

R20AWS Breakout Session

Sustainability in Tourism for more Quality of Life and Regional Value Enhancement

Date/ Time: May 29th / 09:30 – 12:00

Location: BMNT, Ministry of Sustainability and Tourism, Stubenring 1, Gobelinsaal (Saal II)

Background & Objectives

Tourism is one of the fastest growing economic sectors in the world and it represents an important source of income for the many regions and cities. Facing challenges such as climate change and opportunities arising from new trends, sustainability must be an integral aspect of tourism success and an inherent aim of tourism policy. Moreover, an agenda for sustainable tourism needs to address all aspects of the sector's economic, social and environmental impact: Beside economically healthy enterprises, we need to find a reasonable balance between the use and the respect of natural resources. Tourism can also help to achieve quality of life and regional value enhancement for all, including guests, the local population and people working in the sector.

This breakout session will focus on strategic and planning processes, partnerships and networks for successful sustainable tourism development. The new Austrian Masterplan for Tourism, launched in March 2019, already states sustainability as the main principle for tourism. Beside the presentation of this new Austrian strategy, good practices will show solutions in the fields of climate compensation, sustainable mobility and respectful and efficient use of resources.

Program

- 09:00** **Registration** starts
- 09:30** **Opening & Introduction**
Host: Christian Baumgartner, response & ability
- 09:40** **Masterplan for Tourism – the new Austrian way to the most sustainable tourism destination**
Ulrike Rauch-Keschmann, Director General, Tourism and Regional Policy, BMNT
- 09:50** **Panel 1 – Sustainability as integral part of strategic tourism processes**
How can sustainability be integrated in the agenda of tourism addressing economic, social and environmental aspects?
- Ulrike Rauch-Keschmann, Director General, Tourism and Regional Policy, BMNT
 - Xenia zu Hohenlohe, Partner/Founder, Considerate Group
 - Florian Werner, Executive Manager, Arlberg Hospiz Hotel

Q & A Session / Fishbowl

10:40

Coffee Break > Foyer

11:00

Panel 2 – Successful implementation of sustainable tourism offers

Which initiatives enterprises and regions can take to offer sustainable tourism?

- Elisabeth Hauser-Benz, Assistant Executive Manager, Stanglwirt
- Brigitte Hainzer, Mobility Coach for the Tirol Werbung
- Michaela Reitterer, Hotelier, Boutiquehotel Stadthalle, President Austrian Hotelier Association ÖHV

Q & A Session / Fishbowl

11:50-12:00

Conclusion and Closing

12:00-13:00

Networking Lunch > Foyer