [a], 2008) and has 2 different zones. There is the core zone with a total size of 1'131 km<sup>2</sup> and the peripheral area with a total size of 637 km<sup>2</sup>. Besides those two zones, there exist also 68 special protected areas (Hohe Tauern [b], 2008). According to W. Urban, from the National Park Hohe Tauern, the core

zone is strictly regulated. In the peripheral area exist also many rules for protecting nature, but in this zone, some farmer activities are permitted (personal communication, June 3, 2009). The highest mountains of Austria are part of the National Park, for example the Grossglockner, which is the highest mountain of this country with 3'798 m. Because the average altitude is so high, still 10% of the whole size of the Park is covered by glaciers (Hohe Tauern [c], 2008). One third of all plant species in Austria and about 10'000 different animal species live in the National Park. The winter time is very hard and long with about eight months. Therefore, all forms of life have to be specialized to cope with this hard environment (Hohe Tauern [d], 2008). The most famous animals living in the National Park are the chamoix, the griffon vultures, the ibexes, the golden eagles and the birded vultures (Hohe Tauern [e], 2008). The National Park is also known for its special geological situation. The highest mountains of the Park consist of rock formations which normally form the lowest geological layers in the Alps. Four massive gneiss scores exist, too (Hohe Tauern [f], 2008). The next figure shows in green the area of the National Park Hohe Tauern.

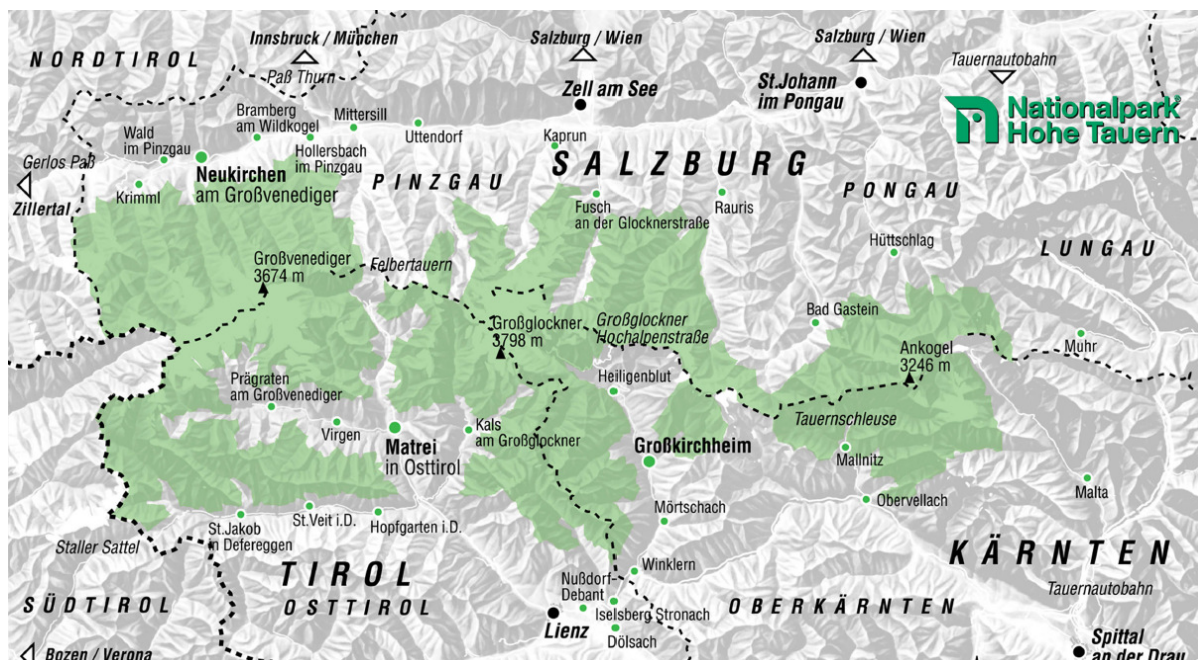


Figure 40: The National Park Hohe Tauern (cusoon, 2009).

The villages marked in green on the map are National Park Municipalities, the villages marked in black are not. Therefore, the village Zell am See is not a National Park Municipality, but the village Kaprun is. As both destinations are touristically connected to each other, they are both influenced by this fact.

According to W. Urban a big information center for tourists exists covering different topics from alpine ecology to the climate change. This center has about 115'000 guests every year and is the most popular attraction. There are also some other smaller centers like the one in the destination Rauris which is specialized in one theme, in this case in the bearded vulture. It is the goal to have in every region such smaller centers, every specialized in one theme. The National Park has as well some products for students, which are for example project weeks. For this purpose, an infrastructure just for them was built. About 35'000 students take part in such activities (personal communication, June 3, 2008).

But the National Park has as well some critics: Heu (2003) for example stated that the National Park Hohe Tauern was in the past and would likely never be in the future a successful independent touristic brand. This statement is confirmed by Mussnig (2003) pretending that National Parks in Austria are touristicly not present.

### 3.7.3 Analysis of the marketing actions

As already mentioned, the organization Zell am See Kaprun GmbH does the whole marketing. O. Stärz (personal communication, July 6 2009) explained that they have a mix of marketing actions. This goes over advertisements in print medias to online marketing and public relations. Since one and a half year, they focus on their internet presence. Therefore this media became the most important tool. They have a budget of about 2.5 Mio Euros per year to their disposition.

#### 3.7.3.1 Brochures

Having asked for brochures with the tourist request (see methodology) the destination Zell am See Kaprun sent brochures clearly focussing on their own destination like the destination Riederalp Mörel. The reason for this is because the destination is relatively independent. It influences therefore the picture analysis as well as the analysis of the existing. The research of the pictures analysis shows the following results:

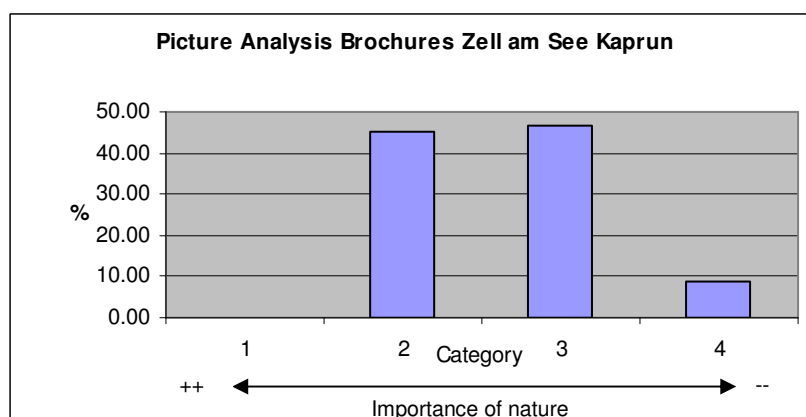


Figure 41: Picture Analysis Brochures Zell am See Kaprun (own survey, 2009).

#### Interpretation of the results:

Compared to all other destinations, not one picture could be found showing an unspoilt nature (category 1). This is at first glance very astonishing because Zell am See Kaprun is in the near of the biggest National Park in the Alps. But this destination is, as we have seen, just partly a National Park Municipality. Zell am See Kaprun wants to attract other kinds of guests as already mentioned. Nevertheless also Zell am See Kaprun uses the natural landscape for promoting the destination (category 2). But this statement is not very reliable, because there is one picture from this category, that appears many times and therefore the amount is automatically higher. Most pictures have the activity as their main criteria (category 3). Just a small amount of pictures are taken out of a highly modified environment, practically all showing golf courses.

There is just one picture that is clearly assigned to the place Zell am See Kaprun showing the lake. There are some other pictures from the lake, but it is not clear at first glance which lake this is and thus could be a lake everywhere in the Alps. In addition the pictures have no legend. Therefore, as described in the methodology, those pictures can not be clearly assigned to the place Zell am See Kaprun.

### 3.7.3.2 Internet

The research of the pictures analysis shows the following results:

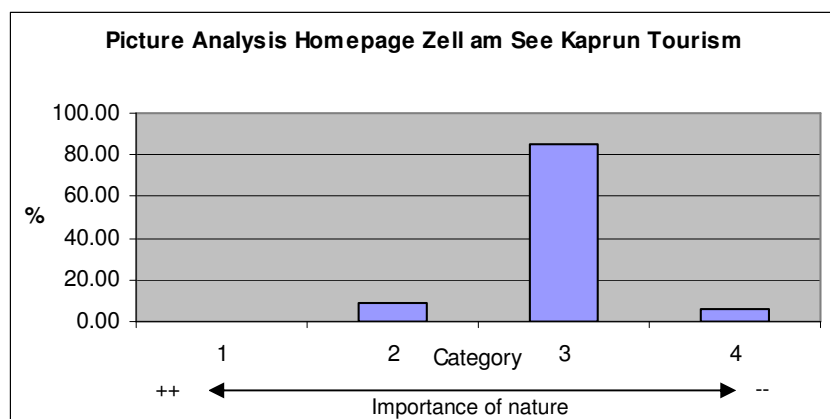


Figure 42: Picture Analysis Homepage Zell am See Kaprun Tourism (own survey, 2009).

