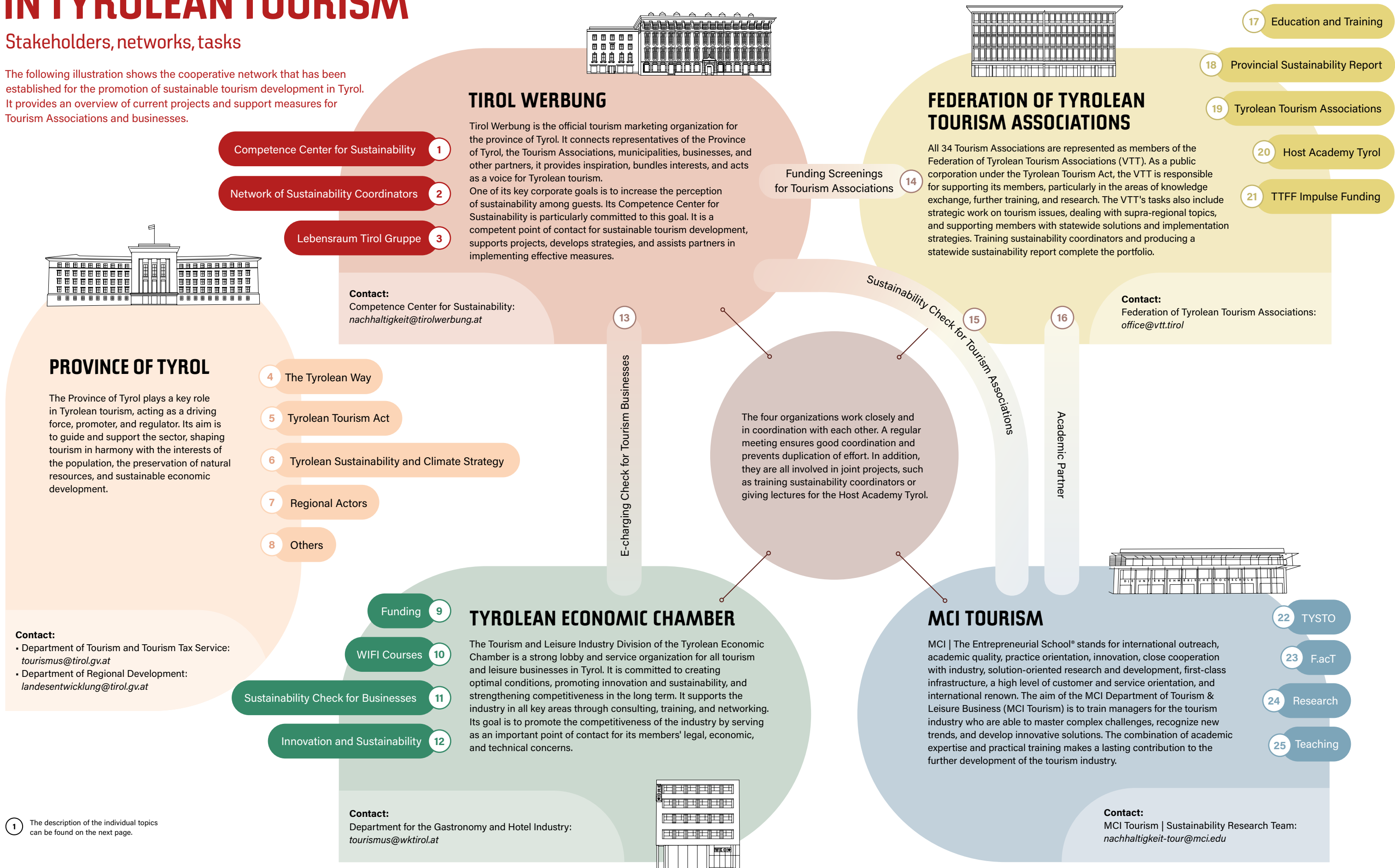


SUSTAINABLE DEVELOPMENT IN TYROLEAN TOURISM

Stakeholders, networks, tasks

The following illustration shows the cooperative network that has been established for the promotion of sustainable tourism development in Tyrol. It provides an overview of current projects and support measures for Tourism Associations and businesses.



