

HEALING POWER OF THE ALPS, 9.10.2021, Bad Gasteine  
**About the expansion of  
the concept of REGIONALITY**



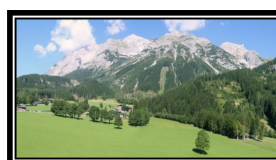
Dr. Thomas Guggenberger | Institute of Animal Production  
AREC Raumberg-Gumpenstein | 8952 Irdning-Donnersbachtal  
thomas.guggenberger@raumberg-gumpenstein.at

Image credits: Individual images bear their source citation, all others were taken from Fotolia for a fee.

Three interface but one unit

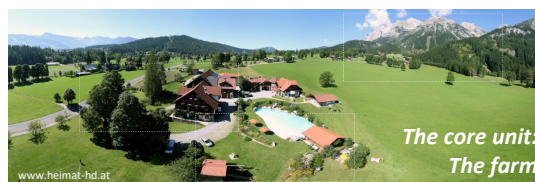


**Food**



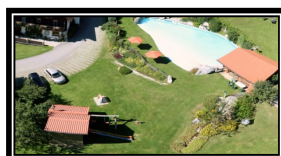
**Landscape**

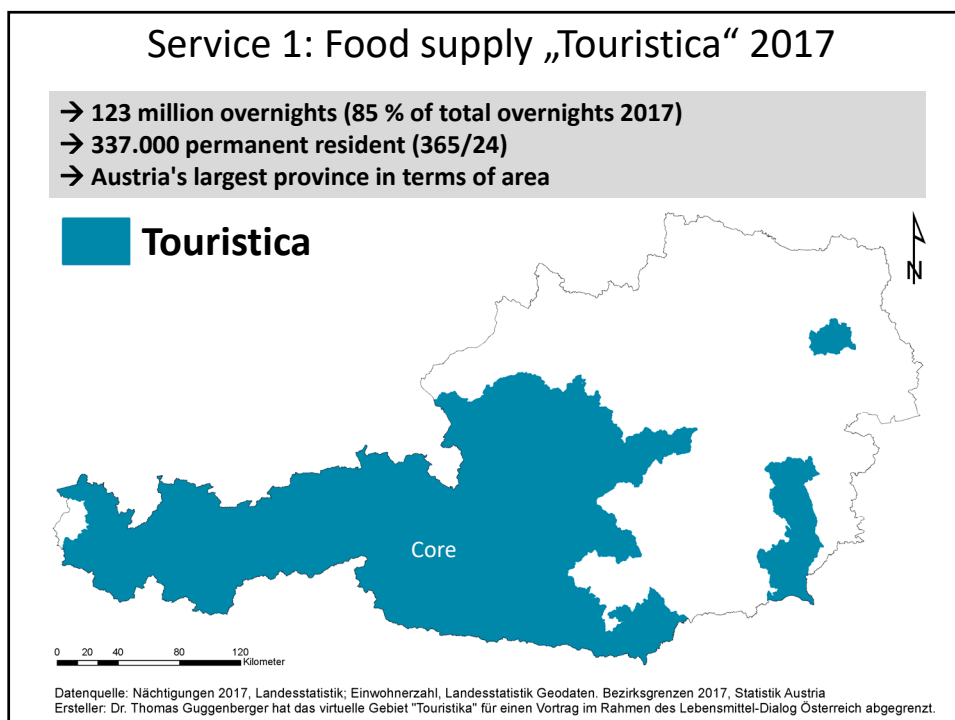
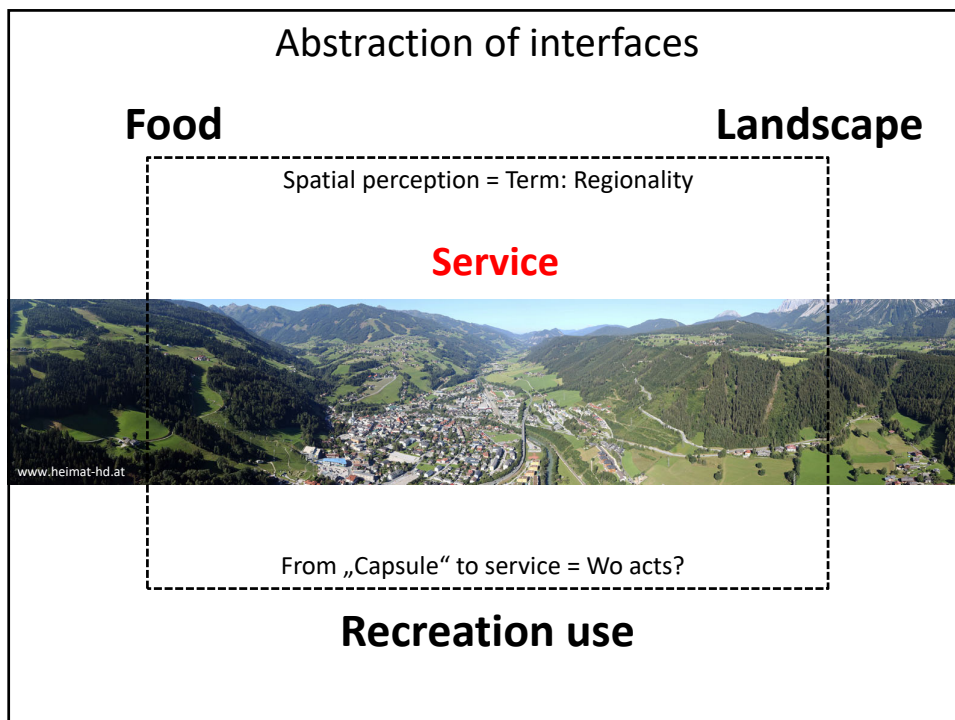
**„Capsule“**

