

HEALING POWER OF THE ALPS, 9.10.2021, Bad Hofgastein

About the expansion of the concept of REGIONALITY



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Three interface but one unit



Food



Landscape

„Capsule“



Recreation use



Abstraction of interfaces

Food

Landscape

Spatial perception = Term: Regionality

Service

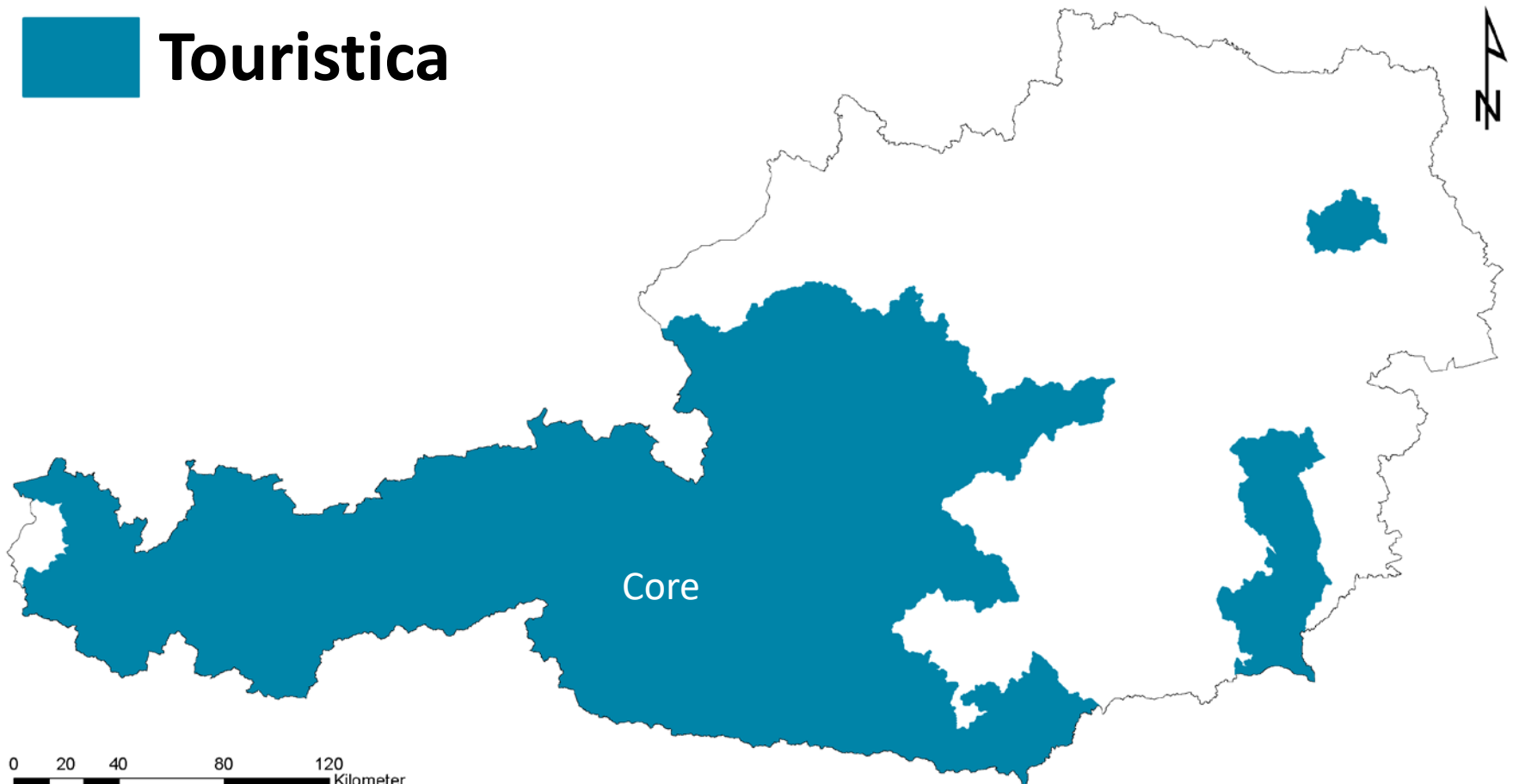


From „Capsule“ to service = Wo acts?

Recreation use

Service 1: Food supply „Touristica“ 2017

- 123 million overnights (85 % of total overnights 2017)
- 337.000 permanent resident (365/24)
- Austria's largest province in terms of area



