

## Quality standards for nature-based tourism in the Alps

Nature-based tourism is a form of sustainable tourism with a specific focus on alpine nature and landscape, and supports nature protection as well as landscape development of high quality in the Alpine regions. As part of the applied research project NaTourCert, quality standards for nature-based tourism in the Alps were developed and verified by case studies. The empirical basis is provided by 14 expert interviews, an alpine-wide online survey and a workshop with professionals from all Alpine countries. As a result, an annotated checklist with quality standards of nature-based tourism was developed. To test the checklist, six case studies including five regions and a tour operator offering alpine-wide activities were conducted: Regional nature park Massif des Bauges, France; Gran Paradiso national park, Italy; holiday regions Engadin Scuol and Engadin Val Müstair, Switzerland; nature park region Lechtal-Reutte, Austria; district Solčavsko, Slovenia and the tour operator faszinatour - Tourism Training Event GmbH, Germany. The checklist consists of ten quality standards, each with five criteria, including qualitative and quantitative indicators. The quality standards cover the following topics: 1. Nature-based region; 2. Quality of the place with reference to architecture, landscape and space; 3. Nature-based development of offers; 4. Accommodation and catering; 5. Fostering of sustainable transport planning; 6. Nature protection and landscape development; 7. Information and sensitization; 8. Nature-based marketing; 9. Promotion of regional added value; 10. Quality management. The result is a professional basis for promoting ecologically and economically successful nature-based tourism in the Alps.

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## Quality standard 1: Nature-based region

1	Quality standard „Nature-based region“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
1.1	Nature-based tourism and the protection and enhancement of nature, landscape and biodiversity are of high priority in the tourism strategy of our region.	DMO	<p>A concept for nature-based tourism in the region based on the conservation and enhancement of nature, landscape and biodiversity exists and is part of the strategy and implemented.</p> <p>1) Exists/Is available 2) Was started 3) Does not exist/Is not available</p>	<ul style="list-style-type: none"> <li>▪ Develop and implement a strategy of the region for nature-based tourism.</li> <li>▪ Develop and implement an action program for nature-based tourism.</li> <li>▪ Establish a biodiversity region.</li> </ul>
1.2	There is a high level of approval for nature-based tourism and the enhancement of nature, landscape and biodiversity among our guests.	DMO Guests	<p>Attitude of guests of the region towards nature-based tourism and enhancement of nature, landscape and biodiversity.</p> <p>1) Positive 2) Neutral 3) Negative</p>	<ul style="list-style-type: none"> <li>▪ Inspiration of guests with original nature-based offers.</li> <li>▪ Info flyer about the offers of nature-based tourism.</li> </ul>
1.3	We attach much importance on the participation of the population in our region in nature-based tourism and the enhancement of nature and landscape, as well as biodiversity.	G	Workshop for the participation of the local population in the region for nature-based tourism and enhancement of nature, landscape and biodiversity.	<ul style="list-style-type: none"> <li>▪ Regular information of general public about their own natural values and possibilities of nature-based tourism.</li> <li>▪ Announce nature-based offers for guests and locals.</li> </ul>

			<ol style="list-style-type: none"> <li>1) Minimum 1 workshop yearly</li> <li>2) 1 workshop within the last 3 years</li> <li>3) No workshop</li> </ol>	
1.4	There is a regular cooperation between the region and actors from nature and environmental protection.	DMO G U	<p>Number of ongoing cooperation projects in the region with actors from the nature and environmental protection.</p> <ol style="list-style-type: none"> <li>1) &gt; 5 ongoing cooperation projects</li> <li>2) 1 – 5 ongoing cooperation projects</li> <li>3) No ongoing cooperation project</li> </ol>	<ul style="list-style-type: none"> <li>▪ Common events tourism and nature protection.</li> <li>▪ Regular meetings for exchange between representatives of tourism and nature protection.</li> </ul>
1.5	In our region a special position for nature-based tourism exists, which is staffed by a professional qualified person.	DMO	<p>Qualified position with min. 50 percent in the region in the field of development of offers in nature-based tourism.</p> <ol style="list-style-type: none"> <li>1) Position exists</li> <li>2) Position is planned</li> <li>3) Position does not exist</li> </ol>	<ul style="list-style-type: none"> <li>▪ Creation of a centre of expertise for nature-based tourism in the region.</li> <li>▪ Launching of projects with external partners to promote nature-based tourism in the region.</li> </ul>
<p>Abbreviations actors:</p> <p>DMO = Destination Management Organisation, guests, G = municipalities, public authorities; B = local population; H = hotel sector, gastronomy; BB = mountain railways; V = public transport; L: agriculture and forestry; T = tour operator, mountain guide, excursion guide; S: protected areas, parks; U: environmental and cultural organization; A = education and research</p>				

