

Urbanizing Alpine tourism

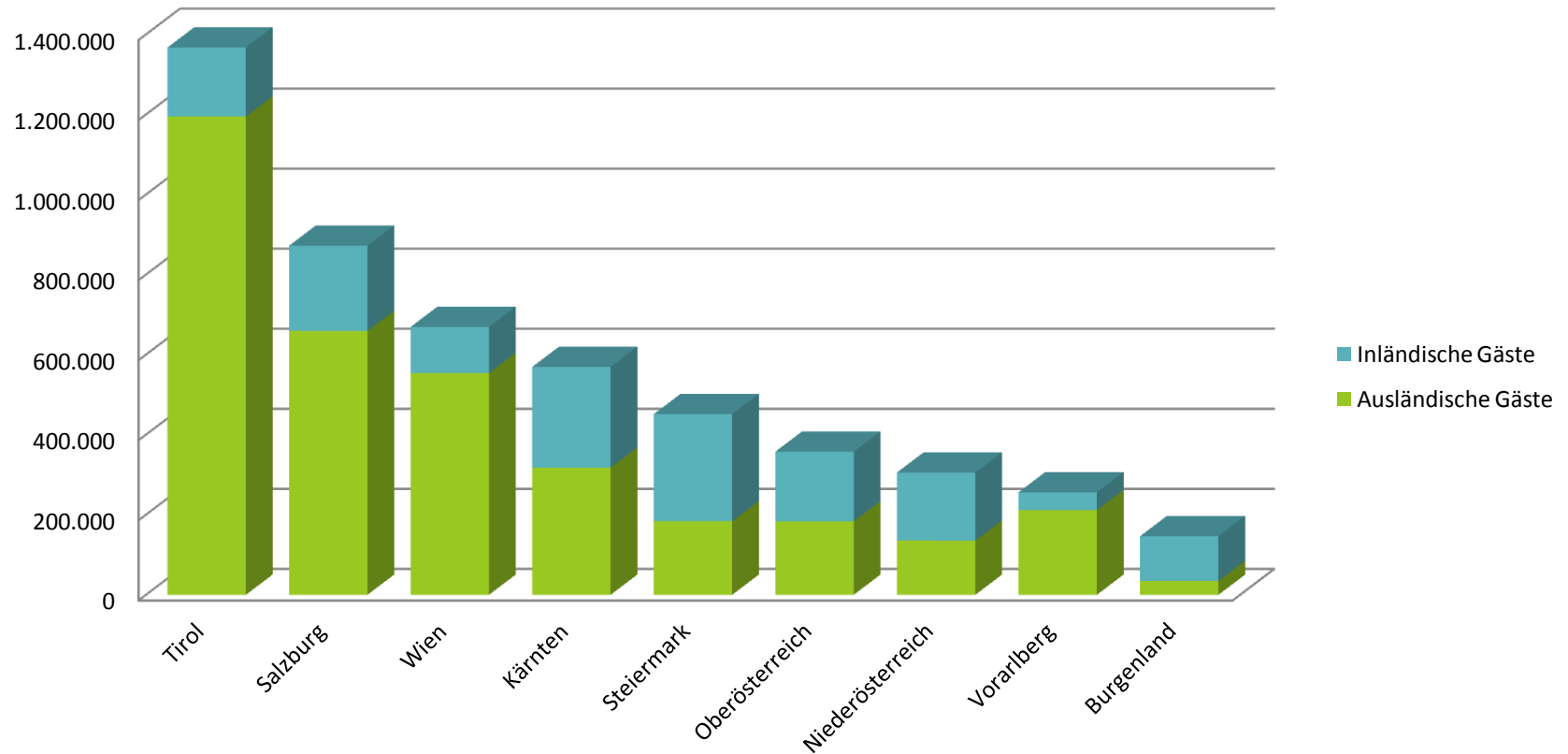
The hybrid nature of tourism in the Austrian *Bundesland* Salzburg