Local supply chain: The acting

„Touristika“

Trade

Farms

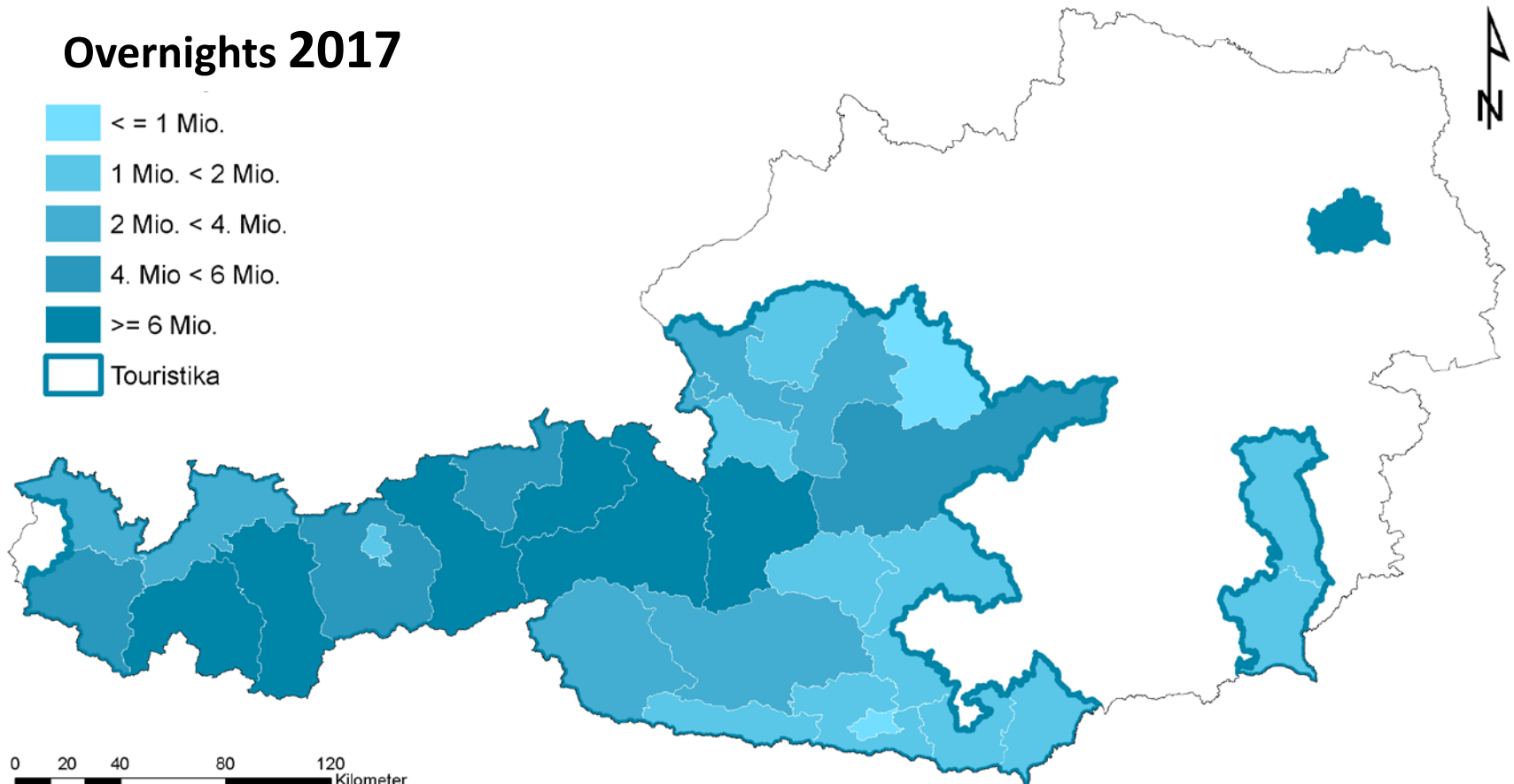


Food-demand „Touristika“

→ Total demand for food energy : ca. 2 Peta-Joule (PJ)