## Quality standard 2: Quality of the place with reference to architecture, landscape and space

2	Quality standard „Quality of the place with reference to architecture, landscape and space“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
2.1	The region initiates and supports efforts to achieve high structural quality regarding construction and infrastructure projects in the region.	DMO G	Proportion of current tourism-related renovations and new constructions with architectural competitions in relation to the total number of renovations and new constructions in the region.  1) > 50 % 2) < 50 % 3) < 10 %	<ul style="list-style-type: none"> <li>▪ Announce architectural competitions for public infrastructures.</li> <li>▪ Design plans to secure high architectural quality in larger construction projects.</li> </ul>
2.2	Appropriate balance between the number of beds in hotels and second homes is pursued.	G H	Proportion of beds in hotels to beds in second homes in the region.  1) Better than 1 : 1 (hotel industry : second homes) 2) Between 1 : 1 and 1 : 2 (hotel industry : second homes) 3) Less than 1 : 2 (hotel industry : second homes)	<ul style="list-style-type: none"> <li>▪ Rezoning of building area assigned for building of second homes</li> <li>▪ Introduction of municipal creation of apartments for residents.</li> <li>▪ Taxation of cold beds (second homes).</li> </ul>

2.3	Our region supports the design of attractive open spaces within residential areas in favour of a high vacation quality and to promote an attractive landscape and biodiversity.	G S L	Municipal concepts for open space exist in the region and are implemented.  1) Min. one municipal concept for open space is implemented  2) Min. one municipal concept for open space was started  3) No municipal concept for open space exists	<ul style="list-style-type: none"> <li>▪ Establishment of a municipal resp. regional commission for open space.</li> <li>▪ Specific promotion of wilderness playgrounds, swimming ponds, collective gardens etc.</li> </ul>
2.4	Our region abstains from major new infrastructure in the undeveloped landscape in favour of a better vacation quality.	DMO G H	Number of planned redevelopment projects such as e.g. ski regions and holiday resorts in the region (entry into the structure plan or development plan).  1) None  2) In preparation  3) Min. one project exists	<ul style="list-style-type: none"> <li>▪ Elaboration and implementation of a participative landscape concept.</li> <li>▪ No new developments with mountain railways.</li> <li>▪ Secretion of rest areas on the boarder of intensive recreation areas.</li> </ul>
2.5	Mitigation and steering of motorized private transport of guests and the general public is an explicit component of the regional strategy.	DMO G V B	A concept for soft mobility exists in the region and is implemented.  1) Exists and is implemented  2) Single measures were implemented  3) Does not exist	<ul style="list-style-type: none"> <li>▪ Creation of car-free village centres with pedestrian areas.</li> <li>▪ Anchoring of concepts for soft mobility in the regional strategy.</li> </ul>
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### Quality standard 3: Nature-based development of offers

