

# TOURISM-ACCEPTANCE

In the Zell am See-Kaprun region

BALANCED-TOURISM Project of the  
cooperation **NextStep Tourism**

[www.nextsteptourism.at](http://www.nextsteptourism.at)



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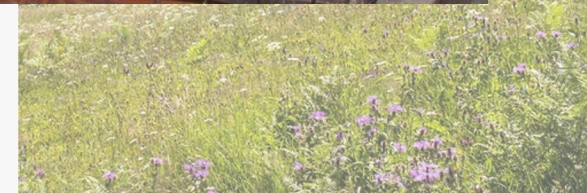
# NEXT STEP TOURISM

Project-team, network of tourism-experts, founded within the Zell am See-Kaprun region.

Balanced-Tourism-Project based on questions concerning Tourism-acceptance among residents.

In cooperation with tourism, municipalities and local people.

Survey for quality-based data about people's opinions based on tourism development.

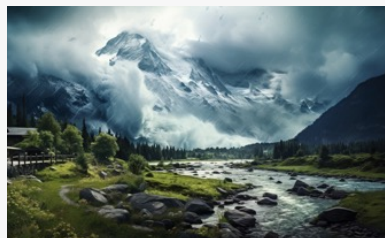


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# WHAT WE DO?

NextStep Tourism acts as a **mediator** between the tourism region and the living environment in the "Balanced-Tourism" project.

We develop **recommendations** for maintaining or increasing **tourism acceptance** and aim to make these measurable.



## The Idea

Which issues are crucial? What are the opinions in the region? What do the data and facts say?

## The Project

NST defines topics in numerous workshops and uses these to develop surveys to measure tourism acceptance.

## The Goals

Adequate balance in tourism leads to positive results for businesses, politicians and all people who live here.

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# THE PROCESS

## TEAM



Conception, Project-  
Management, Survey  
implementation.

## WORKING GROUPS



Definition of the  
project contents  
and the topics.

## COUNCIL



Regional Network  
for survey Pre-Test  
and Feedback.

## REGION



Online survey  
among citizens of  
the tourism region.

→ Coordination with tourism management, municipalities & tourism stakeholders.



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# SURVEY TOPICS

**01**

## Traffic & Mobility

Car traffic, public transport,  
parking space, possible  
regulations, visions &  
innovations.

**02**

## Nature & Climate

Natural habitat as the basis for  
tourism development and for a  
good live within the region.  
Climate change as as threat.

**03**

## Infrastructure

Tourist infrastructure as added-  
value generator for the region.  
Quality of infrastructure,  
understanding of local people.

**04**

## High Cost of housing & living

Investors, high rents, Support  
by municipalities, role of  
politics, possible weaknesses.

**05**

## Loss of regional identity

Integration of local people in  
decision making. Over-  
Tourism, lack of regulations?

**06**

## Tourism Challenges

Quality over quantity, lack of  
skilled labour, multi seasonal  
tourism development, pricing.



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# RESULTS

Over 2.000 survey-participants in 5 municipalities around Zell am See and Kaprun.

Well structured data based on scientific evaluation by federal research institutes.

High quality information and opinions from local people thanks to an open-response-format.

Successful process of integrating local people in decision making within a tourism region.



# ” AND THE FUTURE?

## Analysis

In project phase # 1, DATA was collected and insights gained.



## Specific projects

Desired fields of action are translated into implementations and projected accordingly.



## Repeat analysis

Repeating the analysis phase shows whether public opinion is changing positively.



## Definition of fields of action

The actions to be taken arise from survey topics, data, answers and opinions.



## Implementation, benefits, advantages

Through interaction, benefits and advantages are communicated and made tangible.



## Added value, scaling

Positive change through interaction of the population, SCALE EFFECTS make the process attractive, communicable and imitable.



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# JUST THE TIP OF THE ICEBERG