→ 6 % of Austrian's offer

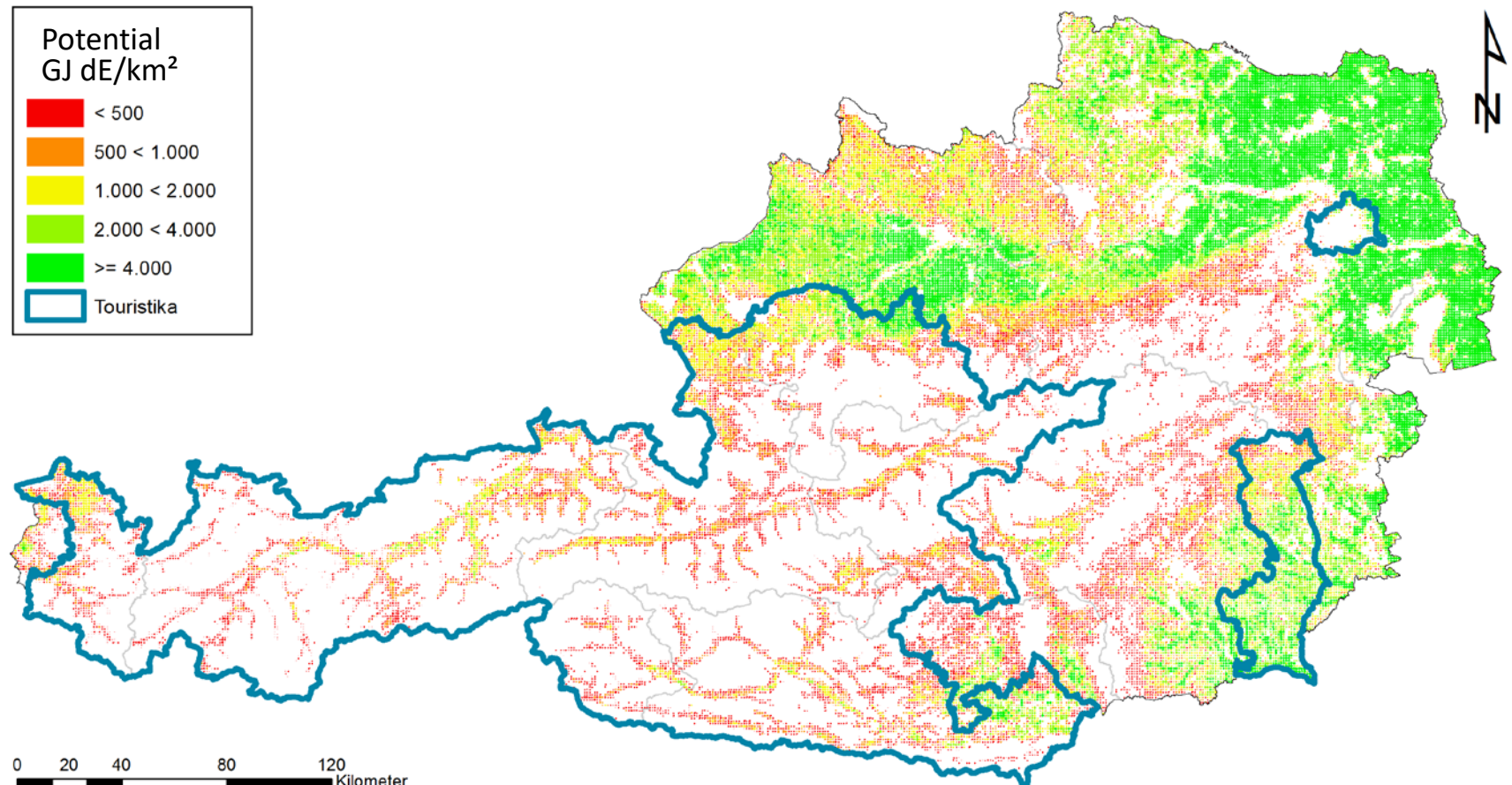
Overnights 2017



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

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 %



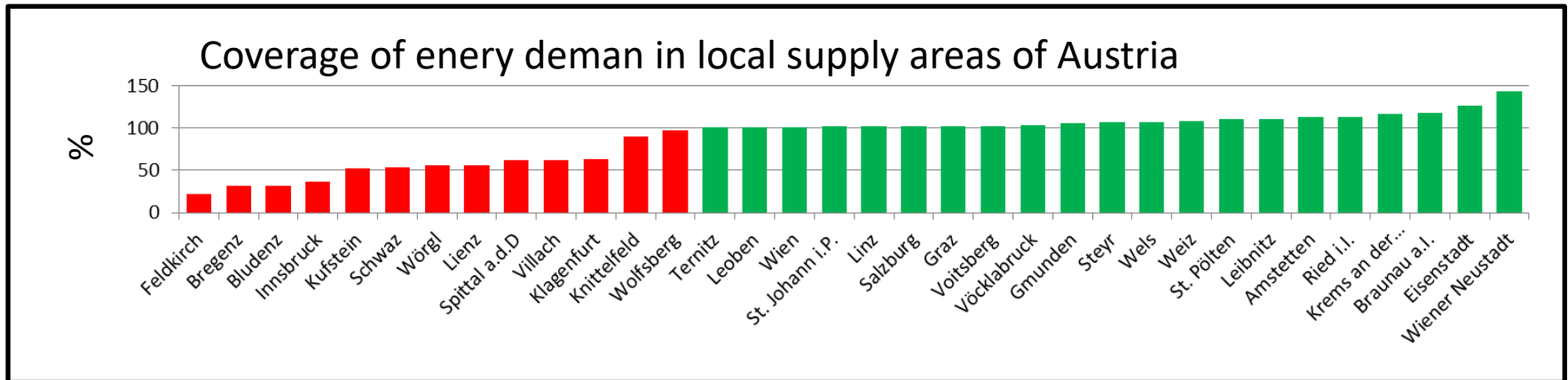
Quelle: Fachatlas Landwirtschaft, Guggenberger et al. 2012, www.raumberg-gumpenstein.at/ggs

VE: Verdauliche Nahrungsenergie menschlicher Nahrung

Is „Touristica“ 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)!