#### Interpretation of the results:

The results of this survey are completely different to all others. What is most outstanding is the amount of pictures where people are in the foreground with an activity (category 3). Practically all pictures from the internet can be found here. In addition not one picture is showing a natural landscape without impacts of mankind (category 1) and there are just very few for the other categories 2 and 4.

There are some pictures (18%) clearly assigned to the place Zell am See Kaprun, most of them showing the Zeller See with a description.

Some pictures of the brochures and in the internet from the destination Zell am See Kaprun are mixed with other pictures, which is exceptional. The first picture on the cover of the main brochure shows for example a golfer and also a traditional hat. For the survey just the more important picture was counted, in this case the picture of the golfer.

### 3.7.4 Analysis of the existing offers

O. Stärz explained that they offer mostly packages to their guests. Those packages have different themes, for example hiking but as well as motor cycling. Also events are part of such packages, like for example the international annual meeting for smart owners. In addition, they have a special package for families because this is one of their target groups. When coming with both parents, children are free of charge, which is a very popular offer (personal communication, July 6 2009).



### 3.7.4.1 Brochures

The research of the analysis of the existing offers shows the following results:

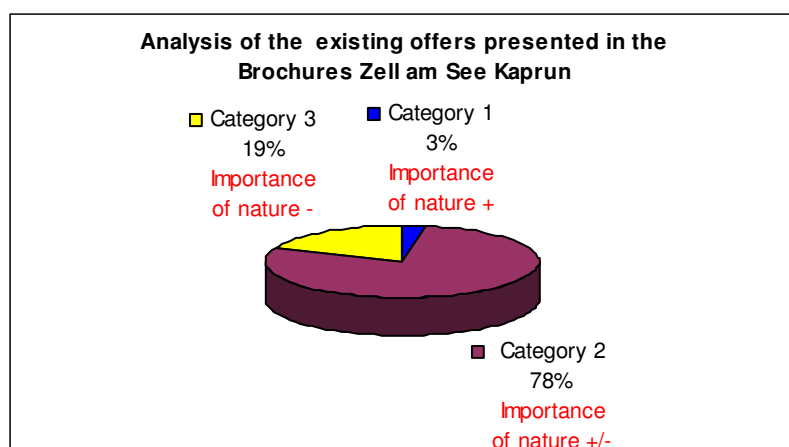


Figure 43: Analysis of the existing offers presented in the Brochures Zell am See Kaprun (own survey, 2009)

#### Interpretation of the results:

There are very few offers for a sensibilisation of nature (category 1), which is mostly done by some theme pathways. By far the most presented offers use nature as a main criteria (category 2). The amount of those offers is that high, because in the investigated brochures, the hiking trails are promoted very strongly by presenting and describing them. There are as well some other offers which have nothing to do with experiencing the nature (category 3). Those are mostly products in the villages.

### 3.7.4.2 Internet

The research of the analysis of the existing offers shows the following results:

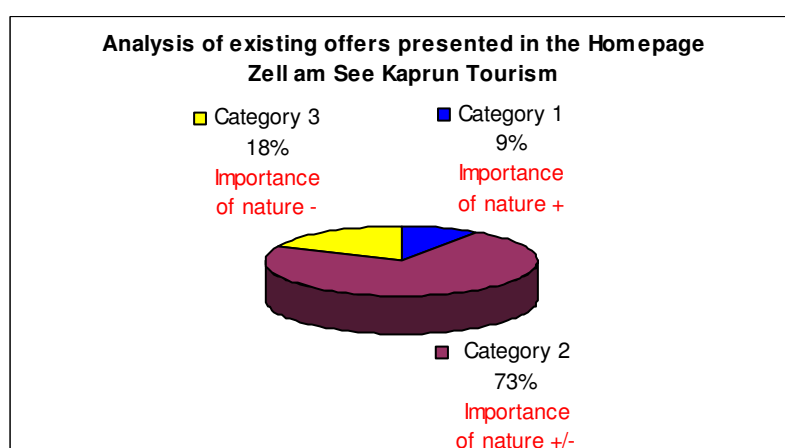


Figure 44: Analysis of the existing offers presented in the Homepage Zell am See Kaprun Tourism (own survey, 2009)

#### Interpretation of the results

There are nearly the same results in the survey of the internet and the brochures. For that reason, the same interpretations of the survey of the brochures is valid to this survey. The

higher amount of learning based nature offers (category 1) is different mostly because of the better presence of guided walking tours and theme pathways.

### **3.7.5 Actions for nature conservation**

To achieve a holistic overview, all involved people have been asked about the actions the destination made for nature conservation. In the conversation with the responsible persons, the following statements were made:

#### **3.7.5.1 The view of the tourism destination Zell am See Kaprun**

The cooperation between the nature protection organizations and the touristic industry goes mainly over the municipalities, told O. Stärz (personal communication, July 6 2009). For example is there a protected area near the Zellner lake which is controlled by the municipality. Additionally, Kaprun is a partner of the National Park Hohe Tauern, but this is not the case for Zell am See. In general, they go on to take care of the natural landscape. This is for example the case when building new infrastructure like mountain railways. The idea is to have the fewest impacts on nature as possible and to use always the newest technique, explained O. Stärz (personal communication, July 6, 2009).

#### **3.7.5.2 The view of the National Park Hohe Tauern**

According to W. Urban, the destination Zell am See, without Kaprun, is not at all involved in the whole National Park tourism and it is also not the will of the destination Zell am See to change that in the future. However there are for sure some tourists going to the National Park from this destination, but this is by far not the majority. Because Zell am See is not a National Park Municipality, it does not pay any amount of money for marketing and maintaining the National Park region. This is financed by the National Park itself with about 260'000 Euros and the other National Park Municipalities with about 520'000 Euros per year. The cooperation between those National Park Municipalities with the National Park is very different. There are strong relationships with some destinations for example with Rauris which was in the final of the EDEN (European Destinations of Excellence) award, because of the specialization to the National Park tourism (personal communication, June 3, 2009). It is the aim of this award to find and reward such best practice models (Rauris, 2009). Nevertheless it depends strongly on the financial benefit if the destination acts sustainable and in a nature friendly way. As long as they get some money for acting like that, there is no problem, thinks W. Urban (personal communication, June 3, 2009).

#### **3.7.5.3 The view of the nature conservation organization Alpenverein Zell am See**

B. Gritsch from the nature conservation organization Alpenverein Zell am See considers the cooperation between Zell am See Kaprun and themselves as good. However they do not get any financial support. It has to be noticed that this destination is in a region where tourism is the main key for development and not much would be done on a voluntarily base for nature conservation. The touristic marketing of the whole region is in the foreground. But he believes that the responsables of the tourism industry push the topic nature conservation in the future more in their marketing actions, because nature is the capital of tourism. The nature conservation organization Zell am See itself offers no products to the local population or to the guests. They recently took over the maintenance of pathways, but this is not in the

tourism region Zell am See Kaprun. Additionally a powerhouse is planned and they will investigate very closely if this new plant is environmental friendly (personal communication, July 2, 2008).

### 3.7.6 Recommendations and syntheses

- Zell am See Kaprun is touristically very strong connected with each other, as they appear most time together as one destination. However Zell am See is not a National Park Municipality, but Kaprun is one. On one hand this makes sense in a touristic way, as the destination can address more people when having a diverse range of offers. On the other hand studying the destination Zell am See Kaprun, the author had the impression that nature tourism plays in overall an unimportant part. This situation is in fact a little bit confusing. It is therefore recommended to make more in nature tourism or to give up Kaprun as a National Park Municipality.
- According to the Director of the National Park Hohe Tauern (personal communication, June 3, 2008) they are very open for creating a new relationship with other destinations, also with the destination Zell am See. It is clear that Zell am See has not exactly the same target group of guests as we have already seen as the National Park. Nevertheless it would make sense to start working more closely together in the author's opinion, as the National Park is situated nearby. In addition, the survey of the presented offers has shown, that not many products are threatening the topic nature. It is not meant that Zell am See Kaprun should change the whole product structure and the target group but it can create in addition new products for guests who are interested in nature.
- According to the picture analysis, it is clear that the destination Zell am See Kaprun does not promote its nature and uniqueness very much. This is not necessarily negative, because this destination positions itself just partly as a National Park Municipality. But we have seen in the theory, that it is more and more important to provide guests with authentic and environmental friendly products. If the destination creates more such products what is recommended by the author (see second recommendation) the marketing should be, of course, also adapted to this new direction.
- The destination Zell am See Kaprun uses mixed pictures in the brochures and in the internet. Those mixed pictures show for example a golfer and a tradition hat or a water skier and a cow. They do not have something in common. Therefore they do not fit together in the author's opinion and should not be mixed.

## **4 Comparison of the results from the researches**

As already mentioned at the beginning of the work, every destination is different to the other one. Nevertheless, as the rules for the survey were for every destination the same, it is legitimate to make some comparisons between the different destinations. Because of the high amount of the researched figures, just the most important results will be presented and compared in this chapter.