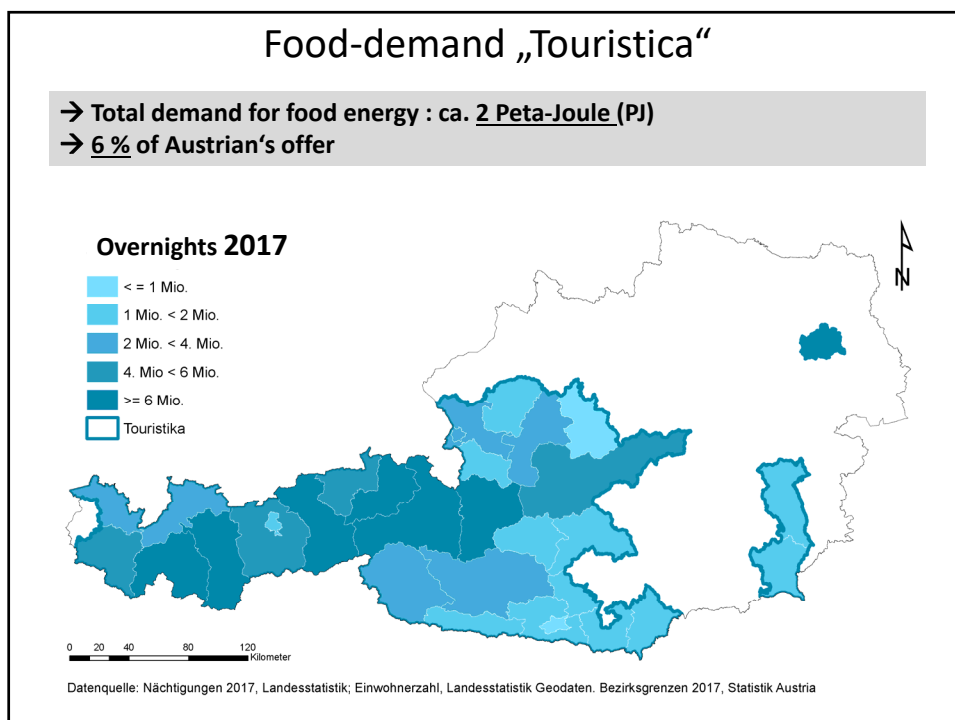


*The core unit:  
The farm*

**Recreation use**

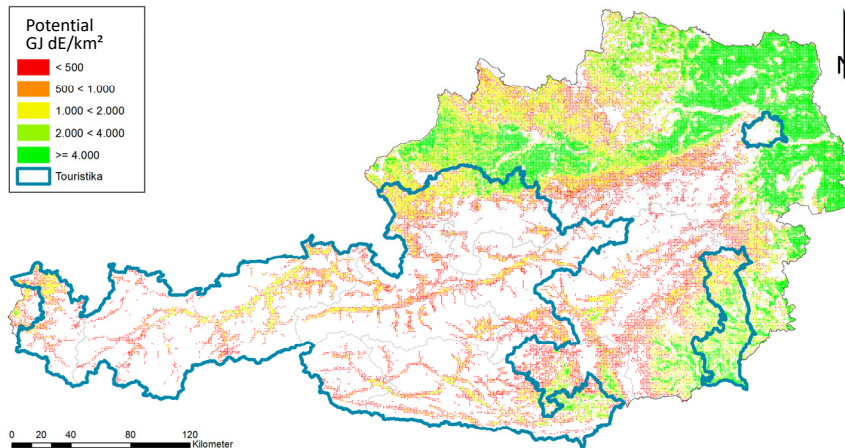






## Austrian's food supply

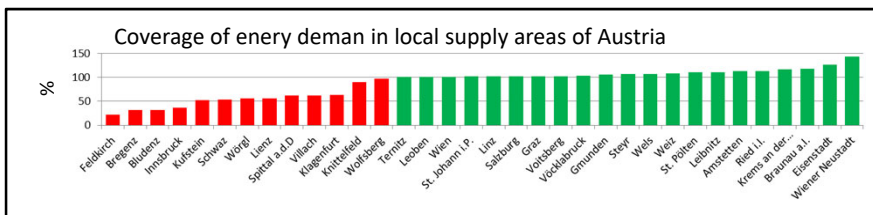
- Digestible food energy (dE) on market: 36,9 PJ per year
- Total demand: 32,8 PJ per year
- Surplus of dE 12,5 %; Surplus of dXP > 200 %



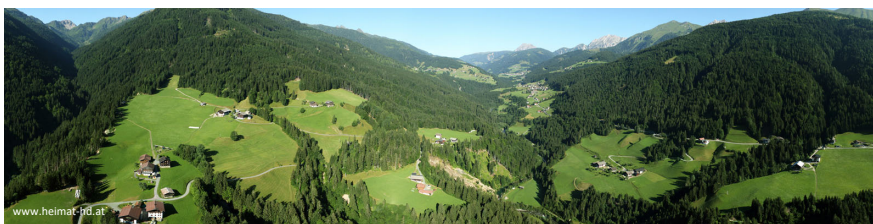
Quelle: Fachatlas Landwirtschaft, Guggenberger et al. 2012, [www.raumberg-gumpenstein.at/ggs](http://www.raumberg-gumpenstein.at/ggs)  
 VE: Verdauliche Nahrungsenergie menschlicher Nahrung