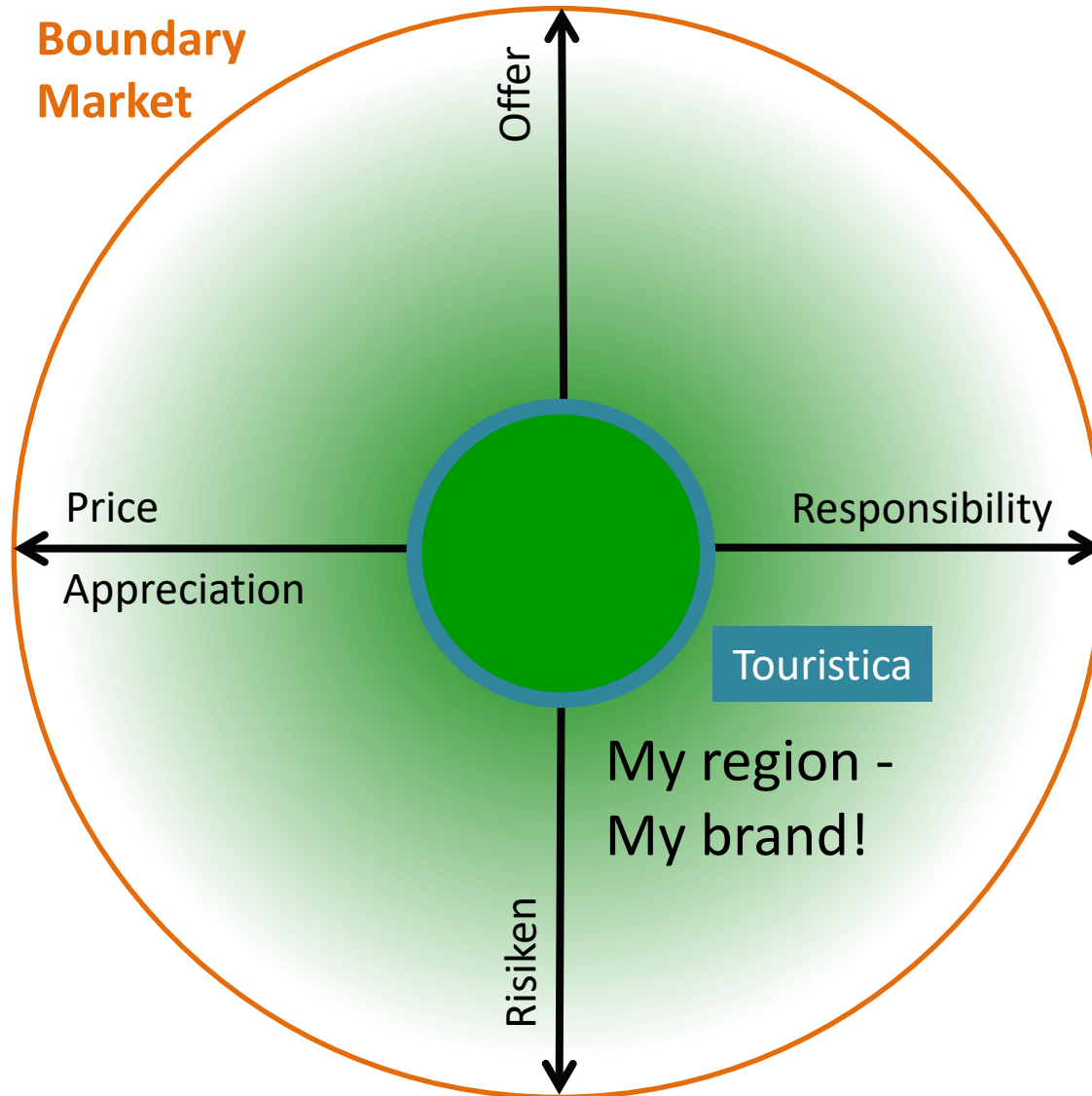


Quelle: GIS als Steuerungs- und Optimierungssystem für die nachhaltige Nahrungs- und Energieversorgung (Guggenberger, 2016)



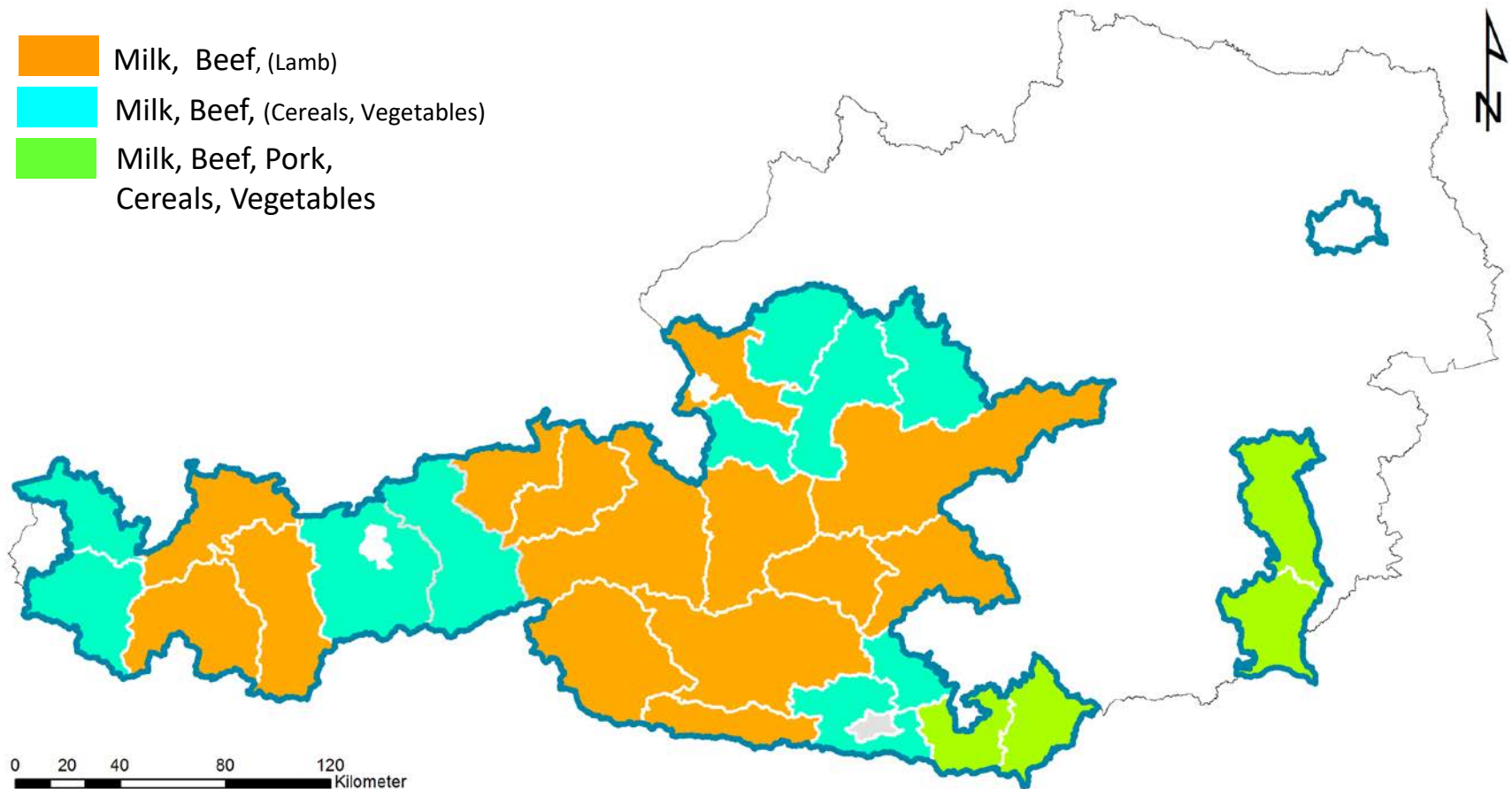
fruitful area/resident = 0,5 ha → threshold of self-supply in grassland regions

