



Alpen-Urlaub „anders“

Ansätze für ökologisch nachhaltigen Tourismus

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A wide-angle landscape photograph of the Alps. In the foreground, there are rolling hills covered in sparse, dry vegetation. The middle ground shows a deep valley with a path or road winding through it. In the background, several mountain peaks are visible, some with patches of snow. The sky is clear and blue.

Die Alpen am Scheideweg



Das Naturrefugium Mitteleuropas

Riesiger Wasserspeicher

A photograph of a vast, snow-covered mountain range under a clear blue sky. The foreground features a large, flat snowfield with some rocky outcrops. In the background, a prominent, rounded mountain peak is visible, partially covered in snow. The overall scene conveys a sense of immense scale and natural beauty.

Beengter Siedlungsraum



Wuchernde Menschenwelt



Verkehrshindernis



A photograph of a cable car system in a forest. A tall, silver metal tower stands in the center, with cables extending from it to other towers in the distance. Several gondolas are suspended from the cables, moving across the frame. The background is a dense forest of tall, thin trees under a cloudy sky.

**Natur - oder
Freizeitpark?**



Noch mehr Erschließung?

Gefahrenquelle

An aerial photograph of a steep, snow-covered mountain slope. The slope is densely packed with rows of wooden snow fences, known as Schneefänger, which are designed to catch and hold snow before it can avalanche down the mountain. The fences are arranged in a series of roughly parallel lines that follow the contour of the slope. The snow is bright white, and the sky above is a clear, pale blue. In the lower-left and lower-right corners, there are patches of dark green evergreen trees. The overall scene depicts a high-altitude, winter environment where avalanche prevention is a critical safety measure.