1 COMPETENCE CENTER FOR SUSTAINABILITY

The Competence Center for Sustainability at Tirol Werbung aims to accelerate the transition to a more sustainable tourism industry in Tyrol through innovation, cooperation, and knowledge transfer. With a wide range of tasks, it is the central point of contact for sustainable tourism development in the province. | www.tirolwerbung.at

2 NETWORK OF SUSTAINABILITY COORDINATORS

On the initiative of the Competence Center for Sustainability, a regular exchange format for the Sustainability Coordinators of the Tourism Associations has been established. This has succeeded in creating a platform where ideas can be exchanged, common challenges discussed, and best practices explored. The network meets several times a year in online and face-to-face formats. | www.tirolwerbung.at

3 LEBENSRAUM TIROL GRUPPE

Tirol Werbung is part of the Lebensraum Tirol Gruppe, where it has access to a broad network of expertise in a wide range of areas. The group aims to strengthen the future viability and quality of life of our province under the Tirol brand, focusing on social, economic, and ecological sustainability. Among other things, the Standortagentur offers a sustainability check for tourism businesses, while Agrarmarketing Tirol provides advice on agriculture in tourism. | www.lebensraum.tirol

4 THE TYROLEAN WAY

Tyrol aims to play a pioneering role in the sustainable development of Alpine tourism at an economic, social, and ecological level. The tourism strategy includes a clear commitment to quality tourism that takes into account sustainable and efficient resource management. | www.tirol.gv.at

5 TYROLEAN TOURISM ACT

In 2022, the Province of Tyrol anchored sustainability in the Tyrolean Tourism Act. As a result, every Tourism Association now has a Sustainability Coordinator, develops regional sustainability strategies, and produces annual reports. In addition, a province-wide sustainability report is published once a year. | www.ris.bka.gv.at

6 TYROLEAN SUSTAINABILITY AND CLIMATE STRATEGY

The strategy is guided by the United Nations Sustainable Development Goals (SDGs) and focuses on six main action areas: protecting energy and climate, improving mobility and infrastructure, planning sustainable buildings and spaces, strengthening the economy and regional development, adapting to climate change, and setting an example through state administration. www.tirol.gv.at

7 REGIONAL ACTORS

In close collaboration with the Province of Tyrol, the Climate and Energy Model Regions (KEM) and Climate Change Adaptation Model Regions (KLAR) work together with municipalities and Tourism Associations. They

implement a wide range of projects in the fields of climate protection, climate change adaptation, and regional value creation. In that way, they contribute practical knowledge and address regional needs, promote networking with local stakeholders, and play a key role in achieving the strategic sustainability goals of the regions. www.klimawandelanpassung.at

8 OTHERS

Through further initiatives and measures in the area of sustainability (e.g., green events, promotion of Sustainability Assistants, etc.), the Province of Tyrol supports the sustainable development of Tyrolean tourism.

9 FUNDING

The Tyrolean Economic Chamber offers its members subsidized CSR and sustainability consulting services to promote greater sustainability in their businesses. These services are provided as part of the Tyrol Consulting Support Program. | www.wko.at

10 WIFI COURSES

For WIFI of the Tyrolean Economic Chamber, sustainability is more than just a buzzword – it presents both opportunities and challenges in everyday business life. A range of courses therefore provide essential knowledge for active sustainability management and offer practical tools to support sustainable and ecological transformation. | www.tirol.wifi.at

11 SUSTAINABILITY CHECK FOR BUSINESSES

The SDG Sustainability Check enables companies of all sizes and from all sectors to reflect on their current status in terms of sustainability and develop a roadmap for making their business economically, ecologically, and socially sustainable. | www.wko.at

12 INNOVATION AND SUSTAINABILITY

The Tyrolean Economic Chamber has firmly anchored sustainability in its core strategy and implements a wide range of measures to promote sustainable business practices. Under the motto “Sustainability as an opportunity,” the Tyrolean Economic Chamber is guided by the European Green Deal and supports the sustainable transformation of the economy. | www.wko.at

13 E-CHARGING CHECK FOR TOURISM BUSINESSES

As part of this advisory service offered by the Tyrolean Economic Chamber, which was developed in collaboration with Energieagentur Tirol and Tirol Werbung, tourism businesses and leisure facilities can learn how to set up a sustainable and future-oriented charging infrastructure. | www.wko.at

14 FUNDING SCREENINGS FOR TOURISM ASSOCIATIONS

Tirol Werbung and VTT, together with CEMIT, offer an attractive range of funding screenings for Tourism Associations. This service helps analyze and maximize the funding potential for individual projects. Thanks to joint

negotiations by VTT and Tirol Werbung, plus extra support from their Competence Center for Sustainability, the service is available at a reduced special rate.