Expansion of the concept of region

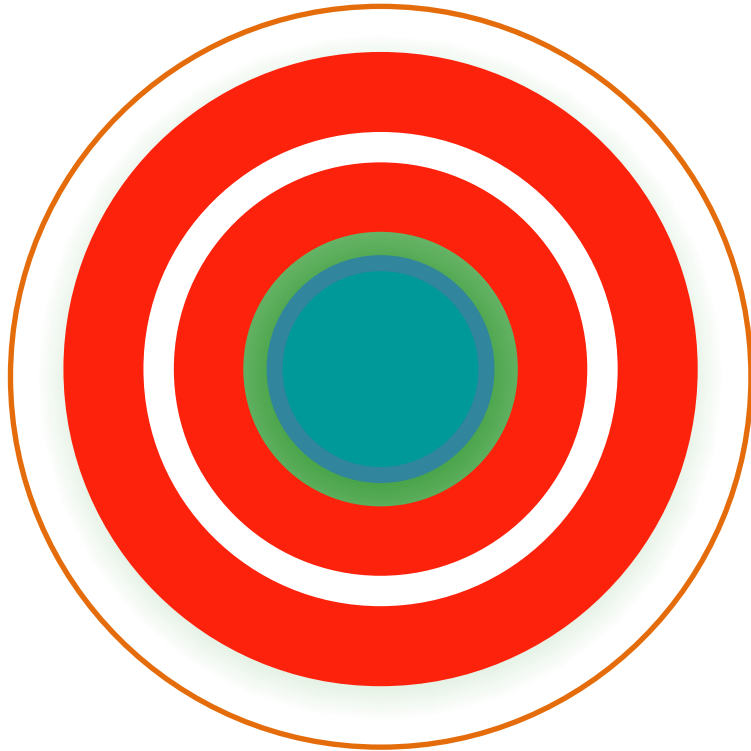


Product diversity in regions

→ Priority for regional products !



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!

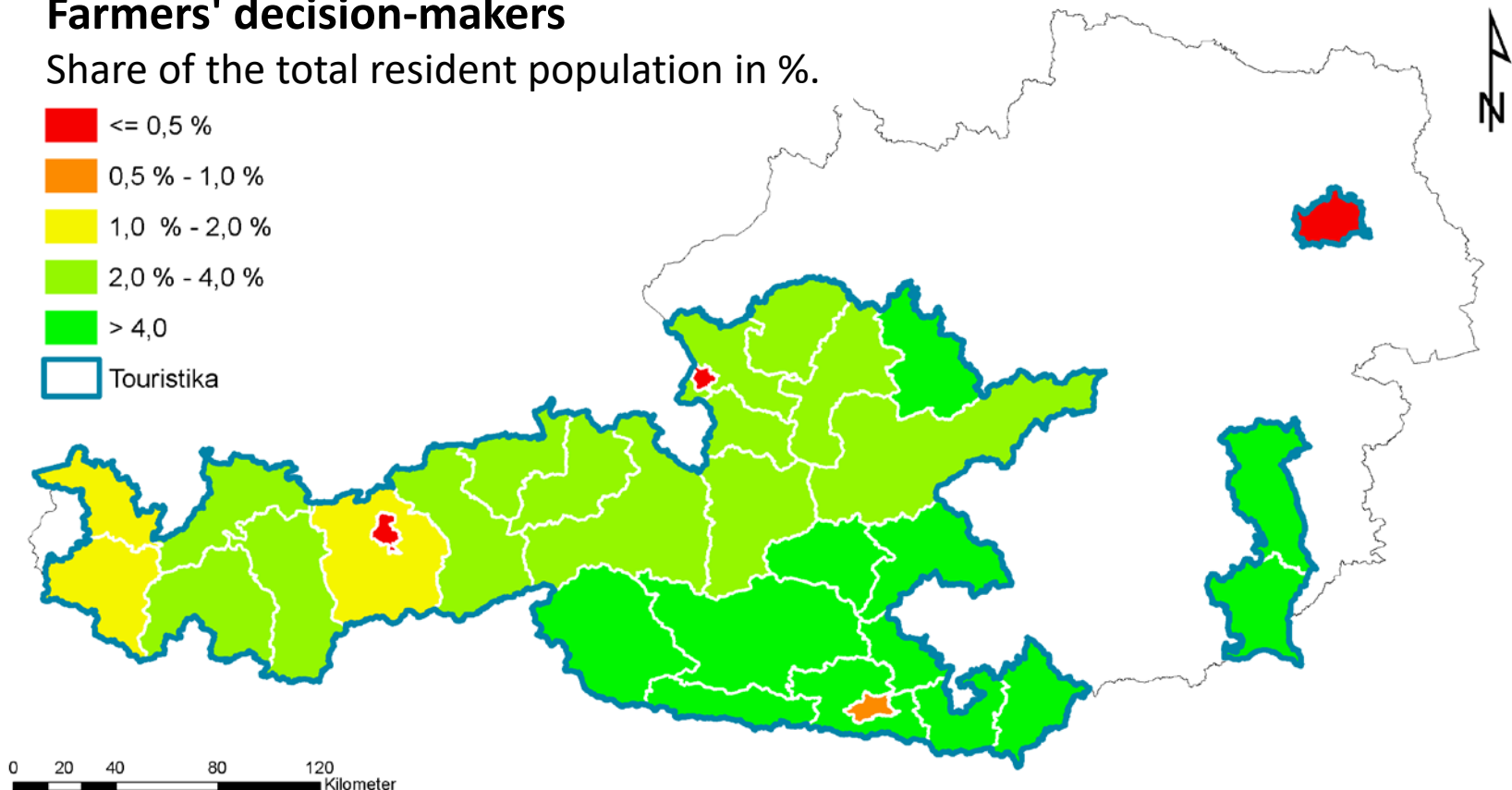
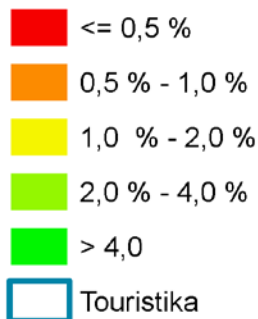


Structural and responsibility change

- "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, Agrarstrukturerhebung; Geodaten. Bezirksgrenzen 2017, Statistik Austria