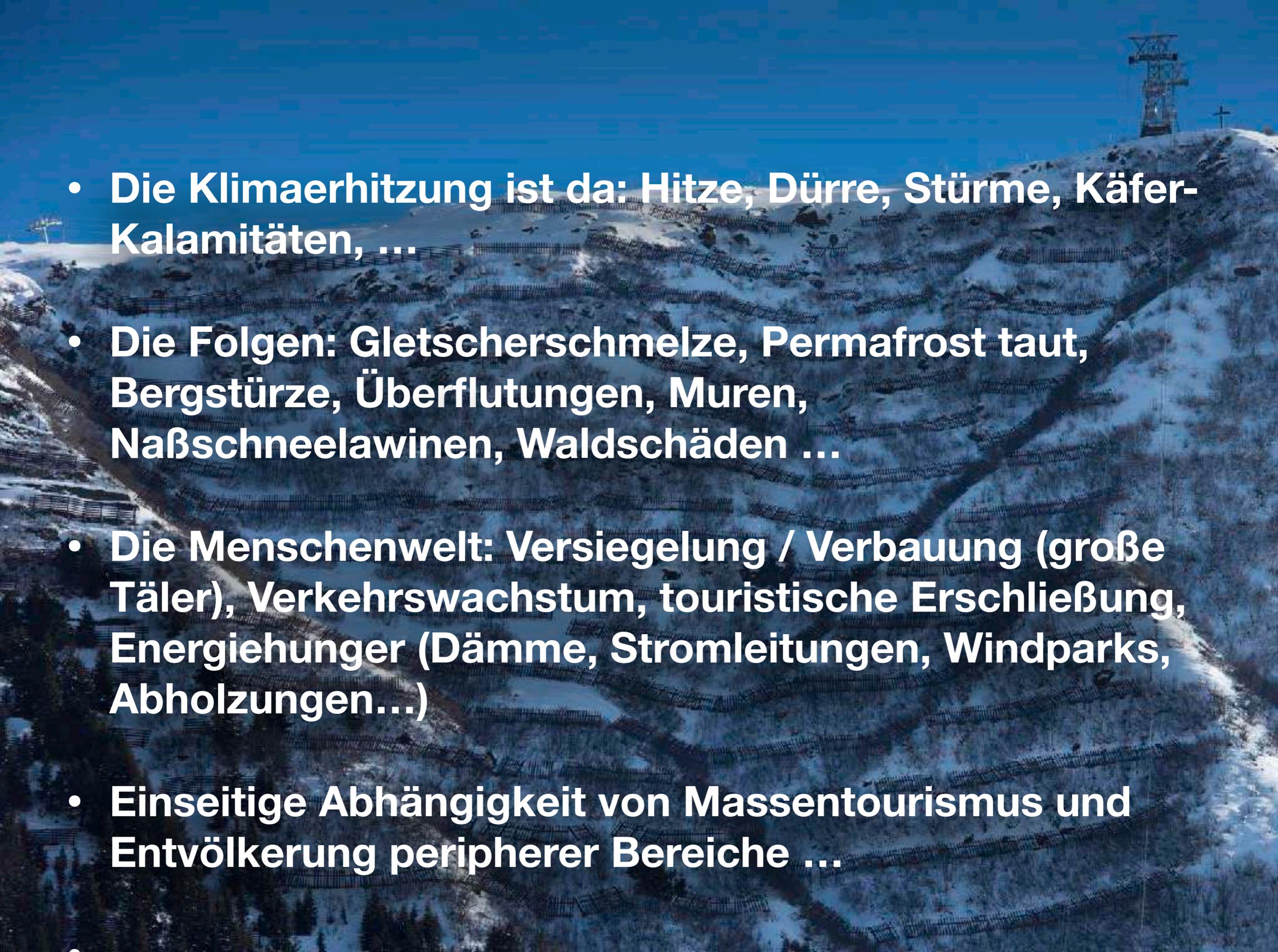
Klima-Kampfzone

Die Klimaerhitzung ist da

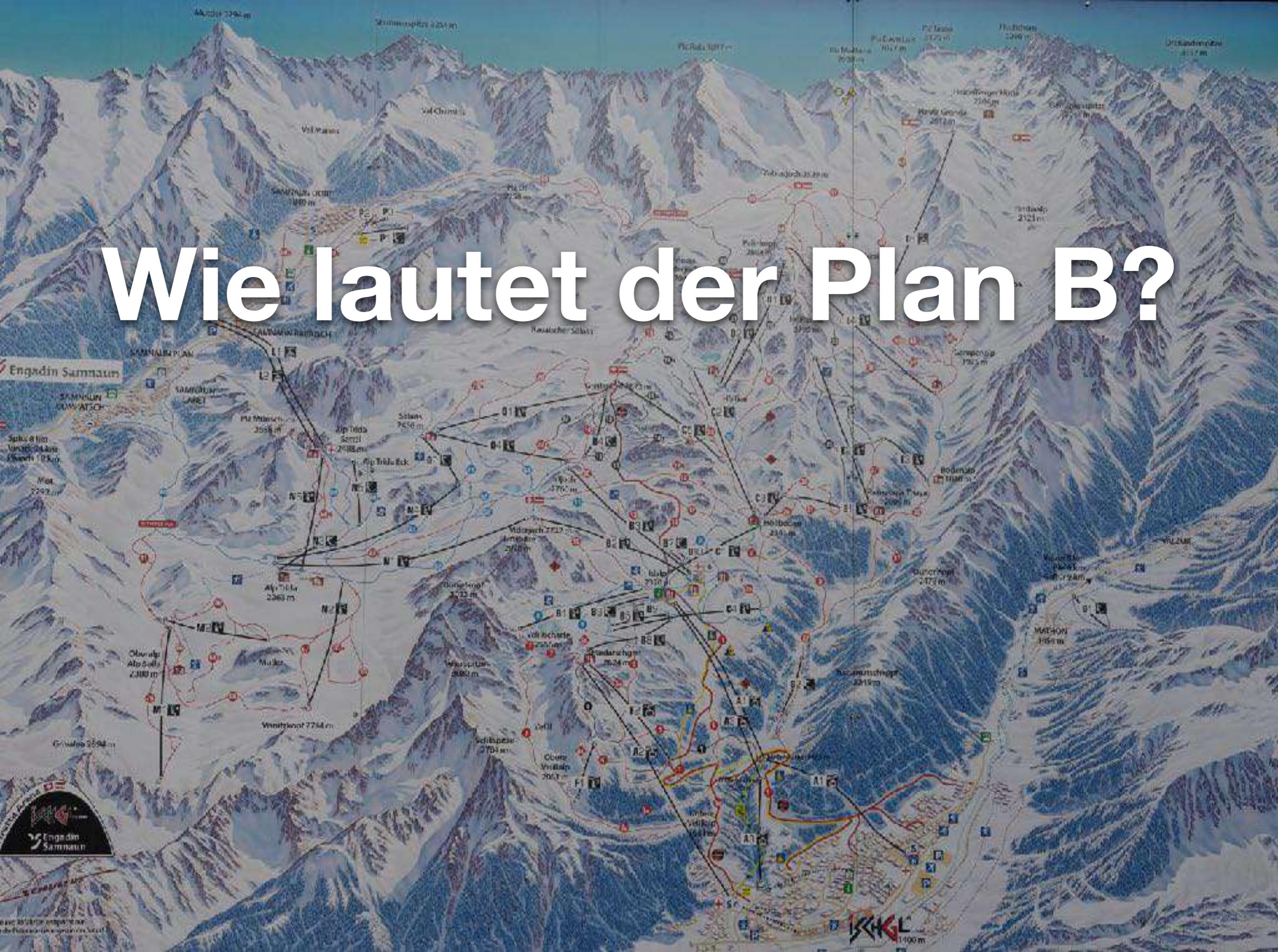
**GLETSCHERSTAND
GLACIERPOSITION
1990**

**Tourismus ist ein
bedeutender Teil des
Problems**

WIPPTALER WANDERWEG
TVB Wipptal

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- An aerial photograph of a mountain valley covered in snow. The terrain is marked with numerous ski lift tracks. In the upper right corner, a tall ski lift tower stands against a clear blue sky. The overall scene is a high-altitude winter landscape.
- **Die Klimaerhitzung ist da: Hitze, Dürre, Stürme, Käfer-Kalamitäten, ...**
 - **Die Folgen: Gletscherschmelze, Permafrost taut, Bergstürze, Überflutungen, Muren, Naßschneelawinen, Waldschäden ...**