3	Quality standard „Nature-based development of offers“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
3.1	Our region pursues a professional development of offers aiming at attractive and marketable nature-based products, so that nature-based offers and activities represent a substantial and clearly visible part of our overall offers.	DMO H BB L	Proportion of offers of nature-based tourism on the overall offers in the region.  1) > 50 %  2) 10 – 50 %  3) < 10 %	<ul style="list-style-type: none"> <li>▪ Specific offers are e.g. nature experience trail in cooperation with partner companies in gastronomy, guided hikes, excursions, offers of soft mobility, training programs, etc.</li> <li>▪ Development of original nature-based holiday packages with model character.</li> <li>▪ Development of mountaineering competency in the region (signalling, consultancy, guides).</li> <li>▪ Adaptations of visitor centres in terms of tourism and disability</li> </ul>
3.2	With our offers and the thereby enhanced activities we particularly consider the protection of nature and environment.	DMO H B U T	Proportion of non-environmentally sound offers and activities in the region (ski region with more than 5 ski lifts, heli-skiing, motor sports offside the streets, downhill biking, golf).  1) None  2) Occasionally existing  3) Widely available	<ul style="list-style-type: none"> <li>▪ Explicit abdication of offers such as heli-skiing, snow mobile, quads etc.</li> <li>▪ Exit from ski tourism, demolition of ski lifts and development of nature-based tourism.</li> </ul>
3.3	We promote only environmentally sound facilities which do not lead to adverse effects on nature and landscape values.	DMO G BB	Number of actual touristic infrastructures for offers outside of the settlement area.  1) No infrastructures for offers outside of the settlement area	<ul style="list-style-type: none"> <li>▪ Participation of partners from nature and landscape protection in the planning of tourism construction activities outside of the construction zone.</li> <li>▪ Explicit abdication of new infrastructures like ‘via ferratas’, sky walks, suspension bridges in the open landscape.</li> </ul>

			<p>2) Few infrastructures for offers outside of the settlement area</p> <p>3) Several infrastructures for offers outside of the settlement area</p>	
3.4	We attach importance to a high nature experience quality regarding the development of offers and activities.	DMO T	<p>Estimated share of offers, where the experience of nature is the main focus of the offer.</p> <p>1) More than three quarters of offers.</p> <p>2) Approximately half of the offers</p> <p>3) Considerably less than half of the offers</p>	<ul style="list-style-type: none"> <li>▪ Enabling of active offers in and with nature.</li> <li>▪ Promotion of professionally guided activities (excursions, courses, work assignments).</li> <li>▪ Check for nature-based offers regarding the experience quality.</li> </ul>
3.5	The discovery and experience of own physical strength is in the focus of the offers and guest activities, and not the technical locomotion with mountain railways.	T BB	<p>Number of mountain railways in operation during summer.</p> <p>1) All mountain railways operating during summer or no mountain railways available</p> <p>2) Several mountain railways operating during summer</p> <p>3) No mountain railway operating during summer</p>	<ul style="list-style-type: none"> <li>▪ Signalling of attractive circular walks.</li> <li>▪ Development of attractive cycling and mountain biking routes of different levels of difficulty.</li> </ul>
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## Quality standard 4: Accommodation and catering

4	Quality standard „Accommodation and catering“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
4.1	Our region supports efforts for high quality of accommodation and gastronomy establishments (with respect to environmental and climate protection as well as enhancement of biodiversity in the fields of energy, building ecology, water and waste management and products).	DMO H G	Proportion of gastronomy and accommodation establishments in the region with sustainability or eco-label (e.g. EU-Ecolabel ibex fairstay, Gout mieux).  1) More than half of enterprises 2) 10 – 50 % of enterprises 3) Less than 10 % of enterprises	<ul style="list-style-type: none"> <li>▪ Setting up of a plus-energy-hotel with environmental model character in the region.</li> <li>▪ Development of eco consultancy offers for hotel and gastronomy enterprises together with partners.</li> </ul>
4.2	Our region promotes the compliance of a collective working agreement regarding employments in accommodation and gastronomy enterprises.	DMO H G	Compliance with the collective working agreement is ensured.  1) More than 90 % of the enterprises 2) 75 – 90 % of the enterprises 3) Less than 75 % of the enterprises	<ul style="list-style-type: none"> <li>▪ Application of a collective working agreement.</li> </ul>
4.3	Our region promotes a high quality of accommodation and gastronomy enterprises concerning building culture.	G H U	Proportion of hotel and gastronomy enterprises older than 100 years with historical building structures.  1) > 10 2) 1 – 10	<ul style="list-style-type: none"> <li>▪ Development of a regular cooperation with cultural heritage NGOs.</li> <li>▪ Publication of a guide on hotel and tourism heritage of the region.</li> </ul>