### **4.1 The Picture Analysis of the Brochures**

- There is no big difference in the results from the Swiss destinations to the destinations abroad. Most pictures in all researched destinations show nature with people or buildings in the foreground or background.
- The results from the destination within Switzerland vary much. Sörenberg Flühli has a very balanced appearance of pictures, whereas the other destinations focus either more on pictures where nature is important or not.
- The highest amount of pictures showing an unspoilt nature has the destination Kranska Gora followed by the destination Sörenberg Flühli.
- The highest amount of pictures showing a highly modified environment has the destination Sörenberg Flühli followed by the destination Engadin Scuol.
- The destination Zell am See Kaprun has as the only destination no picture showing a unspoilt nature
- The highest number of pictures clearly assigned to the region has the destination Engadin Scuol.

### **4.2 The Picture Analysis of the official tourism homepage**

- Swiss destinations have in general a more balanced appearance of pictures than the destinations abroad.
- Most pictures in all researched destinations show nature in the foreground or background.
- The highest amount of pictures showing an unspoilt nature has the destination Grindelwald followed by the destination Kranska Gora.
- The highest amount of pictures showing a highly modified environment has the destination Kranska Gora followed by the destination Engadin Scuol.
- The highest number of pictures clearly assigned to the region has the destination Engadin Scuol.
- The destinations Sörenberg Flühli and the destination Kranska Gora have no pictures clearly assigned to the region.

#### **4.3 The analysis of the existing offers presented in the brochures**

- The most presented offers in all researched destination are by far offers taking place in nature.
- Swiss destinations in general present more offers for a sensibilisation to nature than the destinations abroad.
- The most presented offers for a sensibilisation to nature has the destination Riederalp Mörel, mainly because they sent a complete documentation about the activities and program offers by the information center Villa Cassell, followed by the destination Engadin Scuol.
- The most presented offers taking part in a highly modified environment has the destination Kranska Gora followed by the destination Berchtesgaden.

#### **4.4 The analysis of the existing offers presented in the official tourism homepage**

- The most presented offers in all researched destination are by far offers taking place in nature.
- Swiss destinations, with the exception of Grindelwald, present more offers for a sensibilisation to nature than the destinations abroad with the exception of the destination Berchtesgaden
- The destinations Sörenberg Flühli and Berchtesgaden have the most offers for a sensibilisation to nature with the same percentage, mainly because of including the program of the local protected nature area in their homepage.
- The most presented offers taking part in a highly modified environment has the destination Kranska Gora followed by the destination Engadin Scuol.

#### **4.5 Actions for nature conservation**

Despite the other researches, this survey was made mainly by interviewing the involved persons (see methodology) and by own literature research of the author. The most important question to find out was what kind of actions the touristic destinations take in favor of nature conservation. Whereas for example the destination Zell am See Kaprun does not much in this respect, the destination Engadin Scuol is very active in nature conservation. The remaining destinations have found the way between. This statement is based mainly on the interviews and the personal impression of the author, but also by comparing the results of the researches and by own literature research.

## 5 Conclusion

Coming back to the thesis tourism and nature conservation – does marketing correspond with reality? the answer is not easy but the tendency goes in general to an accordance. The researches showed that destinations that really do actions for nature conservation on a voluntarily base also promote this fact more and vice versa. In addition, the researches have also shown that there exist considerable differences but some similarities, too. Showing pictures with a beautiful natural landscape and offering products taking place in it have all destinations in common and without doubt are most important for them. On the other hand, some destinations clearly assigned the pictures to their place, others did not.

Concerning the nature protected areas, mostly National Parks, that all researched destination have in their surroundings, the presence of those areas is surprisingly weak. Just a few destinations presented the offers of this area in their brochures. The same counts for the internet, but there is at least always a link to the homepage of the nature protected area. Nevertheless the question must be asked if it is not necessary or at least useful to integrate those offers better.

The facts of the theory are proven by investigating the destinations, because there is a close relationship between the theory and the practice. The tendency is that the destinations promote more nature based offers and take care for a long term sustainable development as the theory is forecasting. Some actions presented in the theory have already been realized, like for example the free use of the public transport system or the creation of a fair development including all participants in order to create a win-win situation.

To sum up, an intact nature is the key for tourism which could be proofed by the researches done by the author of this work. This is confirmed by the responsible persons, too. Having asked in the interview for their own opinion if nature conservation and a sustainable development are becoming more important, all involved people agreed that this is the successful path for the future. Whereas all participants agree in this point, there is sometimes disagreement on the actual situation and on the steps to be made in the future. From the tourism side the development goes into the right direction and a lot is already done. But at the same time, sometimes a lot more could be done and the actual situation is not satisfying enough for certain nature conservation organizations. Both sides have a strong interest in improving the cooperation. Keeping in mind that the main reason for guests travelling to destinations in the Alps is to experience nature and nature tourism will become more and more important (Müller, 2005, P. 117). What will be the consequences when there is no healthy natural landscape left?

## **Appendices**

Appendix A: [questionnaires.]

Appendix B: [information request.]

Appendix C: [examples pictures analysis.]

Appendix D: [example picture clearly assigned to the place.]

Appendix E: [detailed numbers picture analysis.]

Appendix F: [detailed numbers analysing existing offers.]

Appendix G: [overview results picture analysis and analysis existing offers.]

## Appendix A

### Representative of the local tourism organization

All questions are in reference to the summer tourism and therefore rely on the last summer season!

#### Questions about the touristic destination

1. How many overnight stays were generated in the last season?
2. How high is the percentage of second home overnight stays? Of overnight stays in hotels? And others?
3. From which countries are your guests coming from?
4. How high was the percentage of overnight stays in the last summer season compared to the whole last year?
5. How high was the turnover of the last year?



**Questions about the touristic products**

6. Which products did you newly create within the last 10 years? Why exactly those?
  
7. Which products are specially estimated by the guests? Can you see a trend?

**Questions about the marketing**

8. How does your marketing strategy look like? For example with which medias do you communicate with your potential guests?
  
9. What is the amount of your advertising budget?
  
10. What is your target group?

**Questions about the sustainable development and nature conservation**

11. What are you doing to provide a sustainable development for your destination? For example for the protection of nature?
  
12. How is the cooperation between the local nature conservation organizations and you? Is it good or bad? Or is there no cooperation at all? What could be improved to your opinion?

13. Which actions do you plan in the future to advocate sustainable development?

14. Is the sustainable development becoming more important in the future to your opinion? If so – why?

**Thank you very much for your cooperation!**

## **Representative of the local Park administration**

**All questions are in  
reference to the summer  
tourism and therefore rely  
on the summer season!**

### **Questions about the nature protection area and about the offered products**

1. What kind of products do you offer in the park for the population and also to tourist. Do you have for example an information center for this purpose?
2. Which products did you newly create within the last 10 years? Why exactly those?
3. Which products are specially estimated by the guests? Can you see a trend?
4. Which is your target group?

### **Questions about the sustainable development and the cooperation with the local tourism organization**

5. Do you get any assistance from the local tourism organisation to protect the nature protection area? For example do you get any financial assistance to maintenance the park?

6. How is the cooperation between the local tourism organization and you? Is it good, or bad? Or is there no cooperation at all? What could be improved to your opinion?
  
7. What is the local tourism organisation doing to provide a sustainable development? Is this done on a voluntary base?
  
8. What are you doing to provide a sustainable development for your region?
  
9. Which actions do you plan in the future to advocate sustainable development?
  
10. Is the sustainable development becoming more important in the future to your opinion?  
If so – why?
  
11. What makes your nature protection area unique?

**Thank you very much for your cooperation!**

## **Representative of the local nature conservation organization**

**All questions are in reference to the summer tourism and therefore rely on the summer season!**

### **Questions about the nature protection area and about the offered products**

1. Does your conservation organisation offer some products to the population and also to tourist? Do you have for example an information center for this purpose?

*If you offer products, please go on with the next questions 2 to 4. If not, please go directly to the next chapter.*

2. Which products did you newly create within the last 10 years? Why exactly those?
3. Which products are specially estimated by the guests? Can you see a trend?
4. Which is your target group?

### **Questions about the sustainable development and the cooperation with the local tourism organisation**

5. Do you get any assistance from the local tourism organisation to protect nature?

6. How is the cooperation between the local nature conservation organisations and you? Is it good, or bad? Or is there no cooperation at all? What could be improved to your opinion?
  
7. What are you doing to provide a sustainable development for your region?
  
8. Which actions do you plan in the future to advocate sustainable development?
  
9. What is the local tourism organisation doing to provide a sustainable development? Is this done on a voluntary base?
  
10. Is the sustainable development becoming more important in the future to your opinion? If so – why?
  
11. What makes your nature protection area unique?

**Thank you very much for your cooperation!**

## Appendix B

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Tourist Office .....

### Holidays in your region

Dear Sir or Madam

I would like to pass my next summer holidays in your region. Because I was never there, I want to get some information on what is possible to do at this place. I therefore ask you to send me some brochures to the adress mentioned above.