 - **Die Menschenwelt: Versiegelung / Verbauung (große Täler), Verkehrswachstum, touristische Erschließung, Energiehunger (Dämme, Stromleitungen, Windparks, Abholzungen...)**
 - **Einseitige Abhängigkeit von Massentourismus und Entvölkerung peripherer Bereiche ...**

Wie lautet der Plan B?



A photograph of a traditional wooden balcony with a decorative railing and flower boxes, overlooking a green valley with a white building in the background. The balcony is made of dark wood and has a railing with a repeating pattern of small, dark, pointed shapes. Two flower boxes filled with red and pink flowers are attached to the railing. The background shows a lush green valley with a white building and a blue tractor in the distance.

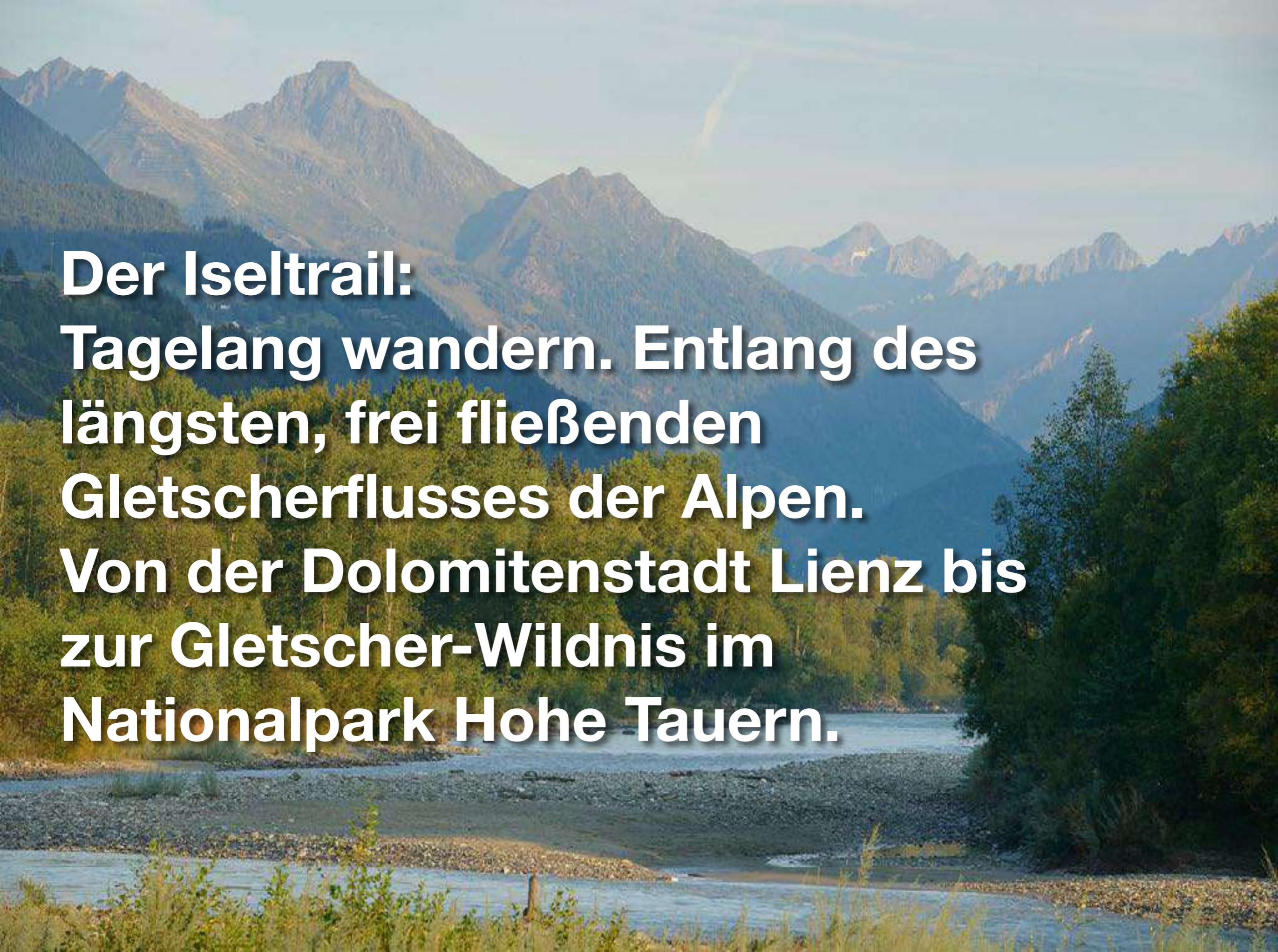
**Ansätze: Bergsteigerdörfer, GTA, Maira-Tal,
„Alpine Pearls“, Lechweg, Alpe-Adria-Trail,
Luchstrail ...**

