

## 5. Tourism

### 5.1 Main Elements of the Regional Tourism Programme

#### *Austria*

The World Heritage region has only developed as a major tourist destination since the beginning of the 1960s. Whereas the original tourism facilities were predominantly targeted at excursionists and day visitors taking advantage of the recreational opportunities in the lakeside bathing areas, today's tourism business is focussed on five core areas:

#### ***Fun in the water – in, on and around the steppe lake***

With its flat landscape, Pannonian climate and the opportunities for sporting activities in, on and around the lake, the region surrounding the Neusiedler See offers the perfect ingredients for a relaxing family beach holiday. A diverse range of leisure facilities, the friendliness and hospitality of the local population and the child-friendly infrastructure round off the amenities on offer. Since Austria's accession to the EU, massive investments to enhance the attractiveness of the lakeside bathing areas, indoor and outdoor swimming pools and the tourism infrastructure have been effected within the scope of the Objective 1 programme.

#### ***The cycling experience***

The extensive network of cycle routes surrounding the lake with over 500 km of marked cycle paths is a main attraction for active, sport-loving holidaymakers. More than 200,000 cyclists pass through the border crossing point at Pamhagen every year.

#### ***The Pannonian Rhythm cultural programme***

Few regions in Austria with a comparable resident population can boast such a rich programme of cultural events. The operetta festival on the lake in Mörbisch and the opera festival at the Roman quarry in St. Margarethen alone attract more than 300,000 visitors each summer.

#### ***The wine experience***

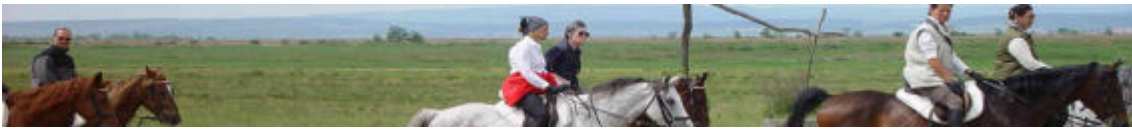
Thanks to the enormous upswing in the winegrowing business since the beginning of the 1990s, the region is increasingly becoming a destination for wine lovers. Especially in the off-season periods, high-quality wine-related events attract a demographic of predominantly younger guests with high disposal incomes.

#### ***The National Park***

Tourism was an important motive for the establishment of the Neusiedler See – Seewinkel National Park in 1993. Today, the National Park itself is a magnet for birdwatchers and nature-lovers from all over the world and plays an essential role in prolonging the tourist season. The National Park's extensive network of cycle paths and hiking trails was supplemented in 2001 by an interconnected bridleway network.

#### *Hungary*

As a result of its unique, borderland position, until the 1980s the Ferto region was in a contradictory position as far as tourism was concerned. As an important tourist destination it attracted a huge number of visitors, whereas developments in its tourism were restricted by its proximity to the border. This situation has now changed for the better, and political



considerations have ceased to threaten tourism investments in the region. Above all, it is the outstanding natural and cultural values that form the present basis of tourism in the region.

A large variety of landscape characteristics within a small area provide ideal potentials for active tourism, such as the Fertő lake, the surrounding grasslands and the more distant hills.

The National Park (Fertő-Hanság Nemzeti Park) pays special attention to providing quality services for visitors within the scope of educational and scientific tourism programmes. However, the interests of conservation and environmental protection are the elementary factors determining local developments and thus the possibility of more intense integration of natural values in the tourism industry.

The relevant plans are detailed in the Management Plan for the National Park (Fertő-Hanság Nemzeti Park)

The cultural values of the landscape are rooted in the settlements around the lake. Fertőrákos, Fertőd, Nagycenk and nearby Sopron are the most attractive tourist destinations, with several monuments, museums and various collections providing an introduction to the history and cultural values of the region.

## 5.2 Tourism Infrastructure

### 5.2.1 Transport Facilities

Thanks to its immediate proximity to the metropolitan areas of Vienna, Bratislava, Győr and Sopron, the World Heritage region is favourably situated in terms of transport connections.