Thank you very much.

Kind regards

Thomas Ruf

## Appendix C

### Category 1



Figure 45: Example picture category 1 (Berchtesgadener-land, 2009).

### Category 2



Figure 46: Example picture category 2 (riederalp, 2009).

### Category 3



Figure 47: Example picture category 3 (myjungfrau, 2009).

### Category 4



Figure 48: Example picture category 4 (Berchtesgadener-land, 2009).



## Appendix D

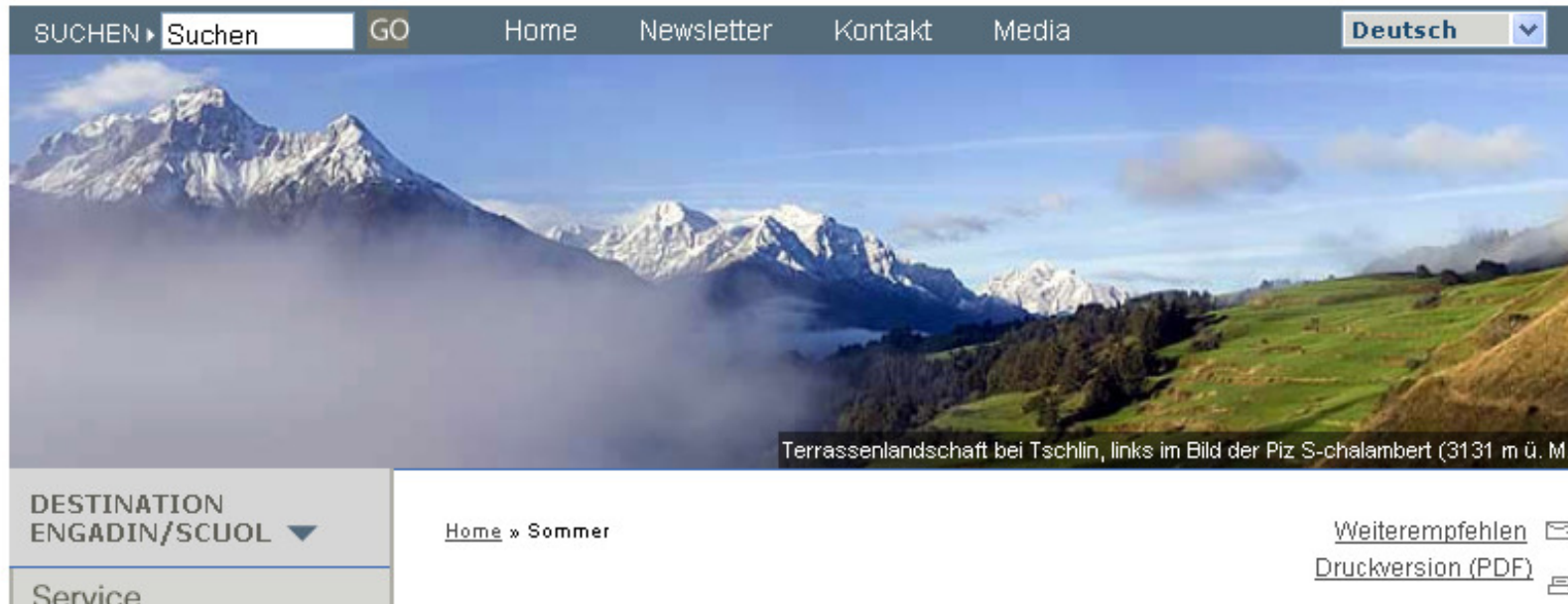


Figure 49: Example picture clearly assigned to the region (scuol, 2009).

## Appendix E

### Picture Analysis Brochures

Table 5: Numbers picture analysis brochures

Destinations	pictures cat. 1		pictures cat. 2		pictures cat. 3		pictures cat. 4		assigned to the region		Total pictures
	number	%	number	%	number	%	number	%	number	%	
Riederalp Mörel	16	23	20	28	29	41	6	8	31	44	71
Grindelwald	12	11	51	46	41	37	6	5	80	73	110
Scuol	5	10	8	16	23	45	15	29	32	63	51
Sörenberg Flühli	29	24	33	27	28	23	31	26	48	40	121
Kranska Gora	13	31	6	14	15	36	8	19	14	33	42
Berchtesgaden	28	19	22	15	72	49	26	18	41	28	148
Zell am See Kaprun	0	0	31	45	32	46	6	9	1	1	69
<b>Total average</b>	<b>15</b>	<b>17</b>	<b>24</b>	<b>27</b>	<b>34</b>	<b>40</b>	<b>14</b>	<b>16</b>	<b>35</b>	<b>40</b>	

## Picture Analysis Internet

Table 6: Numbers picture analysis internet

Destinations	pictures cat. 1		pictures cat. 2		pictures cat. 3		pictures cat. 4		assigned to the region		Total pictures
	number	%	number	%	number	%	number	%	number	%	
Riederalp Mörel	4	18	8	36	7	32	3	14	10	45	<b>22</b>
Grindelwald	11	38	10	34	7	24	1	3	23	79	<b>29</b>
Scuol	9	16	14	25	13	24	19	35	44	80	<b>55</b>
Sörenberg Flühli	1	4	8	31	11	42	6	23	0	0	<b>26</b>
Kranska Gora	20	25	3	4	28	35	29	36	0	0	<b>80</b>
Berchtesgaden	7	7	53	55	18	19	19	20	41	42	<b>97</b>
Zell am See Kaprun	0	0	3	9	28	85	2	6	6	18	<b>33</b>
<b>Total average</b>	<b>7</b>	<b>16</b>	<b>14</b>	<b>28</b>	<b>16</b>	<b>37</b>	<b>11</b>	<b>20</b>	<b>18</b>	<b>38</b>	

## Appendix F

### Analysis of the existing offers presented in the Brochures

Table 7: Numbers analysis of the existing offers presented in the brochures

Destinations	offers cat. 1		offers cat. 2		offers cat. 3		Total offers
	number	%	number	%	number	%	
Riederalp Mörel	30	41	33	45	11	15	<b>74</b>
Engadin Scuol	19	22	39	46	27	32	<b>85</b>
Grindelwald	14	12	75	65	26	23	<b>115</b>
Sörenberg Flühli	24	18	80	61	27	21	<b>131</b>
Kranska Gora	1	2	32	62	19	37	<b>52</b>
Berchtesgaden	25	11	121	54	78	35	<b>224</b>
Zell am See Kaprun	6	3	170	79	40	19	<b>216</b>
<b>Total average</b>	<b>17</b>	<b>16</b>	<b>79</b>	<b>59</b>	<b>33</b>	<b>26</b>	

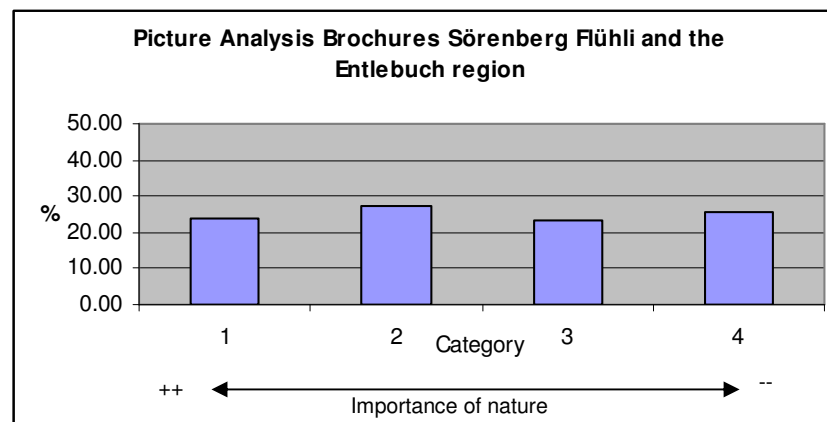
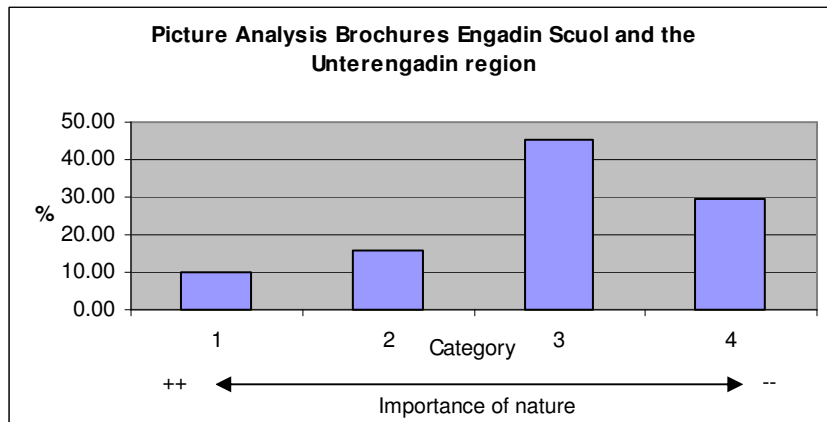
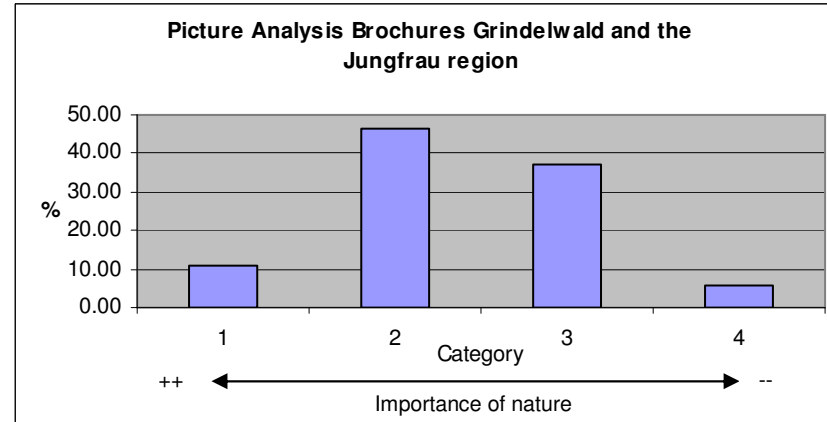
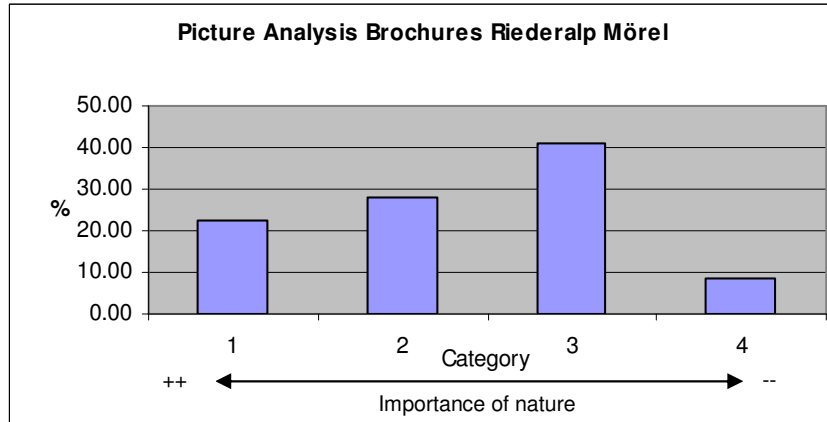
## Analysis of the existing offers presented in the Internet