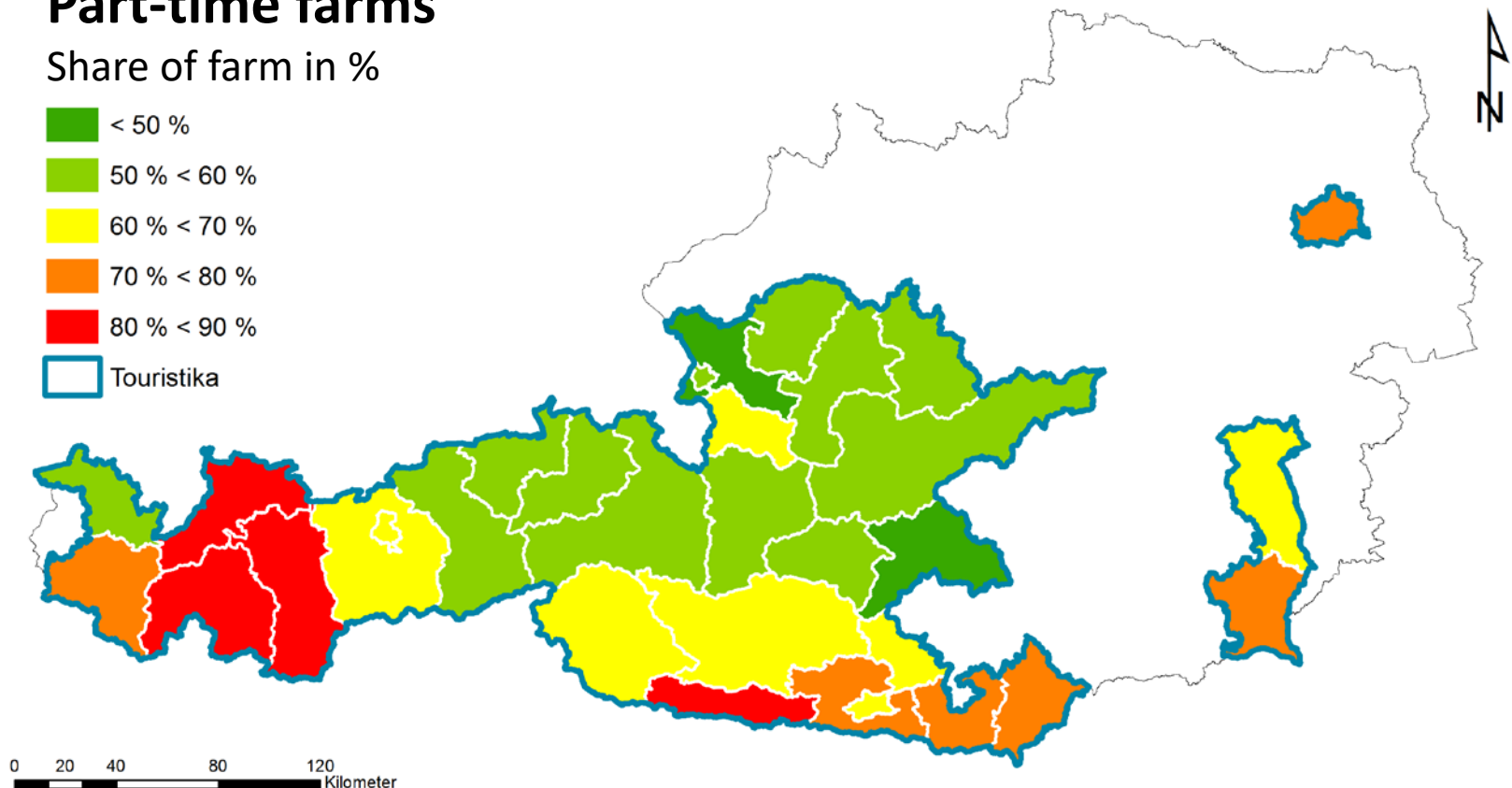
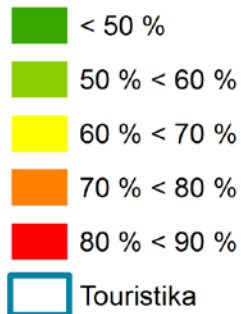
* Pro Haupterwerbsbetrieb werden 2 Personen, pro Nebenerwerbsbetrieb 1 Person nominiert.

High alienation potential in agriculture

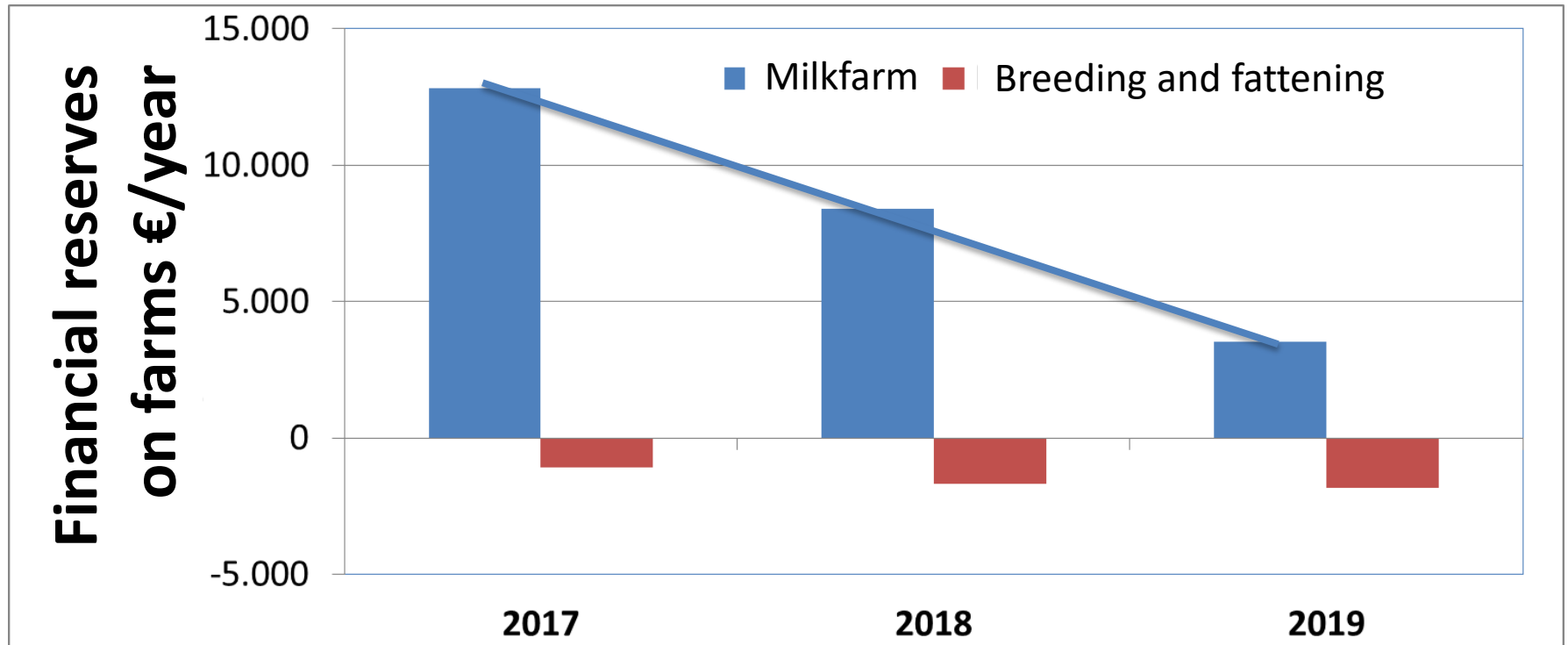
- 64% of the farms are part-time.
- Priority in extensive forms of production.
- Part-time farmers are often the last generation on the farm!