Iseltrail

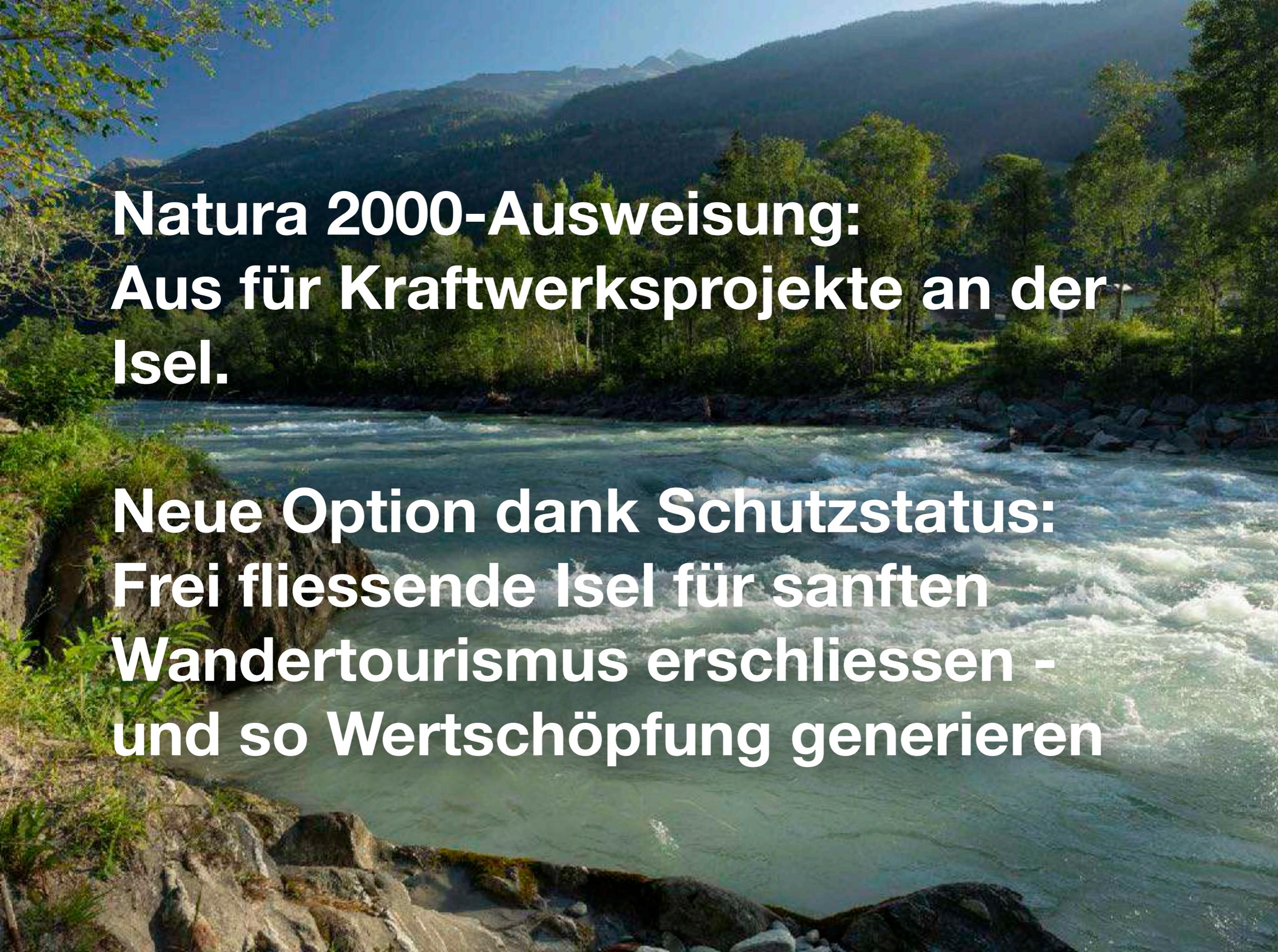




**Ideengeber Bärentrail im Waldviertel:
4-6 Tage wandern in einer „peripheren“
Region - mit wenig Erschließung, viel
Ruhe und vielfältigen Landschaften
(Kultur, Natur) ...**