## Is „Touristika“ able to feed the people?

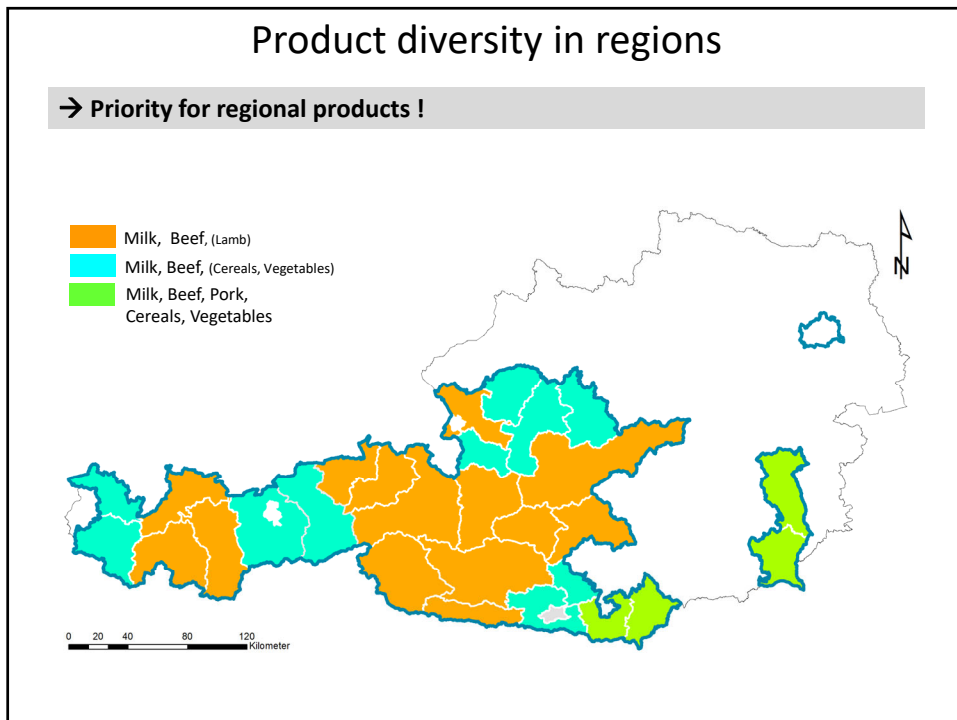
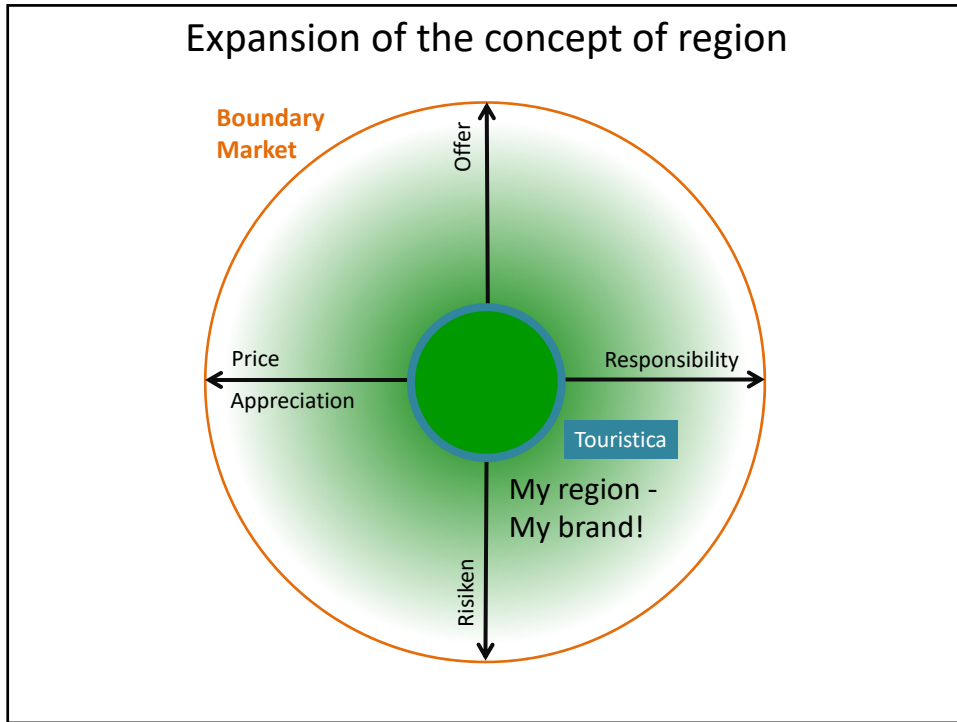
- Vienna and South-East Styria: **Yes!**
- Core: **NO!** There, the food is already not sufficient to feed the resident population (2.2 million)!



Quelle: GIS als Steuerungs- und Optimierungssystem für die nachhaltige Nahrungs- und Energieversorgung (Guggenberger, 2016)