			3) None	
4.4	In our region we support the use of regionally produced products and products from ecological agriculture in gastronomy.	DMO H L	Proportion of gastronomy enterprises with mainly regionally produced products and/or products from ecological agriculture.  1) More than three quarters of the enterprises  2) Approximately half of the enterprises  3) Clearly less than half of the enterprises	<ul style="list-style-type: none"> <li>▪ Establishment of a regional project agriculture &amp; tourism and publication of a brochure on the gastronomy enterprises with local produce.</li> <li>▪ Use and labelling of regional products at official events in the region.</li> </ul>
4.5	We support the establishment and the improvement of agri-tourism offers in our region.	DMO L	Number of farms with agri-tourism offers (Farm holidays, Catering on the farm, farm events etc.).  1) > 10 agri-tourism farms  2) Min. 1 agri-tourism farm  3) No such farm	<ul style="list-style-type: none"> <li>▪ Establishment of agri-tourism-network in the region with a common marketing.</li> <li>▪ Encouragement of farmers to establish agri-tourism offers.</li> </ul>
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## Quality standard 5: Fostering of sustainable transport planning

5	Quality standard „Fostering of sustainable transport planning“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
5.1	Sustainable transport planning is the core component of our strategy.	DMO G V	Concept of sustainable transport planning exists, is a component of the strategy and is implemented.  1) Exists and is implemented  2) Is in the development process resp. exists, but is not implement yet, resp. single measures were implemented  3) Does not exist	<ul style="list-style-type: none"> <li>▪ Close cooperation of the region with municipalities, regions and public transport enterprises for the prioritization of public transport.</li> <li>▪ Abdication of major new road construction projects in the region.</li> <li>▪ Consistent promotion of public transport in the region and for arrival and departure.</li> </ul>
5.2	We are committed to a public transport (train, bus), which makes our region fast and easy accessible and we communicate the possibilities for sustainable and soft mobility towards the guests actively (e.g. in regional marketing, on tourist maps).	DMO V	Modal split between guests of public transport and motorized individual traffic regarding arrival in our region.  1) Over 20 % of guests arrive by public transport  2) 10 – 20 %  3) < 10 %	<ul style="list-style-type: none"> <li>▪ Provision of efficient public transport for the whole chain of transportation (train, bus etc.).</li> <li>▪ Organization of door to door luggage service upon arrival and departure.</li> <li>▪ Participation in the alpine-wide network for sustainable mobility “Alpine Pearls”.</li> <li>▪ Offering of guest package deals and other incentives to financial stimulations for arrival by train and bus.</li> </ul>
5.3	We seek that in the future a large proportion of our guests in the region use public transport and non-motorized traffic and abstain from their	DMO G V	Density of connections with train and bus in the region.	<ul style="list-style-type: none"> <li>▪ Easy to understand and widely communicated timetables of public transport in the region.</li> <li>▪ Participation of the region in projects such as alpine taxi or ‘bus alpin’.</li> </ul>