#### *Austria*

##### ***Connections to the supra-regional public transport network:***

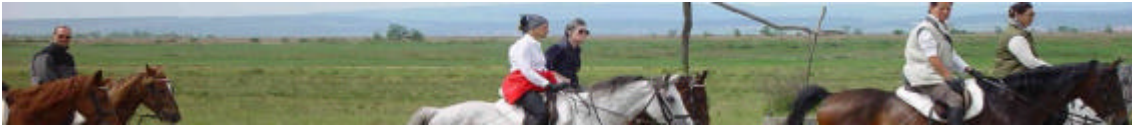
- Austria's largest airport, Vienna–Schwechat, is located approx. 30km away from Neusiedler See, as is Bratislava Airport in Slovakia.
- The region is linked to Austria's southern and western mainline rail networks via the eastern and south-eastern railways.
- Although many accommodation providers offer their guests a free pick-up service from Vienna International Airport or the railway stations at Eisenstadt, Neusiedl/See or Bruck an der Leitha, only approx. 2% of visitors use this option at present.

##### ***Connections to the highway network:***

97% of visitors arrive by car. The A4 from Vienna runs north of the World Heritage zone to the Hungarian border. The region can be reached from the west via the A3 and/or the S4.

##### ***The regional public transport network:***

The backbones of the region's public transport services are the rail link from Neusiedl/See to Eisenstadt and the private Raab-Ödenburg-Ebenfurter Electric Railway from Neusiedl/See via Pamhagen to Sopron. The station at Neusiedl/See has been upgraded as a hub, with a greater frequency of services, and the line to Sopron is being electrified and upgraded by mid-2004. Many of the local communities are not yet linked to the railway network, meaning that use of this form of transport is at present mainly restricted to local schoolchildren and commuters.



### ***The regional road network***

A dense network of trunk roads, rural roads and municipal roads serves as the most important transport connection within the region. Post buses and buses operated by the Austrian federal railways link the region's communities, as well as some of the lakeside bathing areas.

### ***Shipping***

During the summer season five companies operate scheduled ferry services connecting the lakeside bathing areas, providing links between Mörbisch am See and Illmitz / Ferörakos as well as between Podersdorf am See and Rust/Breitenbrunn. All of the ferry companies additionally offer boat excursions and round trips around the lake.

### ***Cycle routes***

The dense network of cycle routes also makes an important contribution towards upgrading the region's infrastructure. The most popular cycle route is the Neusiedler See Route (B10), a circular route around Neusiedler See covering a distance of 135 km. The Cherry Blossom Route (B12), the Salt Pans Route (B20) and the Culture Route (B23) all branch off from the Neusiedler See Route, along with the cycle links to the Rosalia region (B13, B31) and the Danube Cycle Route (B21, B26). The newly constructed Jubilee Cycle Route (R1) follows the western and eastern shores of the lake and runs right through the Province of Burgenland from Kittsee in the north to Kalch in the south.

### ***Bridleways***

In 2001 a separate network of bridleways was laid out in the Seewinkel district. This links the riding stables in the region and will subsequently also interconnect with a planned supra-regional bridleway network.

### ***Hiking***

Most of the World Heritage region lies in a relatively flat landscape and virtually all of the footpaths can also be covered by bike, meaning that the selection of true hiking trails on offer is not especially attractive. A large number of hiking trails has been laid out in the Rust Hills and the Leithagebirge, though this has led to frequent conflicts between hikers and the local hunting community. The dense network of footpaths in the National Park is used by both hikers and cyclists.

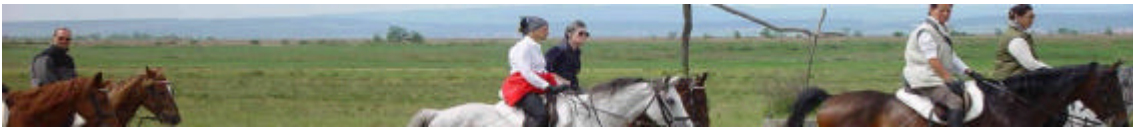
### ***Skating***

Parts of the cycle route between Podersdorf am See and Illmitz have been adapted to provide a parallel route for inline skaters.

## *Hungary*

### ***Description of public transport facilities:***

An elementary factor from the point of view of public transport is that the region is situated close to the city of Sopron, which is the structural junction of the north-south and east-west transport connections. The cross-border importance of the region is another determinant factor.



### ***Rail links***

There are 16 direct railway services daily connecting Budapest and Sopron via Győr. The four Intercity services cover the 216 km route in 2 hours and 10 minutes.

Pamhagen in Austria can be reached within 15 minutes from Fertőszentmiklós, which is situated on the Budapest-Sopron line.

In the summer months a museum-piece narrow-gauge railway departs from Nagycenk, reaching Fertőboz in 15 minutes.

There is a direct railway service every (full) hour between Vienna and Sopron, the journey taking 1 hour and 16 minutes.