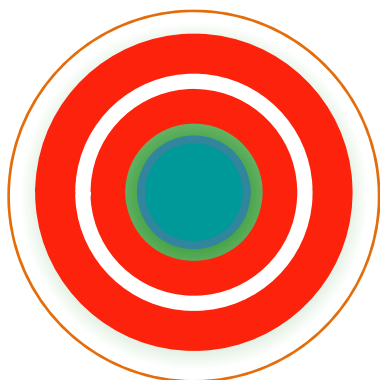


fruitful area/resident = 0,5 ha → threshold of self-supply in grasland regions





## Service 1: Guide to responsible food sourcing in "Touristica".

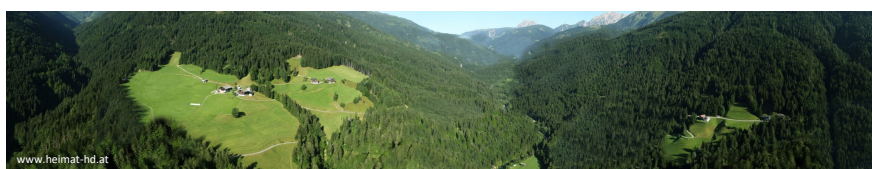
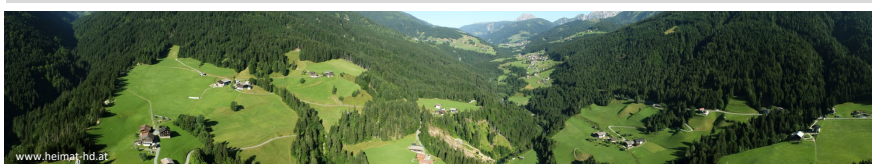


1. Choose: Choose regional products, use them completely (from nose to tail).
2. Choose: **Accept the federal or your cultural territory as the central region concept.** Make sure your standards are met!



## Service 2: Spatial interfaces

- The cultural landscape is the big picture (capital) in tourism
- This image is not interchangeable!

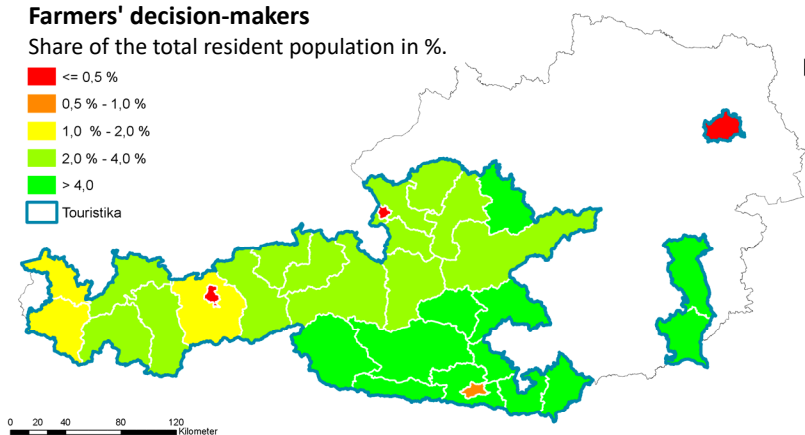


## Structural and responsibility change

- "Touristika" creates opportunities in other business. Number of terminated farms is smaller.
- Chances to meet a farmer is rare (=weak networks)
- Attention: Abandoned farms are really lost here!

### Farmers' decision-makers

Share of the total resident population in %.



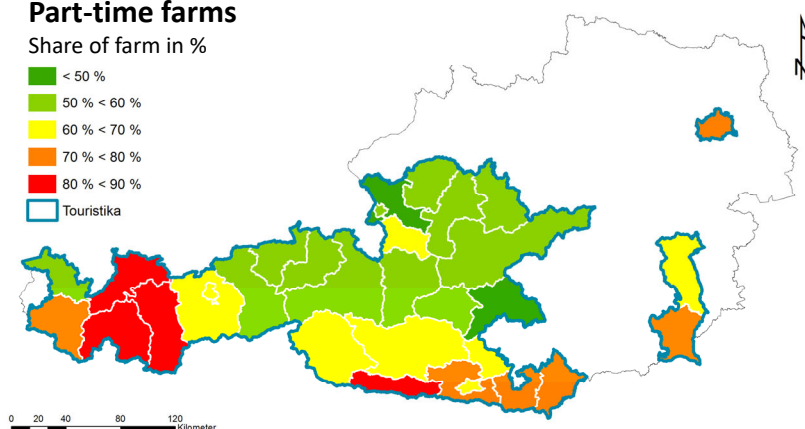
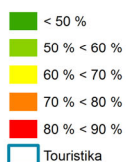
Datenquelle: Einwohnerzahl, Landesstatistik; Landwirtschaftliche Betriebe, Agrarstrukturhebung; Geodaten, Bezirksgrenzen 2017, Statistik Austria  
\* Pro Haupterwerbsbetrieb werden 2 Personen, pro Nebenerwerbsbetrieb 1 Person nominiert.