	cars.		<ol style="list-style-type: none"> <li>1) High density</li> <li>2) Medium density</li> <li>3) Low density</li> </ol>	
5.4	In our nature-based offers and guest activities we take, whenever possible, into account soft forms of mobility.	DMO BB	<p>Proportion of offers where soft mobility is a significant component.</p> <ol style="list-style-type: none"> <li>1) &gt; 50 %</li> <li>2) 20 – 50 %</li> <li>3) &lt; 10 %</li> </ol>	<ul style="list-style-type: none"> <li>▪ Closing of streets for agriculture and forestry for the motorized individual traffic.</li> <li>▪ Transportation of guests with local busses and mountain shuttles.</li> </ul>
5.5	We initiate and support initiatives to promote non-motorized traffic in our region	DMO G	<p>Length of cycling, mountain biking and hiking paths networks in km in relation to the surface of the region in km<sup>2</sup>.</p> <p>&gt; 2</p> <p>1 – 2</p> <p>&lt; 1</p>	<ul style="list-style-type: none"> <li>▪ Communication of offers regarding non-motorized traffic as strength of the region.</li> <li>▪ Good signalling of streets for non-motorized traffic.</li> <li>▪ Development of a soft mobility app for the region.</li> </ul>
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## Quality standard 6: Nature protection and landscape development

6 Quality standard „Nature protection and landscape development“				
	Criterion	Key actors	Indicator and measuring instruction	Actions
6.1	Our region supports the zoning of landscape and nature protected areas (by spatial planning) in sensitive natural areas and favours soft, but accepts if necessary also hard measures of visitor guidance.	G B DMO U	Number of implemented measures of visitor management in the region.  1) > 5  2) 1 – 5  3) None	<ul style="list-style-type: none"> <li>▪ Sensitization of guests regarding restrictions and visitor management measures in sensitive natural areas.</li> <li>▪ Active participation in ongoing national and regional campaigns of visitors' sensitization.</li> <li>▪ Communication of the campaign „Respektiere deine Grenzen“</li> <li>▪ Financial support of concepts for visitor management</li> </ul>
6.2	The protection of nature and enhancement of landscape and biodiversity play a central role in our strategy in the region and are intentionally and professionally integrated into the offers.	DMO G B S	Number of assignments for the protection and preservation of nature and landscape.  1) > 50 assignments  2) 10 – 50  3) < 10 assignments	<ul style="list-style-type: none"> <li>▪ Coordinated management of tourism, of the region and protected areas.</li> <li>▪ Establishment of a voluntarily paid guests contribution for the enhancement of biodiversity.</li> </ul>
6.3	Our region contributes with different measures to the protection of nature and landscape.	DMO G S B L	Number of ongoing nature and landscape projects in the region.  1) > 10  2) 1 – 10  3) < 1	<ul style="list-style-type: none"> <li>▪ Nature and landscape projects in cooperation with e.g. agriculture.</li> </ul>
6.4	Our region works closely together with the organizations of private nature protection and	DMO G	Number of common public	<ul style="list-style-type: none"> <li>▪ Realization of regular round table with nature protection organizations.</li> </ul>

	which results in a concrete benefit for nature and landscape as well as for nature-based tourism.	S U A	events.  1) > 10  2) 1 – 10  3) < 1	<ul style="list-style-type: none"> <li>▪ Joint excursion program with protected areas.</li> </ul>
6.5	Our region has a considerable share in parks and protected areas.	D M O G S U	Proportion of surface of parks and protected areas in the region.  1) > 50 %  2) 10 – 50 %  3) < 10 %	<ul style="list-style-type: none"> <li>▪ Joint public relations on parks and protected areas in the region.</li> <li>▪ Active participation of the region in projects of parks and protected areas to enhance biodiversity.</li> </ul>
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## Quality standard 7: Information and sensitization

