

Meaning of Tourism for the Future of the Regions

Salzburg: A flourishing tourism industry brings prosperity, economic growth, jobs and quality of life. Therefore, all of the states of Europe, their regions and their communes are striving to build up tourism. This was determined yesterday by the chairman of the Institute of the Regions and former regional leader of Salzburg, Dr. Franz Schausberger at the conference of the IRE, which was attended by 130 participants from 26 countries and adopted the theme of tourism.

It was pleasing that the EU Commission had also recognised the significance of tourism and has submitted a new strategy for the promotion of tourism. According to Schausberger, infrastructure projects for tourism purposes should boost regional development and create and maintain jobs. He also demanded a higher level of acknowledgement of the regions as part of the EU tourism strategy.

In order to transpose the new tourism strategy, Franco Ianiello – the director of the Department for Tourism at the European Commission assured that a close partnership would be built up between the member states and the tourism economy: tourism played an important role in the development of the regions.

Leo Bauernberger, head of the Salzburger-Land-Tourismusgesellschaft, emphasised at the IRE conference that the success strategy is professional marketing in which all levels of tourism – businesses, communities, regions and provinces – would all come together. The SLT works closely with the 18 regional destinations in Salzburg. Success is obvious: last year, 5.2 million guests and 23 million overnight stays were registered. Tourism is responsible for a quarter of the regional value.