Part-time farms

Share of farm in %



The latest economical data

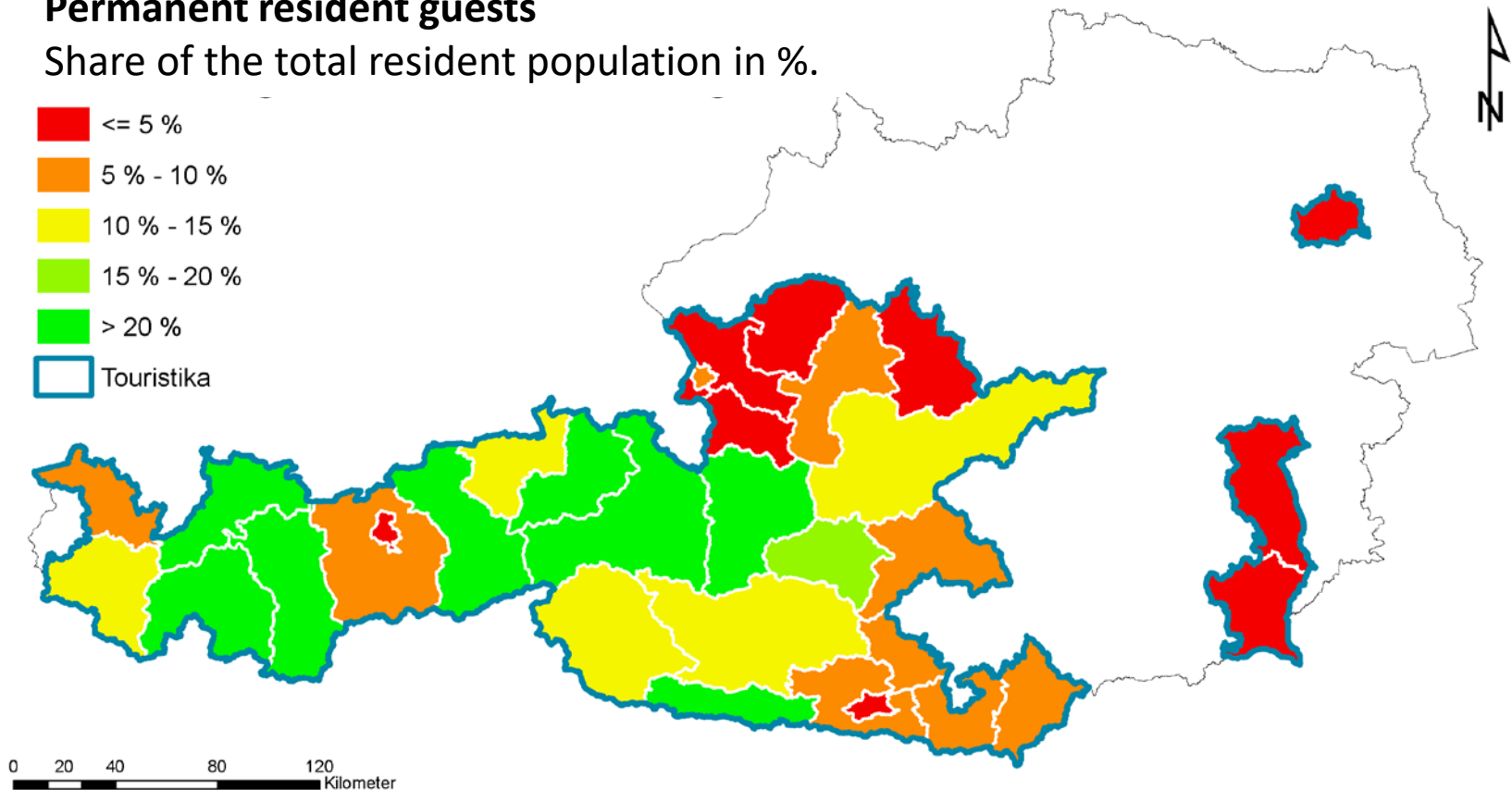
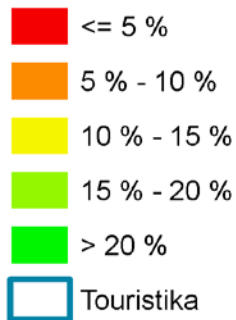