Katharina Scharf

Tourism in Austria

Arrivals in Austria – July 2016

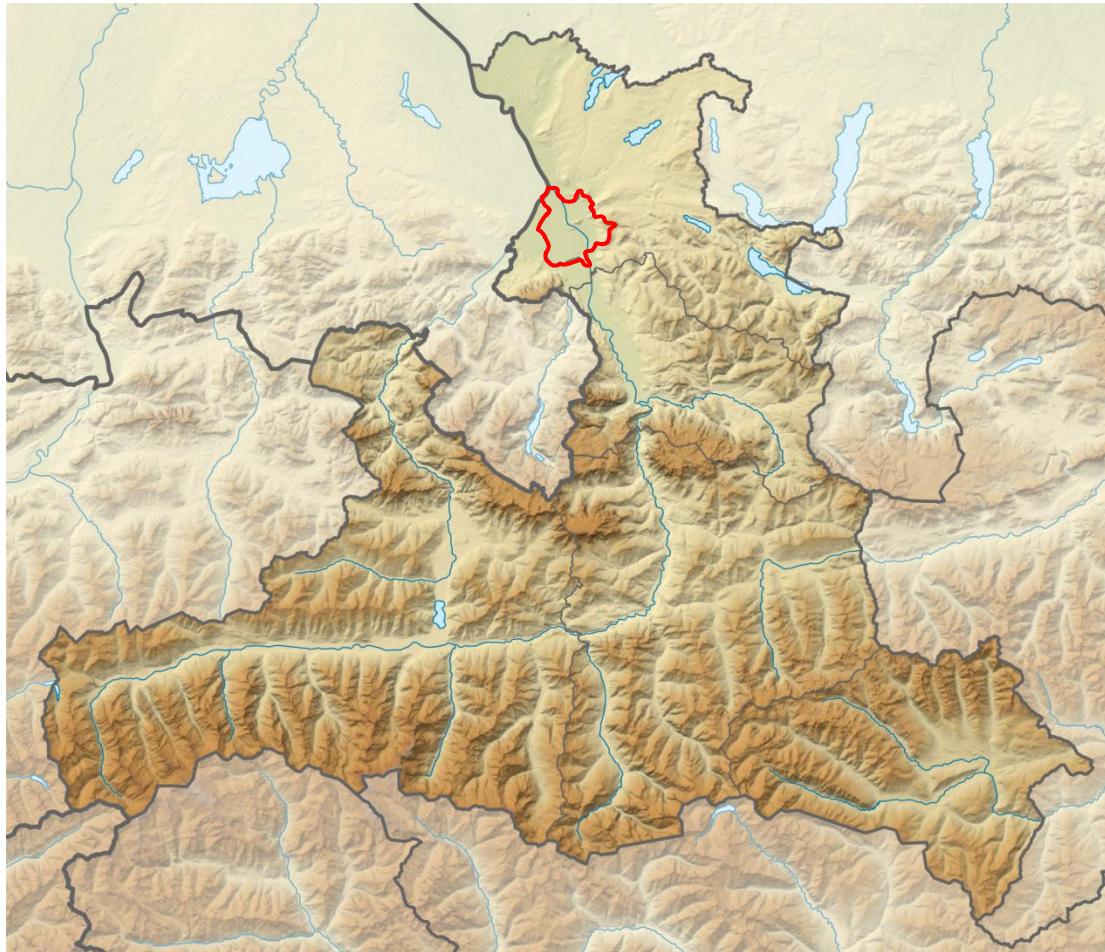


Salzburg's tourism history

- Spa- and health tourists
- *Sommerfrischler*
- Enlightened scientists
- Festival-guests
- Romanticists
- Winter-sports-tourists
- Alpinists – mountaineers