7	Quality standard „Information and sensitization“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
7.1	Our nature and landscape values build a core component of the communication strategy of our region and we actively communicate them.	DMO S U	Number of events in the region in a year in the field of nature-based tourism, nature, landscape and biodiversity.  1) > 5 events per year 2) 1 event per year 3) < 1 event per year	<ul style="list-style-type: none"> <li>▪ Establishment of an information centre on nature, landscape and biodiversity in the region.</li> <li>▪ Supply of a hiking guide with background information on nature and culture.</li> <li>▪ Development and announcement of an event program.</li> </ul>
7.2	Professional offers for information, education and sensitization of guests and the local population about nature and landscape issues exist in our region.	DMO S U	Sensitization measures in the region for nature, landscape and biodiversity per year (e.g. exhibitions, print materials, website, social media activities).  1) They are a central component of our development of offers 2) They are amongst others a component 3) They are no component	<ul style="list-style-type: none"> <li>▪ Preparation of professional information on nature and landscape values (flyer, brochures, website).</li> </ul>
7.3	Our employees and those of the tourism service providers enjoy regular further educations on nature and environmental issues and know the natural and cultural attractions of our region and	DMO H BB U	Trainings and further educations about nature and environment of the employees in the region.  1) > 1 trainings and further	<ul style="list-style-type: none"> <li>▪ Sharing of information on offers for further education for employees of the region and tourism service providers.</li> <li>▪ Yearly nature excursions with employees in and outside of the region.</li> </ul>

	our key partners in nature protection.	A	<p>educations per year</p> <p>2) 0 – 1 trainings and further educations per year</p> <p>3) No trainings and further educations</p>	
7.4	We have an extensive program of excursions to all important natural and cultural values of our region.	DMO S U A	<p>Percent of guests, who participate in a nature excursion (per year).</p> <p>1) &gt; 1 percent</p> <p>2) 0.1 – 1 percent</p> <p>3) &lt; 0.1 percent</p>	<ul style="list-style-type: none"> <li>▪ Creation of attractive excursion offers with professional guides and rangers for guests and the local population.</li> <li>▪ Organization of trainings and further educations for excursion guides.</li> </ul>
7.5	We communicate nature and landscape topics taking into account the latest teaching knowledge and modern information and communication technology.	DMO S U A	<p>Number of offers taking into account modern information and communication technology (e.g. smart phone app, multimedia, audio guide etc.).</p> <p>1) &gt; 10 offers</p> <p>2) 1 – 10 offers</p> <p>3) &lt; 1 offers</p>	<ul style="list-style-type: none"> <li>▪ Development of a smart phone application to inform about nature and landscape topics.</li> <li>▪ Establishment of a social media platform with focus on nature-based tourism in the region.</li> </ul>
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## Quality standard 8: Nature-based marketing

8	Quality standard „Nature-based marketing“			
	Criterion	Key actors	Indicator and measuring instruction	Actions
8.1	The special values of our nature, landscape and biodiversity form a core element of the positioning of our region.	DMO H BB S	Nature and landscape build a core element on the website, in image brochures and leaflets of the region.  1) Core element of the positioning  2) Important element of the positioning  3) No important element of the positioning	<ul style="list-style-type: none"> <li>▪ Interregional marketing with other regions of nature-based tourism.</li> <li>▪ Communication of nature and landscape values as unique features of the region.</li> </ul>
8.2	Nature sport offers are a central component of our long-term marketing strategy.	DMO H BB	Number of marketing measures for nature-based tourism in the region, where nature sports is central.  1) > 10 marketing measures of nature-based tourism per year  2) 1 – 10 marketing measures of nature-based tourism per year  3) < 1 marketing measures of nature-based tourism per year	<ul style="list-style-type: none"> <li>▪ Special communication and marketing concept for nature-based tourism.</li> <li>▪ Targeted creation of nature-based packages with model character for the marketing of the region.</li> </ul>