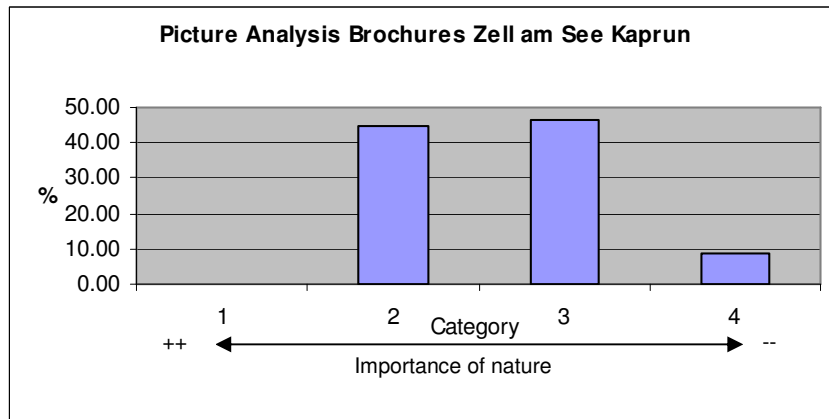
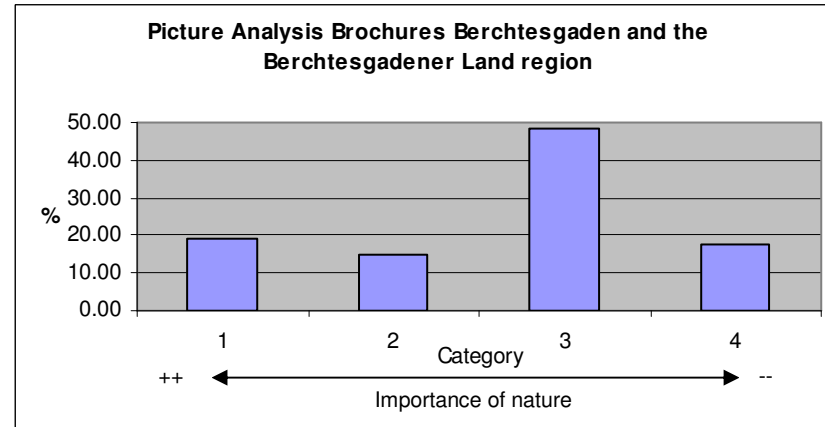
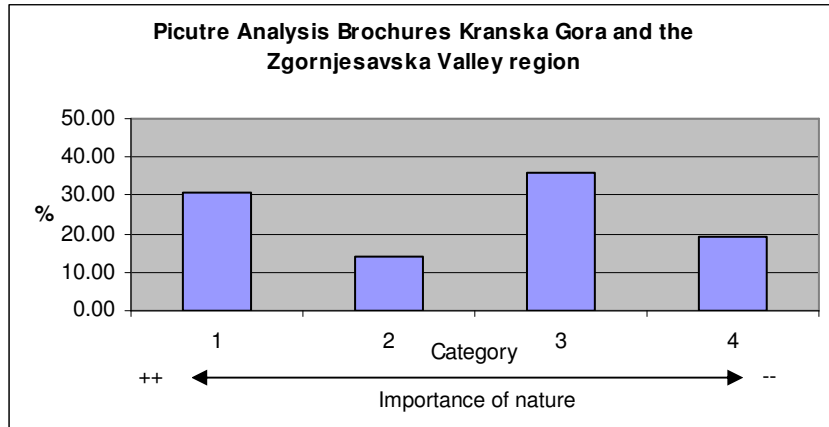
Table 8: numbers analysis of the existing offers presented in the internet

Destinations	offers cat. 1		offers cat. 2		offers cat. 3		Total offers
	number	%	number	%	number	%	
Riederalp Mörel	14	19	49	66	11	15	<b>74</b>
Engadin Scuol	29	20	69	48	47	32	<b>145</b>
Grindelwald	9	4	163	72	55	24	<b>227</b>
Sörenberg Flüeli	28	29	53	54	17	17	<b>98</b>
Kranska Gora	1	3	19	58	13	39	<b>33</b>
Berchtesgaden	47	29	78	49	35	22	<b>160</b>
Zell am See Kaprun	11	9	88	73	22	18	<b>121</b>
<b>Total average</b>	<b>20</b>	<b>16</b>	<b>74</b>	<b>60</b>	<b>29</b>	<b>24</b>	