## High alienation potential in agriculture

- 64% of the farms are part-time.
- Priority in extensive forms of production.
- Part-time farmers are often the last generation on the farm!

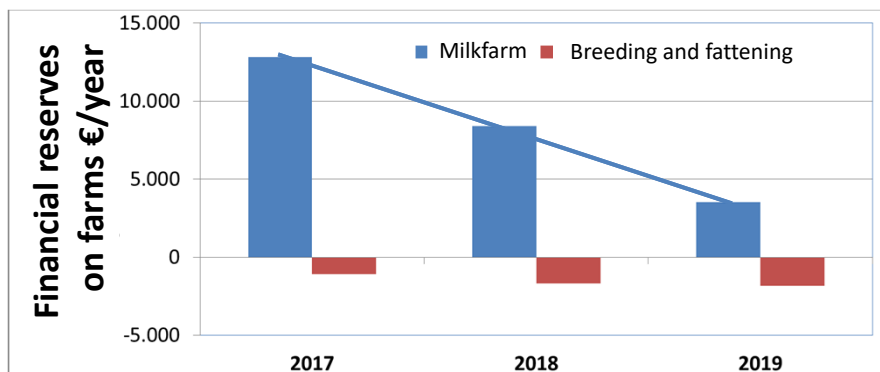
### Part-time farms

Share of farm in %



Datenquelle: Landwirtschaftliche Betriebe, Agrarstrukturhebung; Geodaten, Bezirksgrenzen 2017, Statistik Austria

## The latest economical data

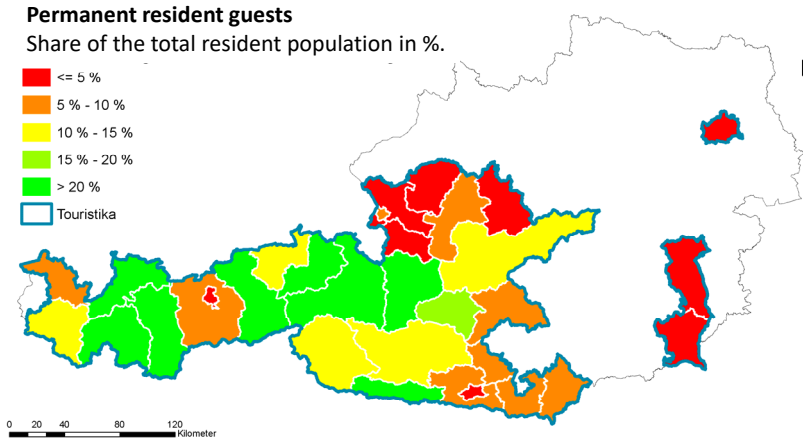


## High presence of guests

- Tourism often has more regional competence than agriculture
- No regional development without responsible tourism!

### Permanent resident guests

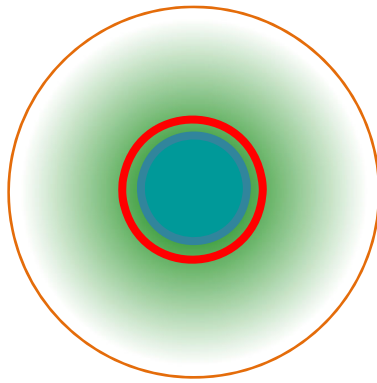
Share of the total resident population in %.