8.3	As part of our nature-based tourism marketing, we maintain the cooperation with relevant regional partners.	DMO S U	Marketing cooperation of the region with partners of nature-based tourism  1) Intense cooperation  2) Occasional cooperation  3) No cooperation	<ul style="list-style-type: none"> <li>▪ Establishment of a mandatory marketing cooperation with protected areas and other nature-based providers.</li> <li>▪ Packages in the region together with regional partners with model character.</li> </ul>
8.4	Our region is involved in broader national and international environmental and sustainability networks for experience exchange.	DMO S U A	Number of collaborations with further partners from nature-based tourism beyond the region.  1) > 5 collaborations  2) 1 – 5 collaborations  3) < 1 collaboration	<ul style="list-style-type: none"> <li>▪ Examples for collaborations are memberships in networks (e.g. network of geoparks, nature parks etc.), collaborations in umbrella organizations and associations, collaborations within Interreg-projects.</li> <li>▪ Participation in the alpine-wide network of municipalities “Alliance in the Alps”.</li> </ul>
8.5	We conduct regular market analyses and thereby acquire important knowledge about the market situation of nature-based tourism.	DMO A	Conducted market analyses in consideration of nature-based tourism within the last three years.  1) Yes  2) Planned  3) No	<ul style="list-style-type: none"> <li>▪ Introduction of the topics nature and landscape in market analyses.</li> <li>▪ Support for student projects in collaboration with university of applied sciences and universities.</li> <li>▪ Participation in national and international applied research projects.</li> </ul>
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## Quality standard 9: Promotion of regional added value

9 Quality standard „Promotion of regional added value “				
	Criterion	Key actors	Indicator and measuring instruction	Actions
9.1	The combination of added value and nature protection, landscape development and enhancement of biodiversity is of great importance for our region.	DMO G S L U	Percentage of regional added value of nature-based tourism on the total added value of the region.  1) > 50 %  2) 10 – 50 %  3) < 10 %	<ul style="list-style-type: none"> <li>▪ Include nature and landscape in regional economic projects.</li> <li>▪ Conduct public symposium in collaboration with external partners on added value and nature protection issues.</li> <li>▪ Setting up value chains between agriculture and tourism.</li> </ul>
9.2	We initiate and support efforts to ensure that nature-based tourism contributes to the added value of our region.	DMO G BB H L	Number of projects with the aim to increase regional added value through nature-based tourism in the region.  1) > 5  2) Min. 1  3) None	<ul style="list-style-type: none"> <li>▪ Conduct an evaluation on value added of nature-based tourism.</li> <li>▪ Targeted promotion of high value added nature-based products (e.g. gastronomy, excursions, sales of products).</li> <li>▪ Development of a regional brand.</li> </ul>
9.3	We actively strive for a functioning agricultural and forestry sector and an intact sector of commerce in our region.	DMO G H BB L	The preservation of a functioning agricultural and forestry sector as well as an intact sector of commerce is part of our strategy in the region.  1) Applicable	<ul style="list-style-type: none"> <li>▪ Distribution of examples for successful valorisation of nature, landscape and biodiversity.</li> <li>▪ Consideration of local businesses regarding mandates by the region.</li> </ul>

			<p>2) Partially applicable</p> <p>3) Not applicable</p>	
9.4	We actively strive for functioning public services in our region, such as school, post office, grocery shop, doctor etc.	DMO G	<p>The preservation of functioning public services is part of our strategy in the region.</p> <p>1) Applicable</p> <p>2) Partially applicable</p> <p>3) Not applicable</p>	<ul style="list-style-type: none"> <li>▪ Promotion of cooperation (shop-post office, tourism-park/protected area etc.).</li> </ul>
9.5	We are committed to actively promote cooperation amongst the various sectors and industries in our region.	DMO G H BB L	<p>There is a special body for the cooperation between tourism, commerce, agriculture and forestry in the region.</p> <p>1) Existing</p> <p>2) In preparation</p> <p>3) Not existing</p>	<ul style="list-style-type: none"> <li>▪ Launching of regional network for agriculture/forestry and commerce.</li> <li>▪ Setting up of an internet platform for marketing and sales of local products.</li> </ul>
<p>Abbreviations actors:</p> <p>DMO = Destination Management Organisation, guests, G = municipalities, public authorities; B = local population; H = hotel sector, gastronomy; BB = mountain railways; V = public transport; L: agriculture and forestry; T = tour operator, mountain guide, excursion guide; S: protected areas, parks; U: environmental and cultural organization; A = education and research</p>				