15 SUSTAINABILITY CHECK FOR TOURISM ASSOCIATIONS

In order to provide targeted support to Tourism Associations and its Sustainability Coordinators, VTT, Tirol Werbung and MCI Tourism have developed a sustainability check based on the internationally recognized criteria of the Global Sustainable Tourism Council (GSTC). The aim of this tool is to enable a quick and easy assessment of the Tourism Associations sustainability performance. At the same time, the check serves as the basis for an annual regional and province-wide sustainability report that transparently highlights progress and areas for improvement. The check is continuously being developed so that in future it will not only reflect the current status, but also make reporting more precise and detailed through concrete goals and measures.

16 ACADEMIC PARTNER

As a scientific partner, MCI Tourism supports VTT in all matters relating to sustainability.

17 EDUCATION AND TRAINING

In accordance with the Tyrolean Tourism Act, the VTT is responsible for the education and training of Tourism Associations Sustainability Coordinators. The training program is therefore part of the Tourism Associations Academy, which offers a range of educational opportunities specifically tailored to Tourism Associations employees and officials.

18 PROVINCIAL SUSTAINABILITY REPORT

According to the Tyrolean Tourism Act, the VTT is responsible for compiling the annual regional sustainability reports into a province-wide sustainability report. | www.vtt.tirol

19 TYROLEAN TOURISM ASSOCIATIONS

In accordance with the Tyrolean Tourism Act, Tourism Associations are required to develop a regional sustainability strategy and produce an annual sustainability report. To implement these tasks, a Sustainability Coordinator must be appointed within the association. This role supports the management in developing and embedding sustainable measures within the association and beyond – for example, by raising awareness, supporting projects, and communicating within the region. Sustainability should thus become visible and effective as an integral part of strategic tourism development in the association's area.

20 HOST ACADEMY TYROL

The VTT also offers a comprehensive range of further training courses for Tyrolean tourism businesses as part of the Host Academy Tyrol. Sustainability plays an important role in all VTT training and further education programs. Relevant sustainability aspects and topics are integrated as required.

21 TTFF IMPULSE FUNDING

On the initiative of VTT, the Tyrolean Tourism Promotion Fund (TTFF) is providing the Tourism Associations with impulse funding for the years 2024/2025. Funding is available for consulting services used in the development of a regional sustainability strategy and sustainability certification.

22 TYSTO

The Tyrolean Sustainable Tourism Observatory (TYSTO) has established a multidimensional sustainability monitoring system at destination level based on the strategy paper “The Tyrolean Way.” As the first Austrian member of the INSTO network of the World Tourism Organization UN Tourism, TYSTO collects and analyzes tourism, economic, social, and environmental data. The aim is to create a comprehensive, data-based foundation for responsible and future-oriented tourism development in Tyrol. Implementation is carried out by MCI Tourism in close cooperation with the Province of Tyrol, the VTT and other key partners. | www.tysto.tirol

23 F.acT

MCI Tourism, together with the University of Innsbruck, is a scientific partner of F.acT. The platform promotes evidence-based exchange between science and practice in Tyrolean tourism. The focus is on easy-to-understand research, current tourism data, and practical insights. | www.fact.tirol

24 RESEARCH

particular emphasis on monitoring sustainability in destinations, the inter-generational role of family businesses, and the importance of agriculture as a key partner for sustainable, regionally anchored tourism.

25 TEACHING

Sustainability is systematically integrated into the bachelor's and master's programs at MCI Tourism – both through specific lectures and through the continuous promotion of responsible corporate decision-making. This is complemented by practical formats such as design sprints, SDG World Cafés, and excursions to destination and corporate partners, which serve to actively involve relevant stakeholders. | www.mci.edu