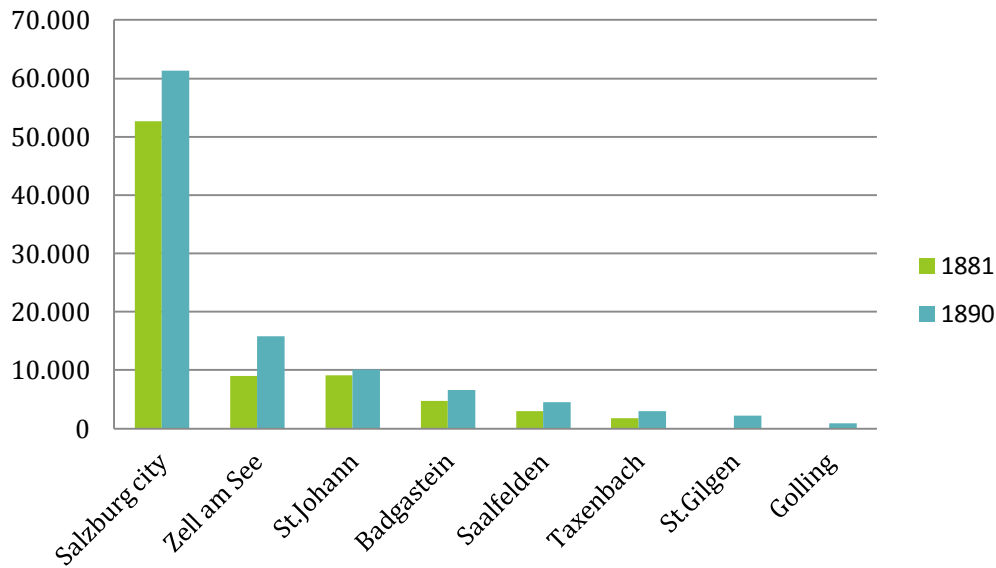


Salzburg city vs. mountain areas

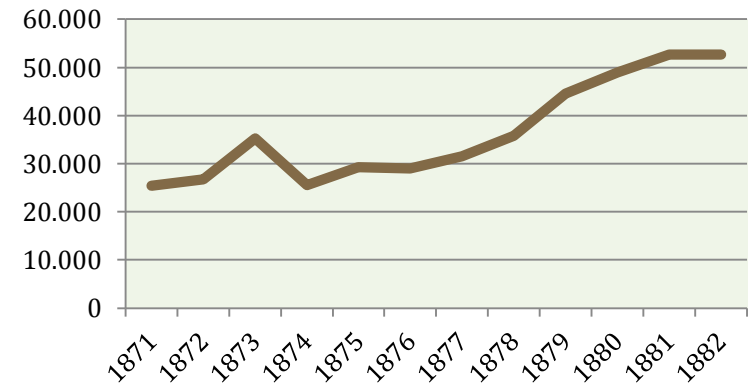


Tourists in Salzburg

Arrivals in tourism centres



Arrivals in the city Salzburg 1871-1882



Salzburger Land (Tourismus GmbH)

“A common tourism policy of the *Bundesland* Salzburg must not stop at the city’s gates.”

The logo for SalzburgerLand is a blue rectangular box containing the text "SalzburgerLand" in a white, elegant script font, and "Ein kleines Paradies" in a white, clean sans-serif font below it.

SalzburgerLand
Ein kleines Paradies

Common logo



Common logo (2006)

- Five districts („Gau“)
 - Pinzgau
 - Pongau
 - Lungau
 - Flachgau
 - Tennengau
- Five attributes
 - Quality
 - Tradition
 - Culture
 - Leisure time
 - Nature