A scenic view of a mountain range with a river in the foreground. The mountains are rugged and rocky, with some snow patches. The river is blue and flows through a valley. The sky is clear and blue.

**Der Iseltrail:
Tagelang wandern. Entlang des
längsten, frei fließenden
Gletscherflusses der Alpen.
Von der Dolomitenstadt Lienz bis
zur Gletscher-Wildnis im
Nationalpark Hohe Tauern.**



**Natura 2000-Ausweisung:
Aus für Kraftwerksprojekte an der
Isel.**

**Neue Option dank Schutzstatus:
Frei fließende Isel für sanften
Wandertourismus erschliessen -
und so Wertschöpfung generieren**

Osttirol:

- „Rückständig“ - weniger industrielle Tourismusangebote**
- Schlechtere Erreichbarkeit**
- Aber: unversehrte Landschaft, Naturschönheiten, Nationalpark...**



**Überwiegend Nutzung existierender Wege.
Neue Stichwege, Aussichtsplattformen,
Rastplätze, Trinkbrunnen ...
Durchgehend einheitliche Beschilderung
(Orientierung, Natur-Info, Betriebe).**

Branding: Visual und Claim



The image features a central graphic element consisting of a white circular frame. Inside this frame, the words "ISEL" and "TRAIL" are stacked vertically in a bold, white, sans-serif font. Below the main title, the German phrase "Folge deinem Fluss." is written in a smaller, white, sans-serif font. The background of the entire image is a white surface with a large, irregular watercolor splash in shades of teal and green. The splash has a textured, painterly appearance with various tones and some darker spots. The overall composition is centered and visually appealing, suggesting a theme of nature, water, and outdoor activities.

ISEL TRAIL

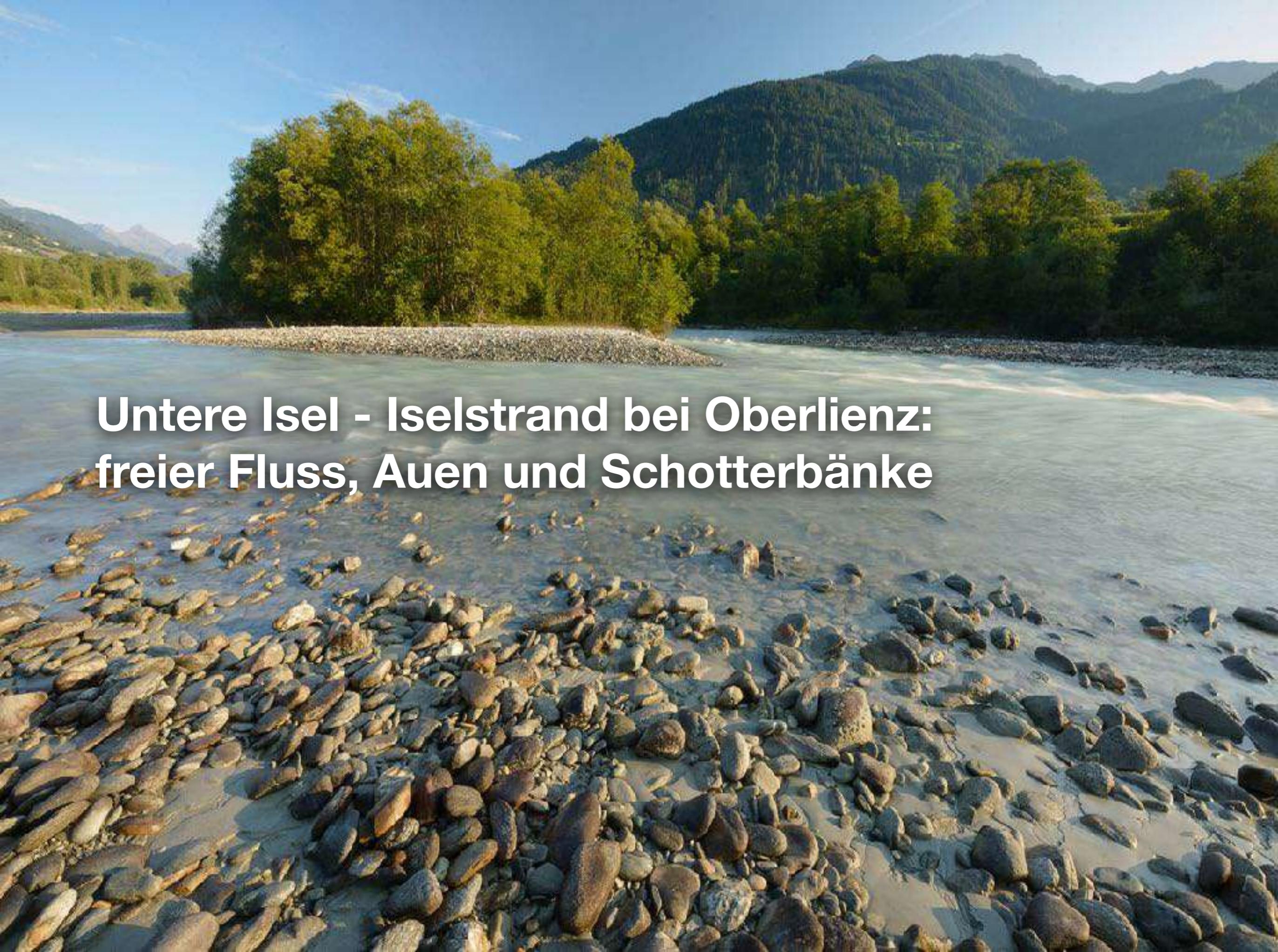
Folge deinem Fluss.