## Quality standard 10: Quality management

10	Quality standard „Quality management ”			
	Criterion	Key actors	Indicator and measuring instruction	Actions
10.1	Our region is involved in tourism-quality programs related to nature and environment on international, national or regional level.	DMO G	Existence of a certified quality management related to nature and environment in the region.  1) Yes  2) Planned  3) No	<ul style="list-style-type: none"> <li>▪ Participation in national and regional impulse programs to promote supply, service and experience quality.</li> <li>▪ Participation in international, national and regional quality labels in tourism.</li> </ul>
10.2	Our region is certified in the field of nature, environment and sustainability.	DMO G H BB	Min. 1 certification in the field of nature, environment and sustainability in the region.  1) Yes  2) Planned  3) No	<ul style="list-style-type: none"> <li>▪ Participation in environmental and sustainability certifications.</li> </ul>
10.3	Our region has additional certifications, e.g. in the field of social sustainability or corporate social responsibility.	DMO G H BB	Further certifications, e.g. in the field of social sustainability or corporate social responsibility of the region or single tourism enterprises.  1) Yes  2) Planned  3) None	<ul style="list-style-type: none"> <li>▪ Participation in certifications in the field of social sustainability or corporate social responsibility.</li> </ul>

10.4	Our region reviews the results regarding the further development of nature-based tourism in regular evaluations.	DMO U A	Regular (min. every 3 years) review of the results of nature-based tourism.  1) Yes  2) Planned  3) No	<ul style="list-style-type: none"> <li>▪ Student works in collaboration with educational institutions to (e.g. universities, universities of applied sciences).</li> <li>▪ Consideration of nature-based tourism in general market analyses.</li> <li>▪ Cooperation environmental organizations.</li> </ul>
10.5	Our region maintains regular cooperation with applied research institutions (educational institutions, universities of applied sciences, universities).	DMO G A	Intensity and quality of cooperation between the region and research institutions on topics of nature-based tourism and environmental protection.  1) High intensity and quality  2) Low to medium intensity and quality  3) No such cooperation	<ul style="list-style-type: none"> <li>▪ Student works on the topic of nature-based tourism.</li> <li>▪ Implementation of joint events for professionals and the public.</li> <li>▪ Research and service projects in collaboration with educational institutions, universities of applied sciences and universities.</li> </ul>
<p>Abbreviations actors:</p> <p>DMO = Destination Management Organisation, guests, G = municipalities, public authorities; B = local population; H = hotel sector, gastronomy; BB = mountain railways; V = public transport; L: agriculture and forestry; T = tour operator, mountain guide, excursion guide; S: protected areas, parks; U: environmental and cultural organization; A = education and research</p>				

## Quality standards for nature-based tourism in the Alps

### Checklist in short form

Questions for short check	Fulfilled 	Partially fulfilled 	Not fulfilled 
<p><b>Strategy and positioning</b> Nature-based tourism and the protection and enhancement of nature, landscape and biodiversity are of high priority in the tourism strategy of our region. All this builds the core element of the positioning of our region.</p>			
<p><b>Development of offers</b> Our region pursues a professional development of offers of attractive and marketable nature-based products, so that the nature-based offers and activities represent a substantial and clearly visible part of our overall offer. Participation of the local population is important to us.</p>			
<p><b>Mobility</b> The promotion of arrival and departure by train and bus, as well as public transport and non-motorized transport is of high importance in our region.</p>			
<p><b>Protection of nature and landscape</b> Our region supports the creation and care of landscape and nature protected areas in sensitive natural areas and favours soft, but accepts if necessary also hard measure of visitor management. Therefore, we seek active cooperation with nature conservation associations.</p>			
<p><b>Communication and marketing</b> Nature and landscape values build a core component of the marketing strategy of our region and we communicate these values actively outwards.</p>			
<p><b>Value added</b> The combination of added value and nature protection, landscape development and enhancement of biodiversity is a priority issue for our region.</p>			