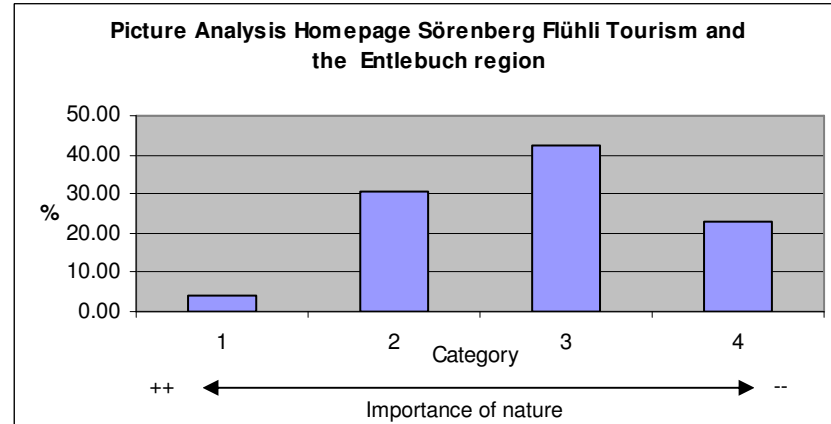
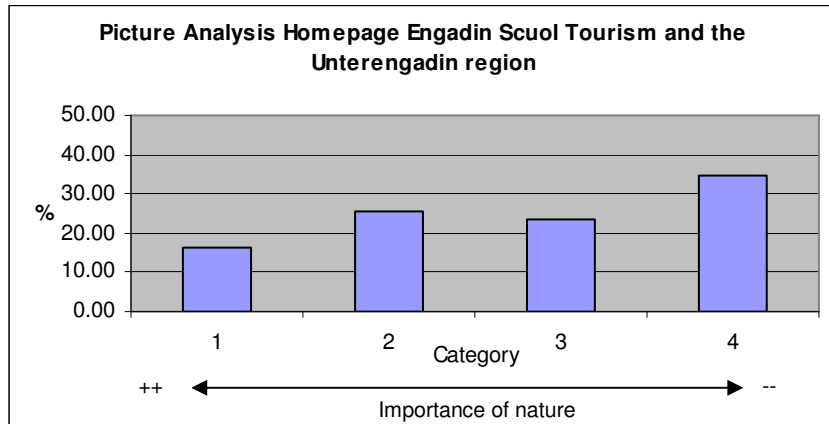
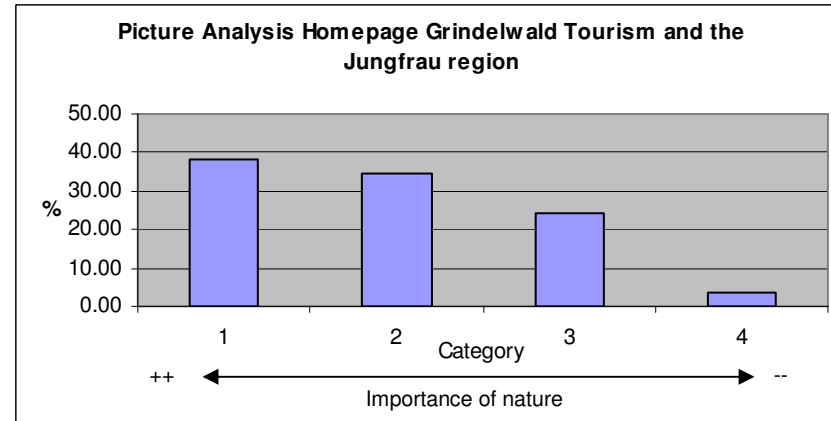
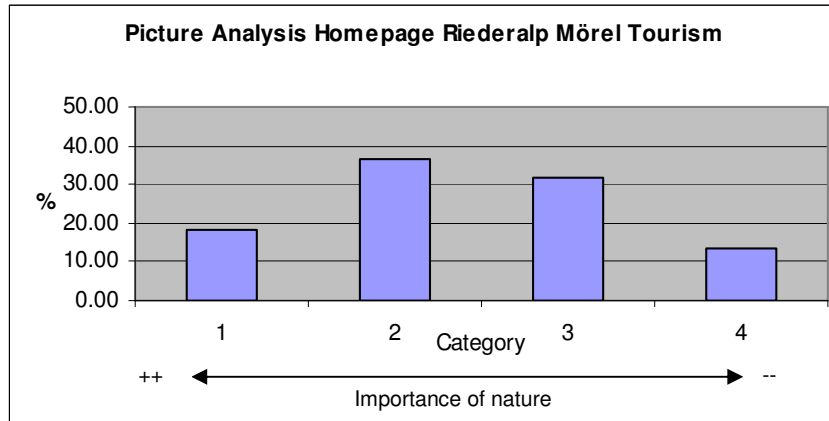
## Appendix G

### Picture Analysis of the Brochures

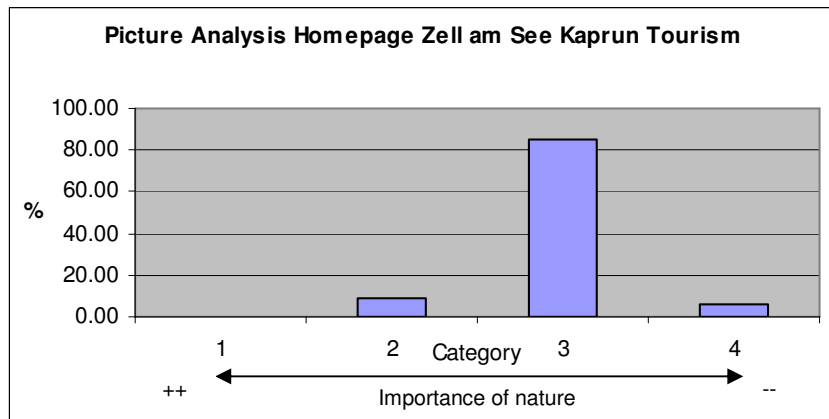
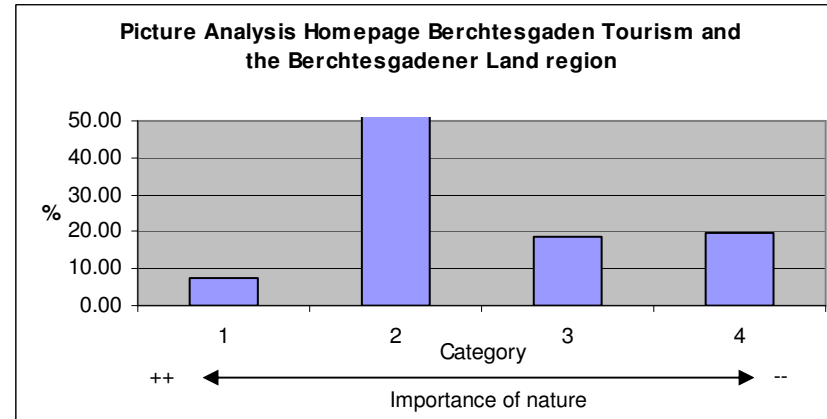
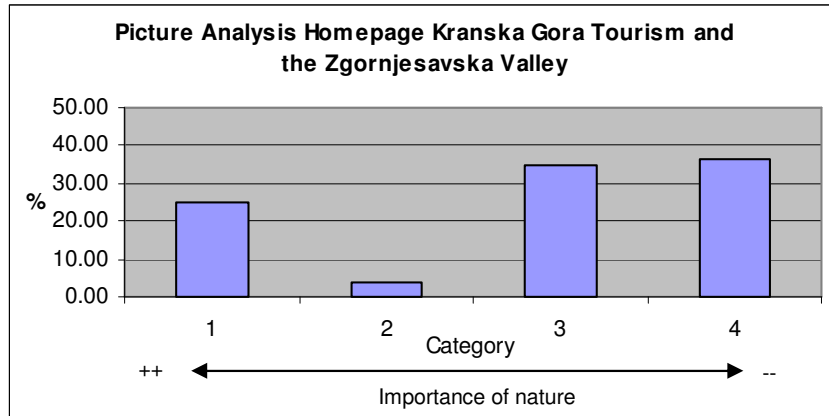




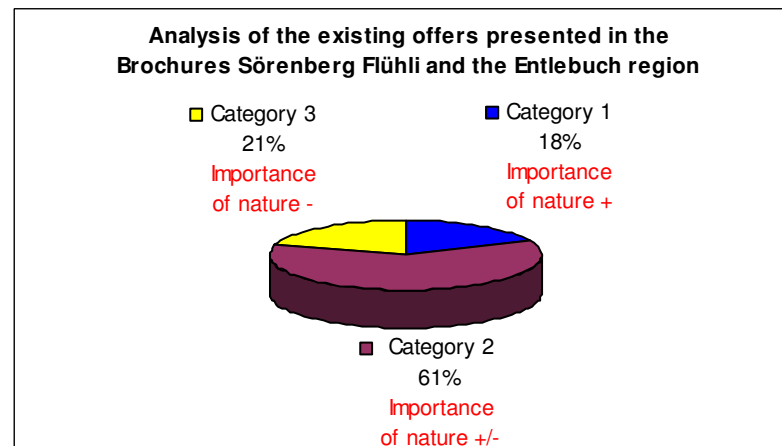
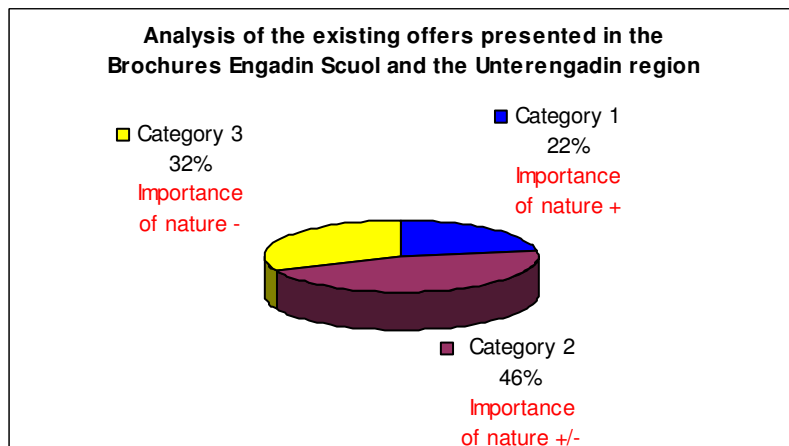
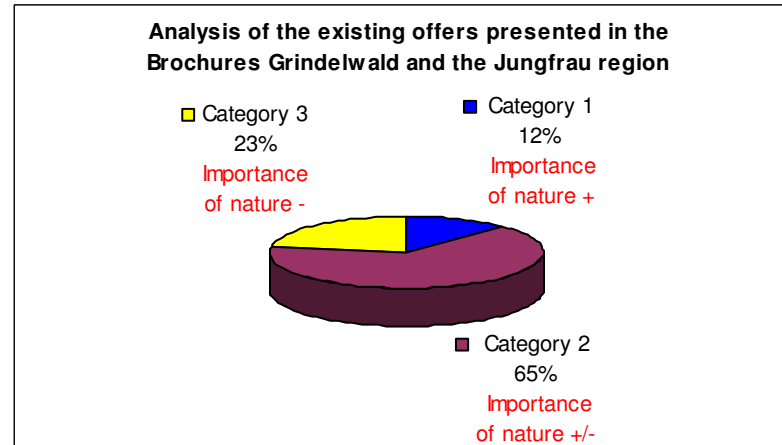
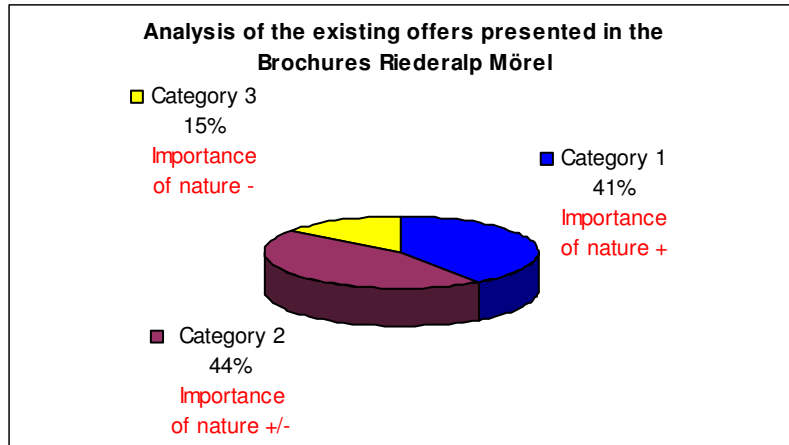
## Picture Analysis of the Internet