### ***Public roads***

The region's public road system consists of national trunk roads in both east-west and north-south directions, though there are no motorways or main roads in the area.

There are six daily coach services from Budapest to Sopron, with four lines departing daily from Sopron to the capital: the fastest journey without changes takes 3 hours and 40 minutes.

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays two coach services operate between Vienna and Sopron, the journey time being 1 hour 30 minutes.

Settlements along the shore of the lake can be reached by the local bus lines in service between Sopron and Fertőd.

### ***Ferry boats***

On the Hungarian side of Lake Fertő boat services are run by two companies between April and October. Although lines departing from the port of Fertőrákos basically arrive at Mörbisch (Fertőmeggyes), these services also transport passengers to further settlements with harbours around the lake according to demand.

### ***Cycle routes***

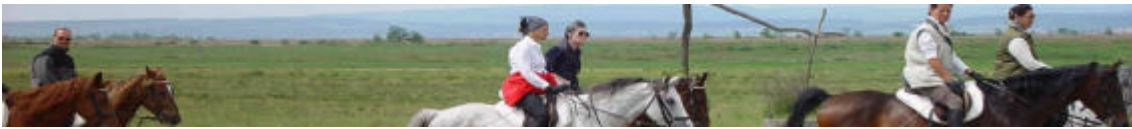
A cycle route leads from the Pamhagen-Fertőd border crossing point to the boundary of the settlement of Balf (Sopron), though there is no further cycle route to the Fertőrákos-Mörbisch border crossing point at present.

### ***Bridleways***

There are no official bridleways in the region.

### ***Hiking trails***

A tourist route equipped with information boards encircles the Szárhalmi forest, situated on the western side of the World Heritage area.



### 5.2.2 Leisure Facilities

Alongside the Neusiedler See as the region's primary tourist destination, the Neusiedler See – Seewinkel National Park and the Ferto-Hanság National Park have also developed into an important attraction for visitors over the past few years.

#### *Austria*

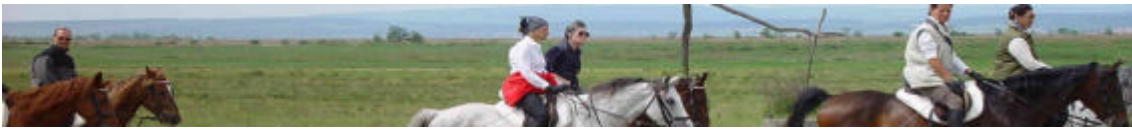
Tourists also have access to a wide range of leisure and sport facilities:

- There are lakeside bathing areas in the communities of Mörbisch am See, Rust, Breitenbrunn, Neusiedl/See, Weiden am See, Podersdorf am See, Illmitz and St. Andrä am Zicksee, and outdoor swimming pools in Donnerskirchen, Purbach am Neusiedler See, Neusiedl/See and Gols. The only public indoor swimming pool in the World Heritage area is in Neusiedl/See.
- Marinas are to be found in Mörbisch am See, Rust, Purbach, Oggau am See, Breitenbrunn, Jois, Neusiedl/See, Weiden am See, Podersdorf am See and Illmitz. Besides sailing, windsurfing and - to an ever increasing extent – kite surfing are the major sporting activities on the Neusiedler See.
- A full list of all the extremely diverse sports facilities available would exceed the scope of the Management Plan. The numerous brochures published by the local and regional tourism associations provide a good overview.



The following list indicates the tourism infrastructure, attractions and places of interest in each local community of the WH site and its immediate surroundings:

<i>Mörbisch am See:</i>	annual operetta festival, lanes of historic farmsteads, Heimathaus (museum of local life)
<i>Rust:</i>	historic old town, fishermen's church, Austrian Wine Academy
<i>St. Margarethen:</i>	Roman quarry, annual opera festival, passion plays (every 5 years), sculpture garden, fairytale themed leisure park, "Gateway to Freedom" (the place where hundreds of East Germans crossed the Iron Curtain in 1989)
<i>Oslip:</i>	Cselley Mühle (historic mill and cultural centre), Storchmühle (historic royal mill and gourmet restaurant)
<i>Oggau:</i>	Hölzelstein (natural rock formation), baroque church, St. Rosalia's chapel, wine trail with vine-covered domed pergola
<i>Schützen:</i>	parish church of St. Mary Magdalene
<i>Donnerskirchen:</i>	fortified church of St. Martin with defensive wall, row of typical historic barns, Celtic burial sites, ceramic bull's-head bowl from the