Common logo



SalzburgerLand

Logos



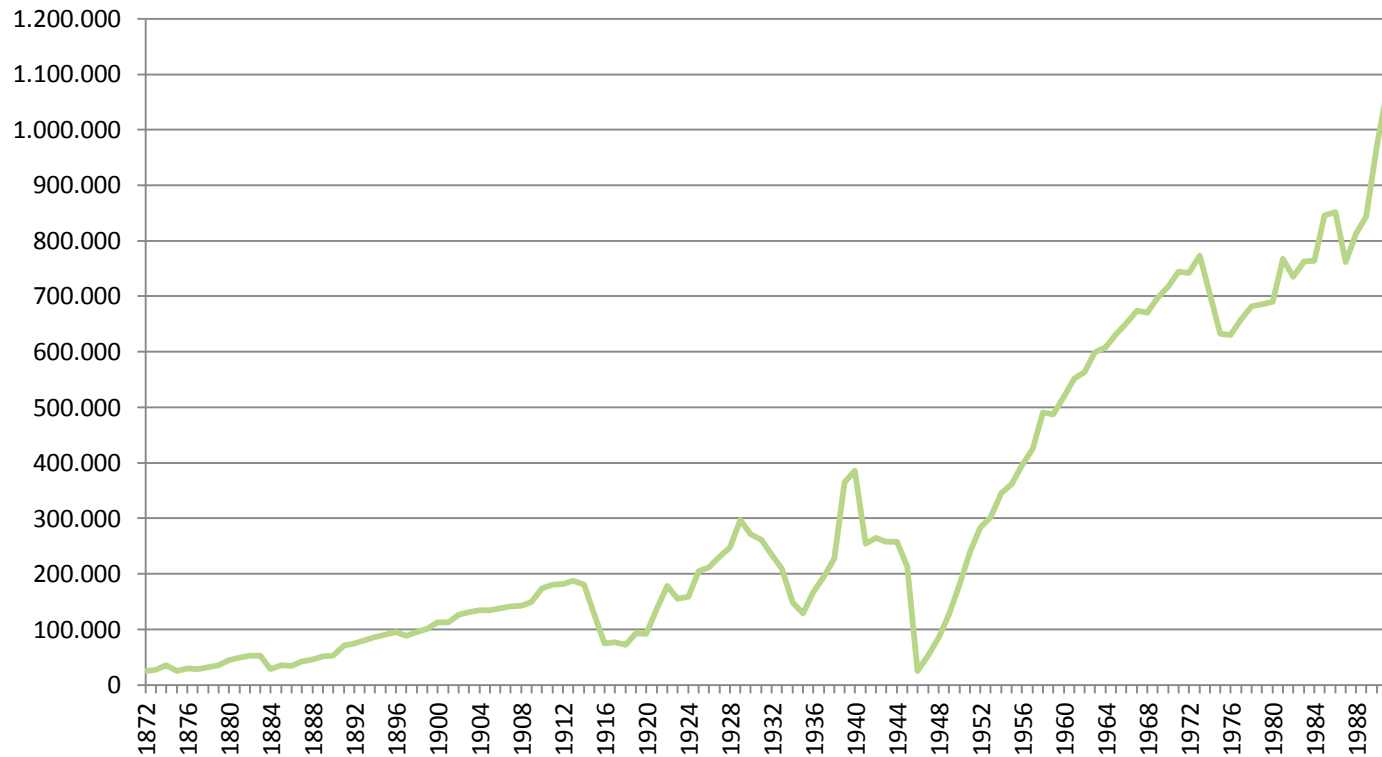
SALZBURG
Stage of the World®

The logo features a grey silhouette of the Salzburg city skyline above the word "SALZBURG" in a bold, black, serif font. A thin red horizontal line is positioned below the word. Underneath the line, the phrase "Stage of the World" is written in a black, italicized serif font, followed by a registered trademark symbol (®).

SALZBURGER LAND

The logo for Salzburger Land uses a black, hand-drawn, cursive-style font. The word "SALZBURGER" is on the top line and "LAND" is on the bottom line. Several colorful dots in blue, red, yellow, and green are scattered around the text, giving it a playful, artistic feel.

Arrivals in the capital. 1871-1990



Visitors – Bundesland Salzburg

- 1896: 100.000
- 1900: 150.000

Section Pinzgau - Alpine Association (1875)



“The foreigners (“Die Fremden”), they do not just bring their money, but their spirit and their experience. They recognize things, we cannot see. Therefore it might be possible that the mining industry, which enriched our country 200 years ago, may revive and the mineral springs may be appreciated again – thanks to the visitors.”

Ludwig Zeller (1896)



“It has already been said, that this street is an important creation, it is the beginning of a mountain street, built for the first time in that way and there are no more doubts about the significance it has for tourism. Tourism - which is especially in our days, in which all the other resources run dry, very beneficial for the whole country. I want to say, that in a country, like ours, which has little cultivated land to offer, tourism is no more disregarded but everywhere approved.”

Hotels



Hotel Gaisbergspitze (built 1880)



Hotel Moserboden



Hotel Österreichischer Hof 1900



Grand Hotel Zell am See 1903

Krimml Waterfalls



Tourism paradox



- Idyll
- Unspoiled nature and culture
- Authenticity
- Clean air
- Silence
- ...
- Modernization
- Infrastructure
- Technical innovations
- Urban comforts
- ...

Preservation or Exploitation?



“Yesterday, I regretfully saw, how a multitude of glorious oak trees in the valley of Aigen (“Aignertal”) was cut down to install an electric cable. As if electric light would embellish the valley more than the charming trees.”

August Prinzinger 1904

Preservation or Exploitation?



“We do have – as hard as it sounds – on the international tourism market nothing else to sell than our landscape! Without this landscape, there would be nothing more worth seeing, nothing more to visit for the tourists, no matter where are they from, no matter if they liked us or not – we would be completely uninteresting! If the landscape dies, the business dies!”

Heinz Scheibenpflug 1973

Thank you for your attention!