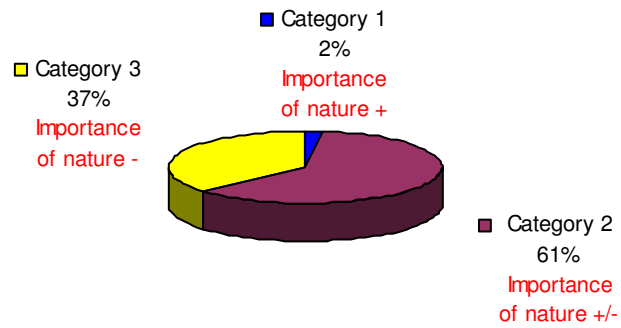




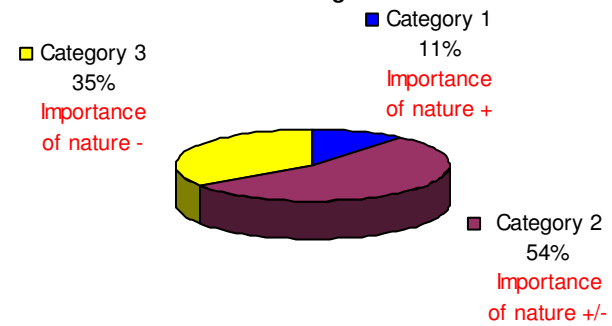
## Analysis of the existing offers presented in the Brochures



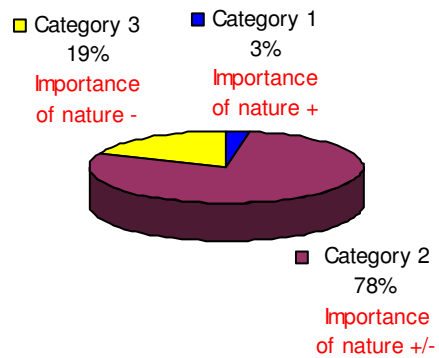
**Analysis of the existing offers presented in the Brochures Kranska Gora and the Zgornjesavska Valley**



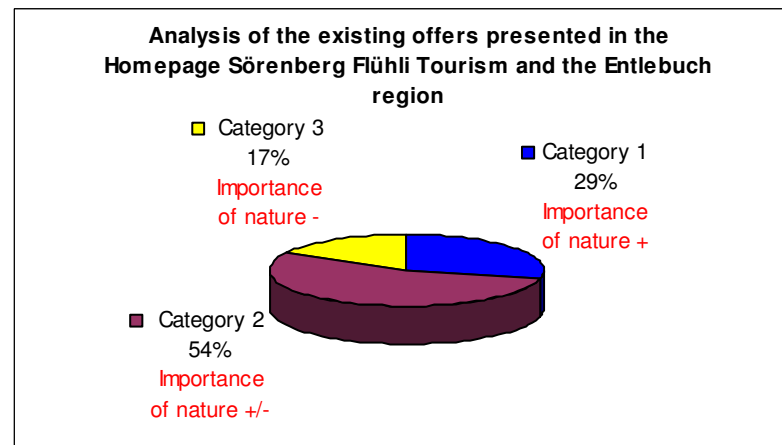
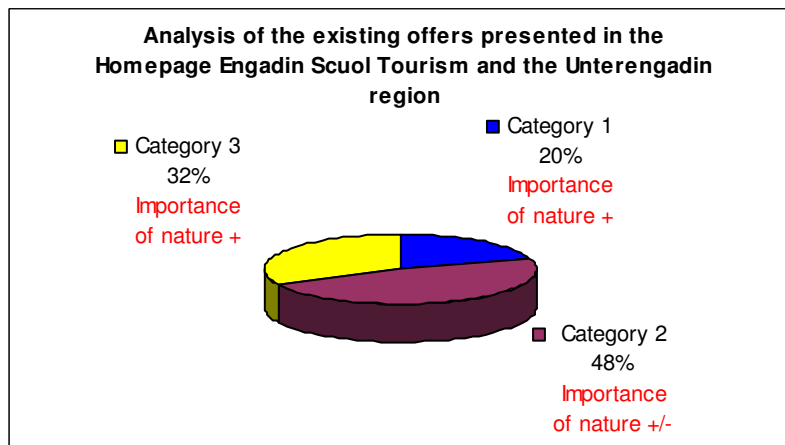
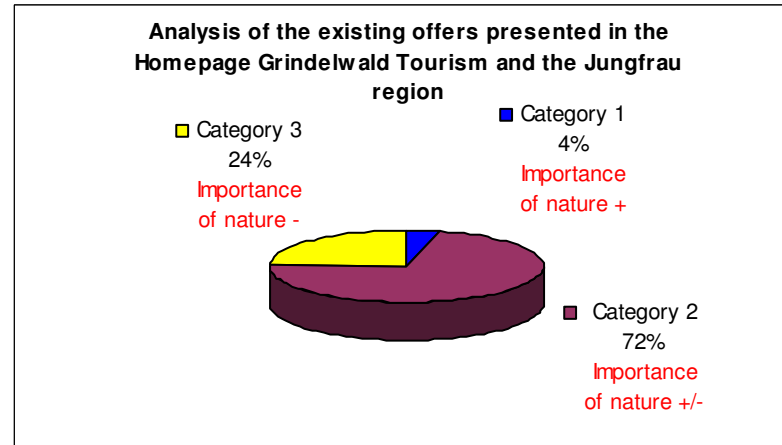
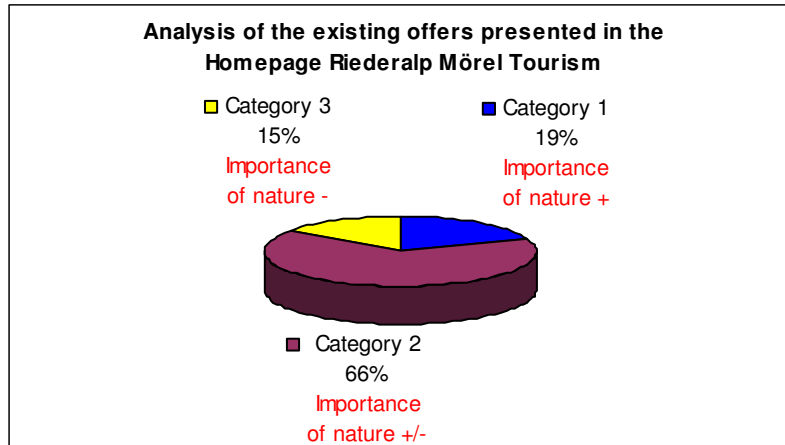
**Analysis of the existing offers presented in the Brochures Berchtesgaden and the Berchtesgadener Land region**