Das zentrale Element der Iseltrail-Erzählung:

- **5 Tage wandern entlang der Isel, dem längsten frei fließenden Gletscherfluss der Alpen.**
- **Die Isel ist ein besonderer Fluss und bietet ein „Fließband an Naturschönheiten“: Auen, Inseln, seltene Pflanzen und Tiere, Wasserfälle, Schluchten, Bergwälder, Bergblicke und im „Finale“: die alpine Wildnis im Nationalpark.**
- **Der Iseltrail ist eine attraktive Mehrtages-Wanderroute für viele unterschiedliche Ansprüche - auch für weniger „alpin“ affine Menschen.**
- **Iseltrail = Freiheit, Durchatmen, Gesundheit, Sicherheit, Schönheit, Erholung, Naturerlebnis.**
- **Der Trail soll auch die Talschaften touristisch beleben und zur Wirtschaftsentwicklung in Osttirol beitragen...**
- **Das Motto: Folge deinem Fluss.**

Bilanz nach 2 Jahren: Neues Leitprodukt für Osttirol



A wide, shallow river flows through a valley. In the foreground, a large, flat expanse of smooth, rounded river stones (schotterbänke) is partially submerged in the water. The water is a light, milky blue-grey color. In the middle ground, a dense line of green trees borders the river. The background features rolling hills and mountains covered in forest, under a clear blue sky.

**Untere Isel - Iselstrand bei Oberlienz:
freier Fluss, Auen und Schotterbänke**

A dense forest of Tamarisks (salt-tolerant shrubs) with white flowers, growing in a mountainous region. The plants are tall and thin, with many small white flowers. The background shows a dark, rocky mountain peak.

**Tamarisken.
Tägliche Gletscher-Spende**

A photograph of a waterfall cascading down a steep, mossy rock face. The water is white and frothy as it falls, creating a misty spray at the base. The surrounding area is lush with green moss and small plants, and the ground is covered in rocks and fallen branches. The overall scene is a wild, natural setting.

