

COURSE L.1: Tourism Socio-Cultural Impact Overview

Alpine Pastures: Between Stereotype and Reality

Module 3: Socio-cultural Impacts and Local Benefits

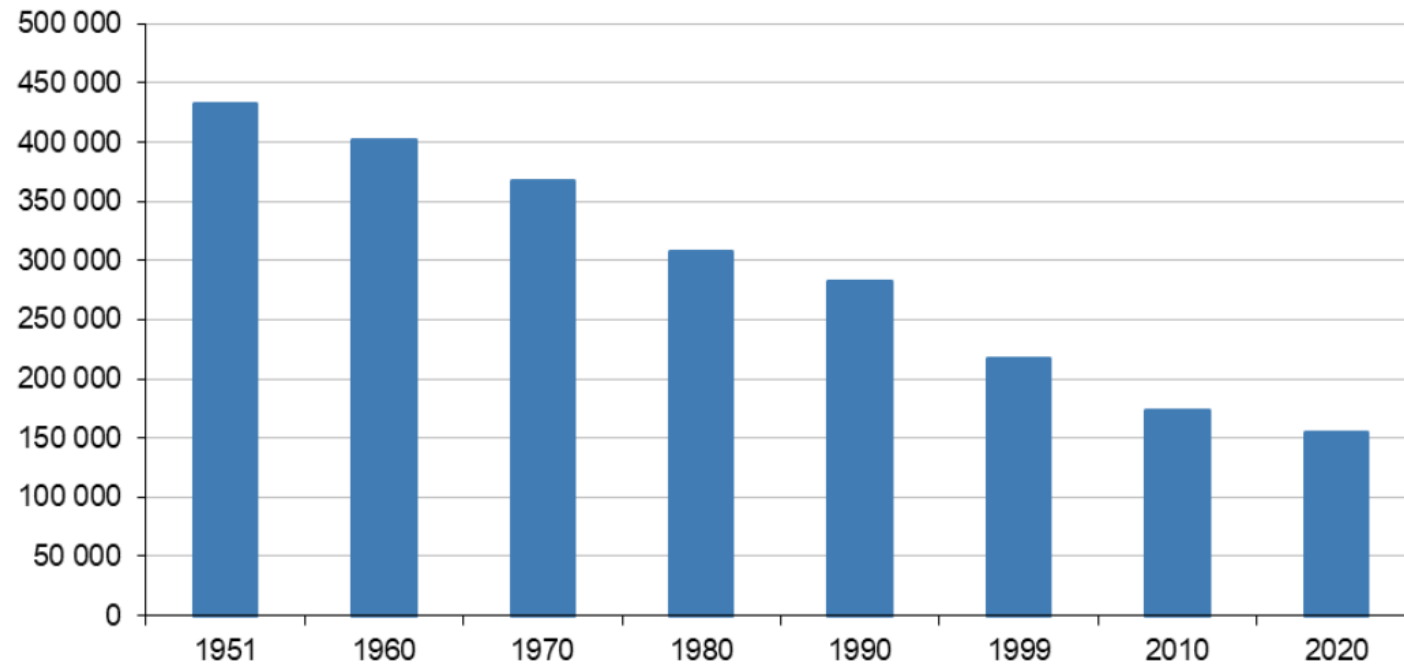
Michael Jungmeier – UNESCO Chair on Sustainable
Management for Conservation Areas | CUAS



The image of Austria, and likely the entire Alpine region, is intrinsically linked with alpine pastures, which are emblematic cultural landscapes typically surrounded by high mountains.



Agricultural and Forestry Enterprises in Austria from 1951 to 2020



Q: STATISTIK AUSTRIA, Land- und forstwirtschaftliche Betriebszählung, Agrarstrukturerhebung.

ACHTUNG WEIDEVIEH!
Halten Sie unbedingt Distanz.
Muttertiere schützen ihre Jungen.
Betreten und Mitführen von Hunden
nur auf eigene Gefahr.
Weidetiere pflegen unsere Landschaft

ATTENZIONE ANIMALI SUL PASCOLO!
Mantenete in ogni caso distanza
Animali matricini proteggono i loro piccoli
Entrata e il portare con sé dei cani
soltanto a proprio rischio.
Animali sul pascolo curano il nostro paesaggio



aimat

**Achtung!
Wolfsgebiet!**



- Betreten nur in Gruppen
- Kinder beaufsichtigen
- Hunde anleinen

ACHTUNG!
Bitte **Abstand** zu
Weidetieren halten!
Kühe schützen ihre Kälber!
Hunde bitte **unbedingt**
an der Leine führen.
Im Notfall Leine loslassen!

ATTENTION!
**Mother cows protect
their calves – keep
your distance, please!**



lk Landwirtschaftskammer
Tirol

alpenverein
österreich

- Alpine pastures are the origin and heart of the alpine cultural landscape.
- Alpine pastures represent a transhumant way of life, at the intersection between nomadism and settlement. People move with their livestock and household to the alpine pastures for the summer months. These transhumant practices have become rare.
- The German word 'Almen' goes beyond alpine pastures and describes the entire landscape, including grazing systems, infrastructure (paths, huts, fences, shelters), as well as tangible and intangible cultural heritage (e.g., toponyms, governance structure).
- The tourist offers and the presentation of the destination are often associated with alpine pastures. The interaction between tourism and alpine farming should ideally be improved.
- From a tourist perspective, alpine pastures have significant potential: they are developed 'safe' areas, usually with various infrastructures available, and are iconic landscapes representing the Alps.
- From an ecological perspective: characteristic landscapes (nature and culture intertwined), specific biodiversity (species, communities), and smart, site-adapted land uses can be described as 'sustainable'.
- Between the extremes of intensification and abandonment of use, alpine pastures are in decline, which has a significant impact on tourism opportunities.

About the Speaker

I am an ecologist and human geographer. As a professor at the University of Applied Sciences, I hold a UNESCO Chair for Sustainable Management of Conservation Areas. My research interest focuses on human -environment relationships, particularly in unique natural areas.



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