Datenquelle: Einwohnerzahl, Landesstatistik; Nächtigungszahlen, Landesstatistik; Geodaten. Bezirksgrenzen 2017, Statistik Austria

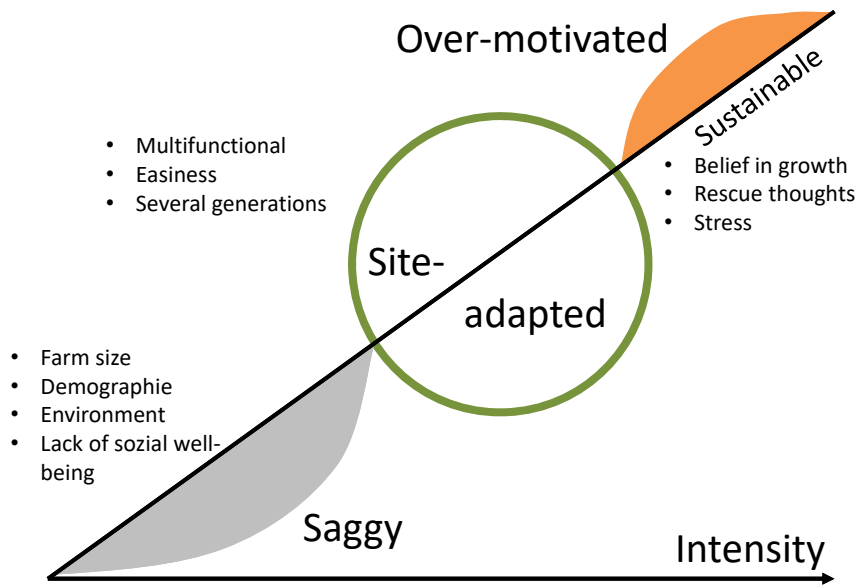


## Service 2: Guide to responsible food sourcing in "Touristika".



1. Choice: Only a managed cultural landscape can be preserved!
2. Schritt: Farming can only be secured through quality products. The innovative power for this can no longer come only from agriculture alone.

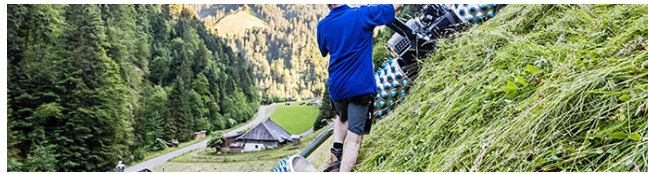
## The mission: Heal the alps first!



## Flight level of understanding



Who does what, why and how?



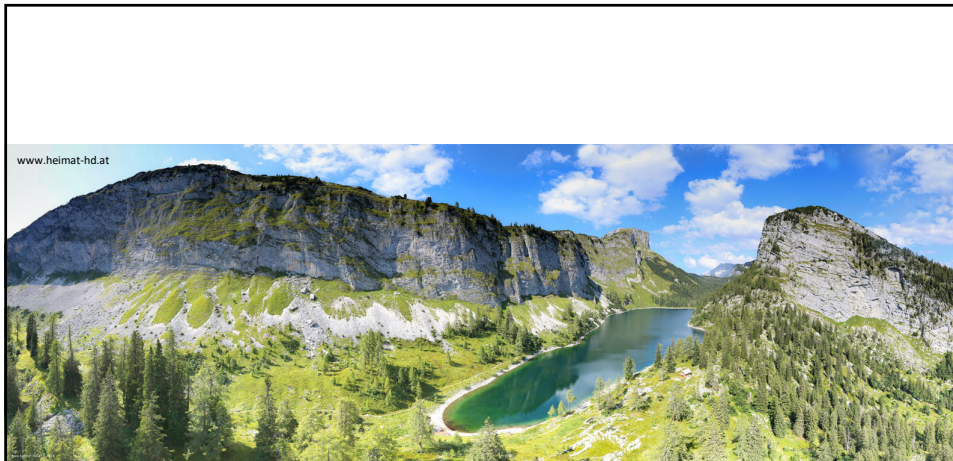
## Cornerstones

„Tourism & agriculture - creating added value in partnership “

- Agriculture provides two high-quality services for tourism.
- Agriculture has been developing at such a below-average rate for decades that its basic structures are at risk.
- Tourism is already called upon by its own needs to have a positive influence on local development in "touristica".

### Recommendations to ...

- ... Agriculture: site-specific, eco-efficient production instead of overproduction.
- ... Tourism: Extending innovation potential from the sector into regional development. Exploit Leader together!
- ... Policy: Local products must be given fair access to the consumer market, regardless of the producer.



**The community of people does not exist by nature,  
but for the sake of convenience and need.**

Epikur von Samos (341 - 271 v. Chr.)