**Daberer Wasserfall:
Schluchtwald, Wildnis am Steilhang...**

**Unteres Iseltal St. Johann - Huben:
Flussblicke, Strände...**





**Wilde Isel bei Feld:
Vorgeschmack auf „alpine“ Isel, erste
Katarakte, sich ständig änderndes Flussbett**



**Matreier Becken:
Bergblick, malerische
Kulturlandschaft, historische Bauten
(romanische Nikolaskirche)**

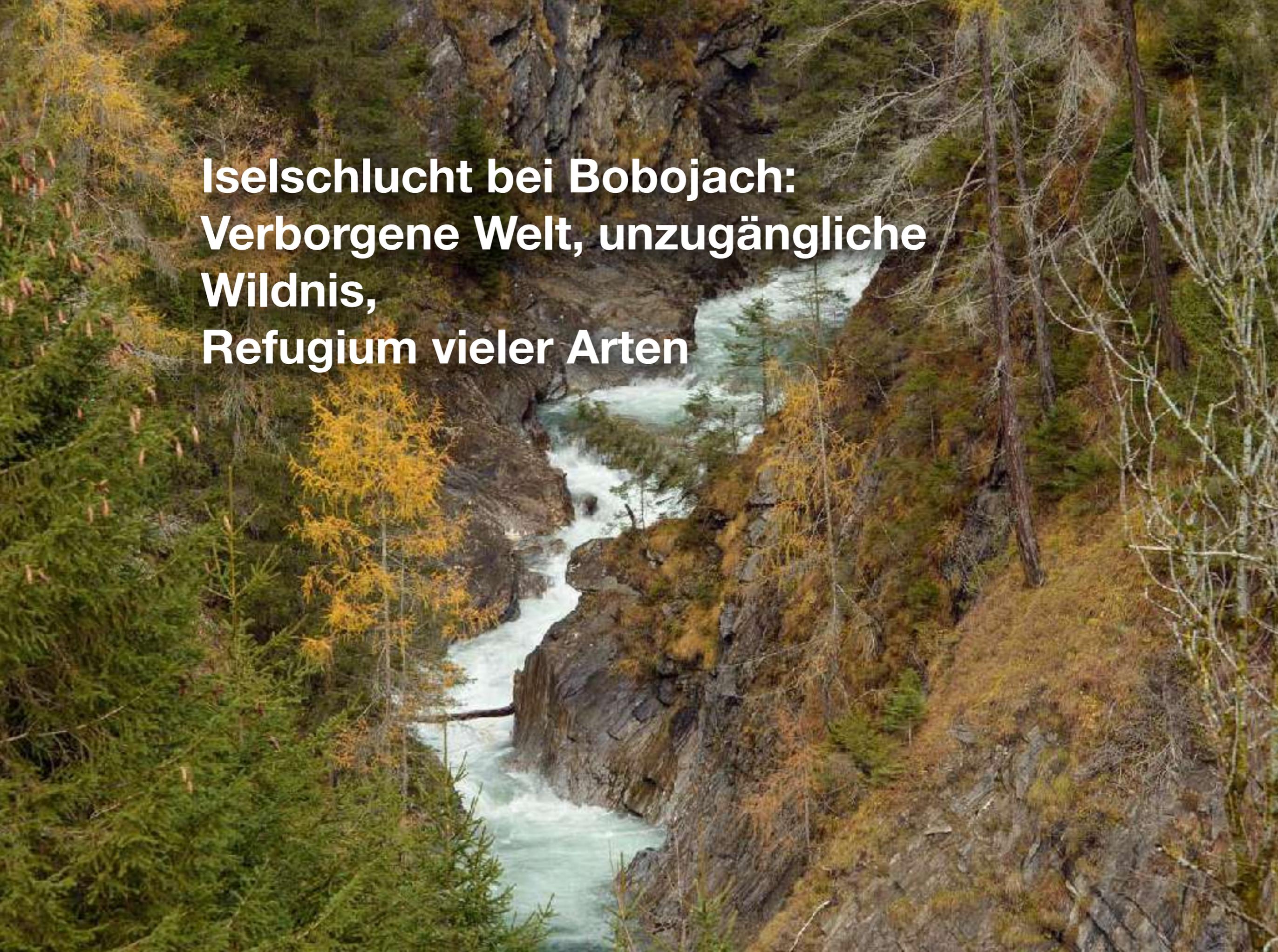


Virgental: Liebliche, alpine Kultur- und Naturlandschaft

A panoramic view of a mountain valley. In the foreground, there are lush green fields and dense forests of evergreen trees. A small village with several wooden houses is nestled in the middle ground. The background features majestic mountains with some snow-capped peaks under a sky filled with large, white clouds. The overall scene is bright and scenic.

Virgental: uralte Besiedlung auf der „Sonnseite“

**Iselschlucht bei Bobojach:
Verborgene Welt, unzugängliche
Wildnis,
Refugium vieler Arten**



A long-exposure photograph of a waterfall cascading over rocks, with driftwood in the foreground. The water is blurred into a soft, white, ethereal flow, creating a sense of movement and power. The foreground is dominated by dark, gnarled driftwood and a rocky shore. The background shows a misty, overcast sky, adding to the magical atmosphere of the scene.

