Program of the online event

Leaving small traces on the way – a virtual afternoon hike to selected examples of visitor guidance in the Alps

22nd of November 2021, 1 to 5 pm
1. Part: closed for pilot regions (1 to 2 pm)
2. Part: public for all interested parties (2 to 5 pm)

Moderation: Georg Bayerle, Bayerischer Rundfunk (Broadcasting Corporation Bavaria)
Simultaneous interpretation into all main alpine languages German, French, Slovenian and Italian by AlpsLaRete

Description:

The event " Leaving small traces on the way – a virtual afternoon hike to selected examples of visitor guidance in the Alps" is addressed to the 4 pilot regions from the "speciAlps2" project as well as interested parties from the entire Alpine region. The public exchange meeting will take place online and will be interpreted simultaneously in the four different Alpine languages.
With this event we want to share good examples, experiences and grievances as well as inspire all participants and discuss together a selection of possibilities to guide visitors in the Alps. Therefore, all participants are invited to bring in personal examples on the topic of "visitor management".

The results and presentations of the event will be shared with all participants and published on the website of CIPRA International and Alliance in the Alps.

Program:

1 – 2 pm: not public – exchange meeting of the 4 pilot regions of „speciAlps2"

2 – 2:15 pm: Inspirations from the alpine countries

TBC – Welcome Speech Christian Ernstberger, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Introduction Georg Bayerle, outline via examples, short information about the project, discussion

2:15 – 2:30 pm: Short input Ivan Mitrevski – Comic Wolf (Bela), SL

- Input maximum 10 minutes, questions can be asked afterwards
- Contribution of the comic to visitor guidance?
- Who are the recipients? How is the comic being received?

2:30 – 3:30 pm: Panel discussion „On the move to the natural space"

Input maximum 5 minutes each, followed by discussion

- **Klaus Messner, Villnösstal Tourism, IT**
  Parking management (mobility concepts), "Instagram-Trail"

- **Giovanni Vassena, Alpine Pearl Moena, IT**

- **Viljam Kvalič/ Suzana Konec, Soča-Valley, SL**
  Kayaking licences for sale in advance, proceeds fund boat access sites:
  https://dovolilnice.dolina-soce.si/

- ***TBC - Further example from France***

Key questions
- What can the destination/nature parc do to motivate not only the daily visitors who live further away to travel by public transport, but also the locals who live only a few kilometres away from the car parky and still travel by car?
- From a scientifical point of view (universities), how can a change of mindset be achieved among people to switzch to public transport? Are there psychological approaches to this? E.g. nudging
- How can the last mile be addressed? Who can help the destinations/nature parks/communities to implement ideas?
- Who has which role in visitor management in protected areas/destinations? Who takes care of what? Who initiates the measures? Who makes the final decisions?
- What can an individual do? How to initiate networking and keep it alive?
- What is the role of science or universities?

3:30 – 3:45 pm: Break

3:45 – 4:45 pm: Panel discussion „On the move in digital space"

Communication measures in the digital world and on social media (Instagram, Facebook, touring portals, homepages, etc.)

Input maximum 5 minutes each, followed by discussin

- **Carolin Scheiter, Berchtesgaden National Park, DE**
  Closure of *Gumpen Königsbachfall* und guiding measures in the national park

- **Magdalena Kalus (Blogger/Influencer «youareanadventurestory»), DE**

- **Florian Heinl, Nagelfluhkette Nature park, DE**
  Digital Ranger

- **Martin Heppner, Bahn zum Berg, AT**

- **Laurence Peyre, ALPARC, FR**
  Initiative „Be part of the mountain", Digital campaign to raise awareness among outdoor athletes for the protection of nature, especially in winter sports. Beginning – video of 1.5 minutes https://alparc.org/de/video/be-part-of-the-mountain-the-initiative-s-teaser

Key questions:
- How can problematic posts in social media and on touring portals be adjusted by the municipality/nature park/destination? Is there assistance? Which procedure should be implemented?
- The two sides of social media: positive and negative
- What can a small community, destination or a protected area do (inexpensively and without much effort) to use social media/the internet to positively influence visitor guidance?
- What can a destination do to raise awareness among the locals and to encourage citizens to leave as few traces as possible in the natural space?
- How can a municipality/destination/protected area attract influencers to speak on behalf of nature conservation/visitor guidance in the destination?

4:45 – 5 pm: Outlook

Critical reflection on the respective inputs
- **Supervisors of the speciAlps2 pilot regions**
- **Thomas Michel, German Alpine Association Munich** – Section Gay Outdoor Club (climate protection, rail travel to touring destinations)
- Summary by Georg Bayerle of the most important findings from the sessions on mobility and digitalisation
- Link to the pilot regions of speciAlps2: Issue of mobility and parking management → what can be implemented in these two areas, especially for small communities and destinations?