High presence of guests

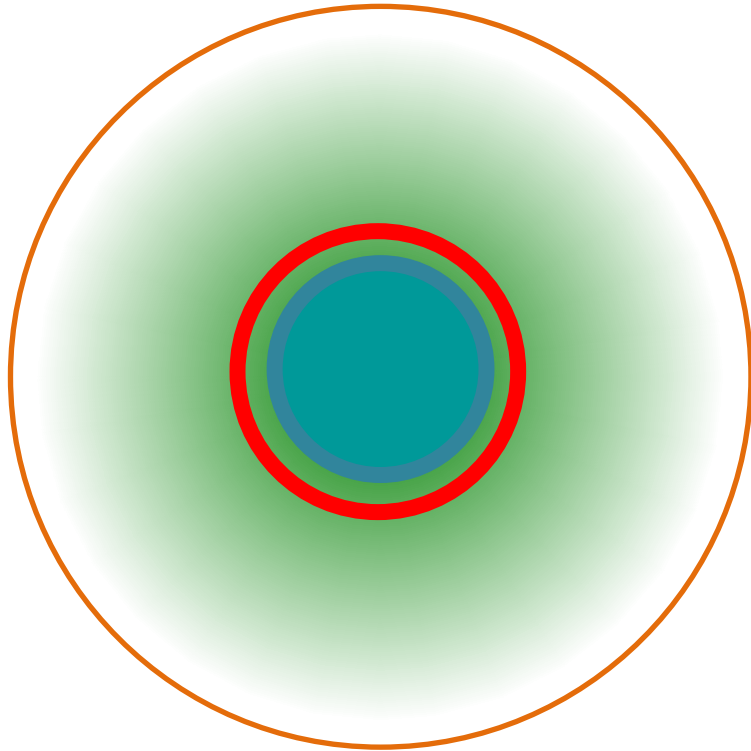
- Tourism often has more regional competence than agriculture
- No regional development without responsible tourism!

Permanent resident guests

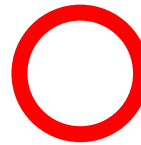
Share of the total resident population in %.



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

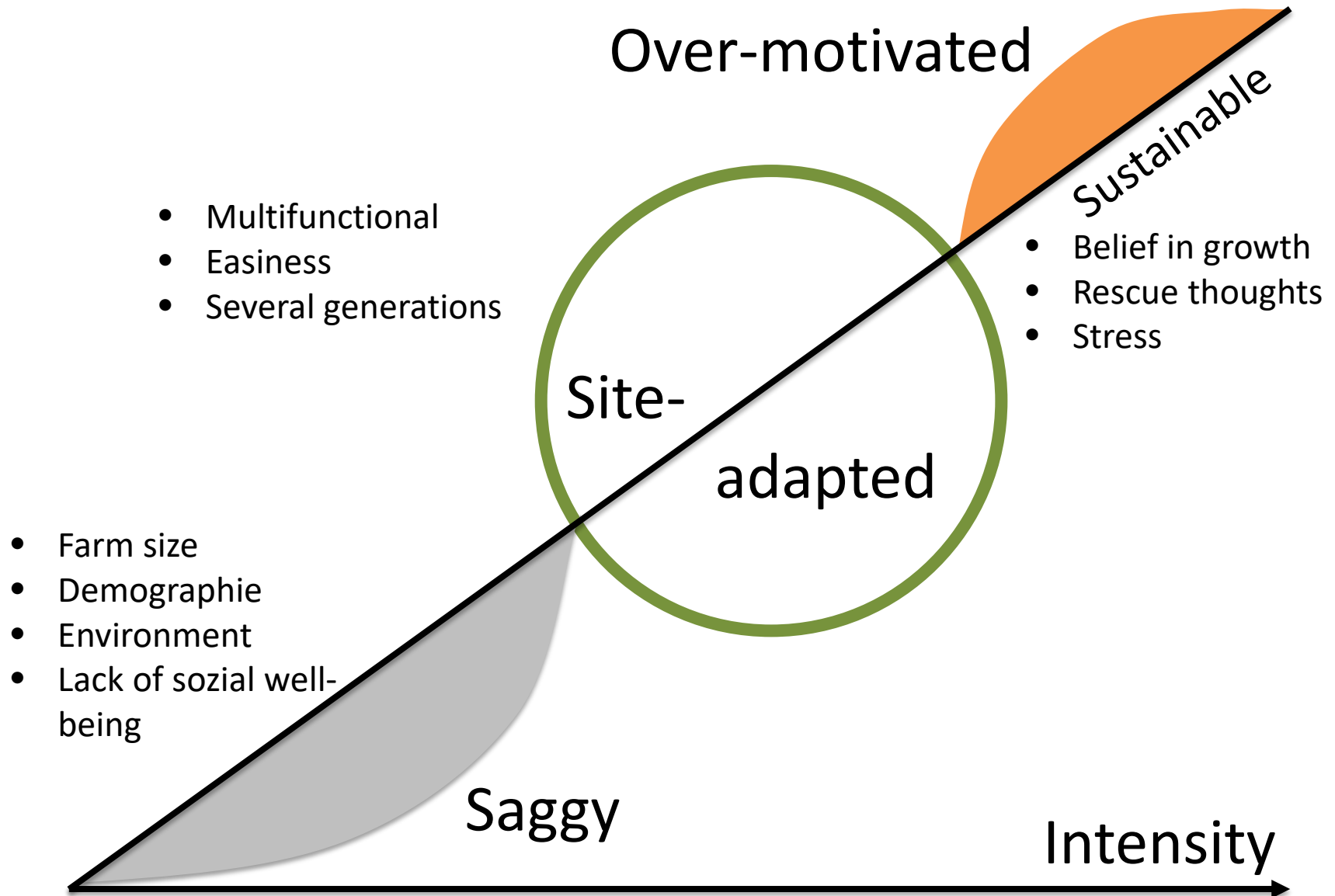


1. Choice: Only a managed cultural landscape can be preserved!



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.)