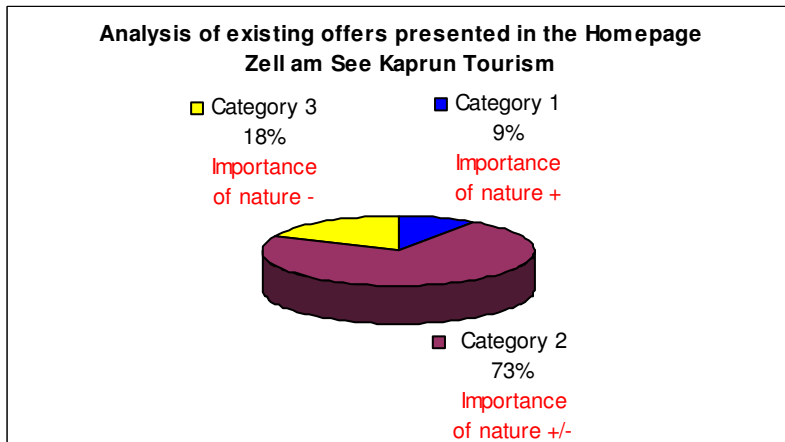
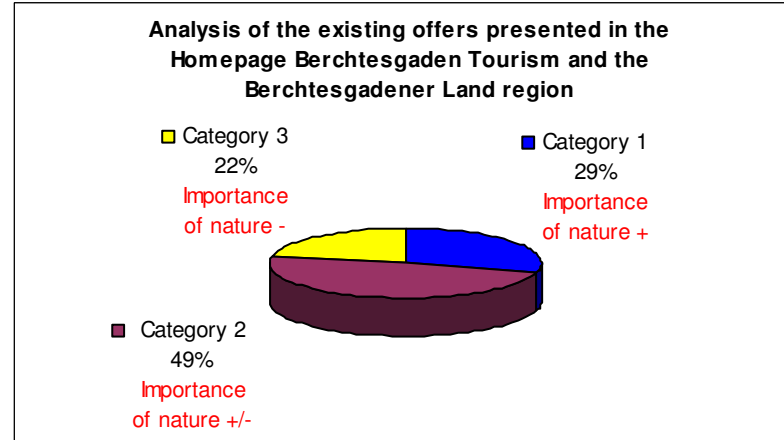
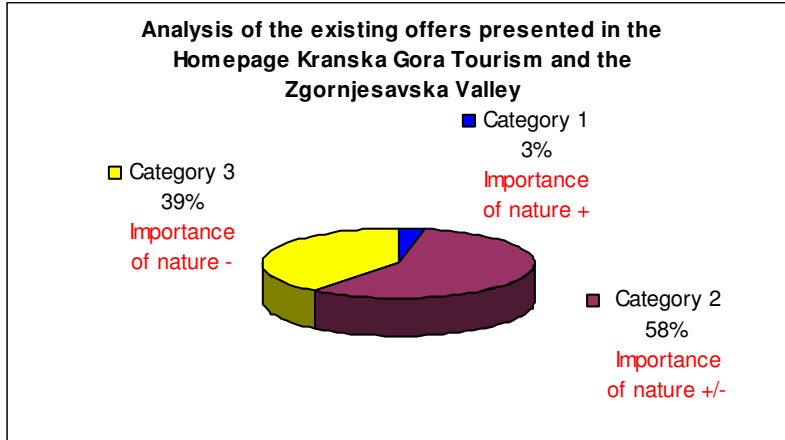


**Analysis of the existing offers presented in the Brochures Zell am See Kaprun**



## Analysis of the existing offers presented in the Internet





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## Reference to the researches

Table 9: Reference to the researches

Destination:	Internet:	Brochures:	Expert interviews:
<b>Riederalp Mörel</b>	<a href="http://www.riederalp.ch/">http://www.riederalp.ch/</a>	<ul style="list-style-type: none"> <li>• Infos Bergbahnen Riederalp, Bettmeralp, Fiesch-Eggishorn</li> <li>• Schweizer Bergsteiger- und Wanderschule Riederalp</li> <li>• Hängebrücke Belalp und Riederalp</li> <li>• Wanderkarte: Jungfrau, Aletsch, Bietschhorn</li> <li>• Info-Broschüre Sommer 2008 Riederalp</li> <li>• Golf Riederalp</li> <li>• Programm 2009 Villa Cassell</li> <li>• Wallisser Erlebniskarte 2009</li> <li>• Riederalp, Sommerfrische</li> <li>• Sommer – Wandern mit Ed</li> </ul>	<ul style="list-style-type: none"> <li>• G. Berchtold, Riederalp Mörel Tourism</li> <li>• B. Ruppen, UNESCO Management Center</li> <li>• L. Albrecht, Pro Natura Villa Cassell</li> </ul>
<b>Grindelwald</b>	<a href="http://www.grindelwald.travel/de/welcome.cfm">http://www.grindelwald.travel/de/welcome.cfm</a>	<ul style="list-style-type: none"> <li>• Wanderkarte Jungfrau Region</li> <li>• Jungfrau Packages 2009</li> <li>• Regional-Pass Berner Oberland 2009</li> <li>• Jungfraubahnen Fahrpreise</li> <li>• Jungfrau Sommer 2009</li> <li>• Jungfrau Magazin, Ausgabe 2008/2009</li> <li>• Jungfrau Unterkünfte 2009</li> </ul>	<ul style="list-style-type: none"> <li>• U. Mühlemann, Jungfrau Region Marketing</li> <li>• B. Ruppen, UNESCO Management Center</li> <li>• H. Fritschi, Pro Natura Berner Oberland</li> </ul>
<b>Engadin Scuol</b>	<a href="http://www.scuol.ch/de/welcome.cfm?v">http://www.scuol.ch/de/welcome.cfm?v</a>	<ul style="list-style-type: none"> <li>• Dreiländertour 2009</li> <li>• Engadin Scuol, noch zu entdecken, Sommer 2009</li> <li>• Engadin Scuol, Unterkunftsliste</li> </ul>	<ul style="list-style-type: none"> <li>• U. Wohler, Engadin Scuol Tourism</li> <li>• H. Lozza, Swiss National Park</li> <li>• H. Schneider, Pro Natura GR</li> <li>• A. Mazetta, WWF GR</li> </ul>

<b>Sörenberg Flühli</b>	<a href="http://tourismus.soerenberg.ch/de.cfm/tourism/offer-TourismusSFT.html">http://tourismus.soerenberg.ch/de.cfm/tourism/offer-TourismusSFT.html</a>	<ul style="list-style-type: none"> <li>• UNESCO Biosphäre Entlebuch Luzern Schweiz, Journal 2009</li> <li>• Exkursionsprogramm 2009</li> <li>• Sörenberg, Sommer 2009 Zeit für den Berg</li> <li>• Sörenberg Flühli Wandervorschläge</li> <li>• UNESCO Biosphäre Entlebuch Luzern Schweiz, Bike Guide</li> </ul>	<ul style="list-style-type: none"> <li>• M. Zamudio, Sörenberg Flühli Tourism</li> <li>• M. Stöckli, Tourism Forum Entlebuch and UNESCO Biosphere Management</li> <li>• N. Troxler, Pro Natura LU</li> </ul>
<b>Kranska Gora</b>	<a href="http://www.kranjska-gora.si/Startseite">http://www.kranjska-gora.si/Startseite</a>	<ul style="list-style-type: none"> <li>• Kranska Gora, lively adventures in the Julian Alps</li> <li>• Kranska Gora, vivid experiences of the Julian Alps</li> <li>• Kranska Gora Slovenija, Dovje in Mojstrana</li> <li>• Town Maps of Kranska Gora, Ratece, Pdokoren, Gozd Martuljek, Mojstrana and Dovje</li> </ul>	<ul style="list-style-type: none"> <li>• M. Zerjav, Kranska Gora Tourism</li> <li>• T. Markun, National Park Triglav</li> <li>• A. Segina, CIPRA Slovenia</li> </ul>
<b>Berchtesgaden</b>	<a href="http://www.berchtesgadener-land.com/www/live/wwwnavi/parser,id,63,nodeid,.html">http://www.berchtesgadener-land.com/www/live/wwwnavi/parser,id,63,nodeid,.html</a>	<ul style="list-style-type: none"> <li>• Berchtesgadener Land, Hochgefühle im Natur- und Wanderland 2009</li> <li>• Berchtesgadener Land, Einfach das Höchste, Highlights, Hits &amp; Tipps</li> <li>• Berchtesgadener Land, Ihre Gastgeber, Himmlisch schöne Ferien 2009</li> <li>• Berchtesgadener Land, Bad Reichenhall, Durchatmen im Alpen Klima</li> </ul>	<ul style="list-style-type: none"> <li>• I. Stöckl, Berchtesgadener Land Tourism GmbH</li> <li>• C. Scheiter, National Park Berchtesgaden</li> <li>• R. Poser, Bund Berchtesgadener Land</li> </ul>
<b>Zell am See-Kaprun</b>	<a href="http://www.zellamsee-kaprun.com/">http://www.zellamsee-kaprun.com/</a>	<ul style="list-style-type: none"> <li>• Zell am See-Kaprun, Sommer 2009</li> <li>• Zell am See-Kaprun, Wunderbar Wandern</li> <li>• Zell am See-Kaprun, Wanderopening 2009</li> <li>• Zell am See-Kaprun, Wanderkarte 2008</li> <li>• Town Maps Zell am See and Kaprun</li> <li>• Zell am See-Kaprun, „Fun for Kids“</li> <li>• Zell am See-Kaprun, Ausflugsziele + Sehenswürdigkeiten</li> <li>• Zell am See-Kaprun, Berg- und Badeticket</li> </ul>	<ul style="list-style-type: none"> <li>• O. Stärz, Zell am See Kaprun Tourism</li> <li>• W. Urban, National Park Hohe Tauern</li> <li>• B. Gritsch, Alpenverein Zell am See</li> </ul>

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I declare hereby,

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Thomas Ruf