**Zopatnitzen Wasserfall / Prägraten:
Magischer Ort, „Gischt“**

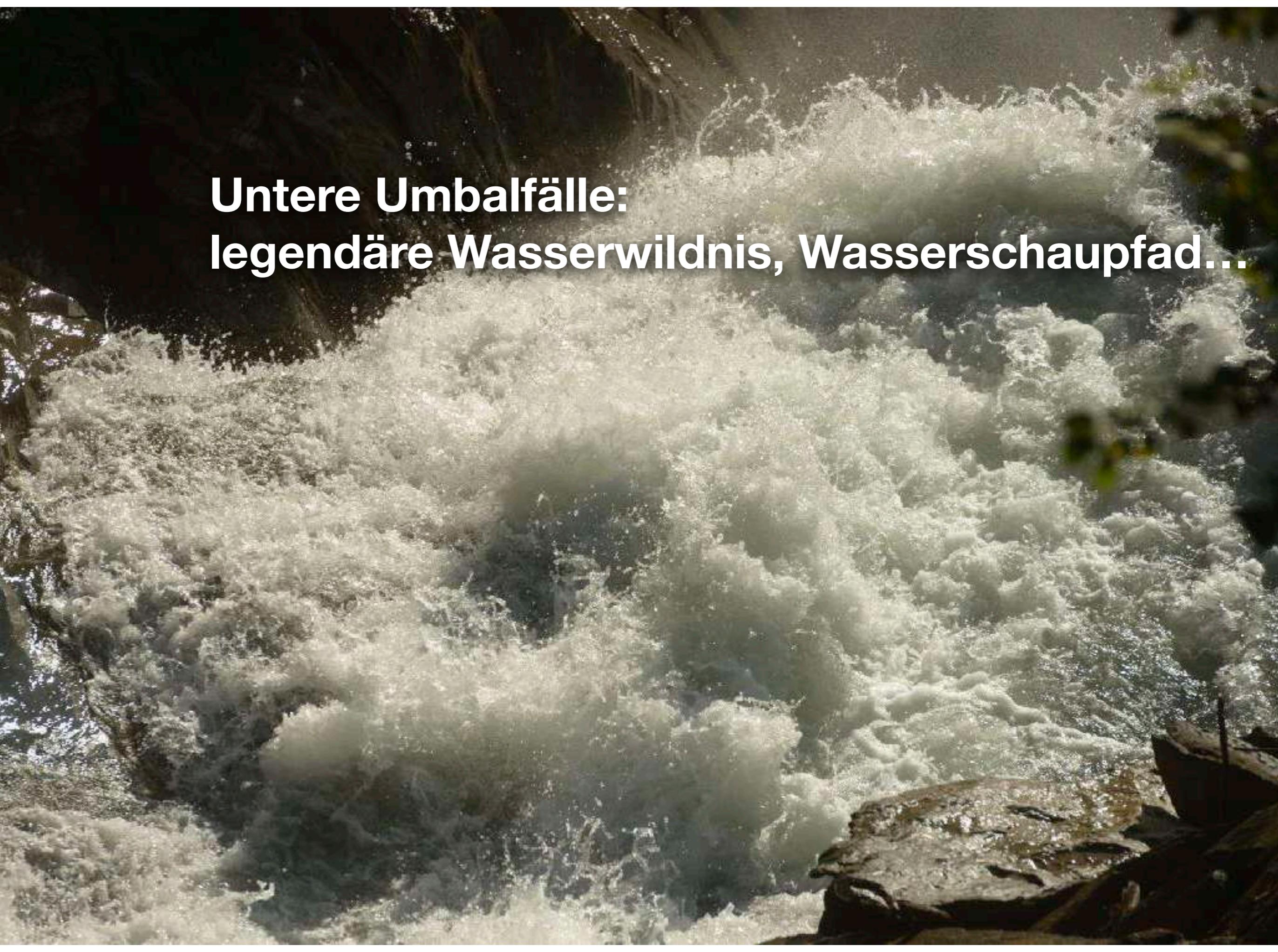
A photograph of two men standing on a rocky, mossy path next to a powerful waterfall. The man on the left is wearing a dark t-shirt and light shorts, looking towards the camera. The man on the right is wearing a white t-shirt and shorts, looking up at the waterfall. The waterfall is cascading over large rocks, creating white foam. The background shows a steep, rocky mountain slope with some green vegetation. The text "Zopatnitzen Wasserfall / Prägraten: Magischer Ort, „Gischt“" is overlaid in white on the image.

**Zopatnitzen Wasserfall / Prägraten:
Magischer Ort, „Gischt“**



**Glo-Schlucht bei Hinterbichl /
Ströden:
kaum einsehbarer wilder Schlund.**

**Untere Umbalfälle:
legendäre Wasserwildnis, Wasserschaupfad...**



A wide-angle landscape photograph of a mountain valley. In the foreground, a river with white water rapids flows through a narrow channel. The surrounding slopes are covered in lush green grass and low-lying vegetation. In the background, rugged mountain peaks rise, some with patches of snow or glaciers. The sky is bright blue with scattered white clouds. The overall scene is a high-altitude alpine environment.

Oberes Umbaltal: Hochalpine Wildnis...