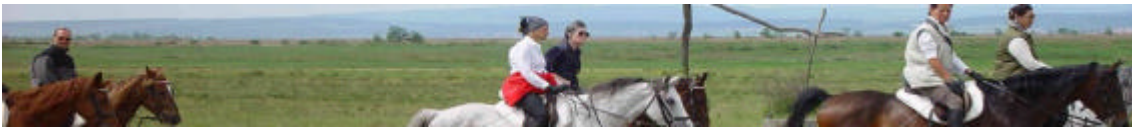


	Celtic era, Leisserhof (historic winegrowers' house with restaurant, vinotheque and wine-related events), golf course
<i>Purbach am Neusiedler See:</i>	Purbacher Türke (turk's head statue from 1532), old town walls and ramparts with 3 defensive gates, historic cellar lane
<i>Breitenbrunn:</i>	"Magic Garden" with animals, plants and sculptures, Turmmuseum (museum of local history and geography in historic fortified tower), Thenau nature reserve, "artists' village"
<i>Winden am See:</i>	Prof. Wander Bartoni's sculpture garden and pavilion, historic wine-cellar district, Zigeunerhöhlen, Bärenhöhle (caves), "Sonnenanbeterin" hilltop art installation and viewpoint
<i>Jois:</i>	educational wine trail, museum of local life and history, Tannenberg nature reserve, Ochsenbrunnen (natural spring and picnic site)
<i>Neusiedl/See:</i>	Tabor (ruined fortifications), Calvary Hill, Haus Impuls mit Weinwerk Burgenland (cultural centre and vinotheque)
<i>Weiden am See:</i>	"Sesselmarkt" (local produce and handicrafts sold by the villagers on chairs in front of their houses), Zitzmannsdorfer Wiesen (area of wet meadows with rich wildlife), bee-eater colony on the Ungerberg, baroque church with high altar by Lukas von Hildebrandt
<i>Gols:</i>	the region's major winegrowing community, Centre for Wine Culture, sculpture park, wine trail
<i>Podersdorf am See:</i>	lakeside promenade with lighthouse, windmill
<i>Frauenkirchen:</i>	baroque basilica of "Maria auf der Heide" (St. Mary's on the Heath), Franciscan monastery, Calvary Hill
<i>St. Andrä am Zicksee:</i>	Zicksee lake, Zeisl (= dialect term for Ziesel, a European squirrel), market gardening plantations
<i>Illmitz:</i>	National Park Information Centre, St. Bartholomew's spring, Florianihaus (baroque farmhouse)
<i>Apetlon:</i>	traditional Burgenland farmhouse with baroque gables, Lange Lacke nature reserve, WWF training workshops at the Seewinkelhof, migrating flocks of wild geese, herds of Hungarian Grey cattle
<i>Pamhagen:</i>	Türkenturm (historic bell tower), steppe wildlife park

### *Hungary*

Description of leisure facilities in each village, e.g.

<i>Beaches:</i>	Balf (Sopron), spa, Fürdő sor 1-3. Hegyko, thermal baths, Nyárfasor Fertorákos, beach, Lake Ferto recreation camp
<i>Museums:</i>	<i>Fertod:</i> Palace museum, Esterházy Palace, Joseph Haydn út 2. Local history exhibition, Haydn commemorative room, Madách sétány 1.
	<i>Nagyecenk:</i> Széchenyi István Memorial Museum, Széchenyi Palace



*Fertorákos:* Stone quarry  
Mithras shrine, Austrian-Hungarian cycle border station  
Crystal Museum, Fo utca 99.

House of the German Nationality, Fo utca 152.

*Fertoszékplak:* Village Museum, rural houses, Nagy Lajos utca 31-39.

*Venues for the performing arts:*

*Fertorákos:* Cave Theatre, stone quarry

*National Park:* Fertő-Hanság Nemzeti Park – offices of the directorate at Sarród

### 5.2.3 Major Tourism Programmes and Number of Visitors

#### *Austria*

The development of tourism projects and programmes has been one of the central tasks of Neusiedler See Tourism GmbH since the company was established in 1997.

The largest and most important project to date was the introduction of the **Neusiedler See Card**: every guest staying overnight at one of the 670 partner accommodation providers between April and October is given a complimentary guest card entitling him/her to unlimited free use of up to 40 leisure facilities during his/her stay. The Card gives free entrance to all the region's lakeside bathing areas and indoor and outdoor swimming pools, as well as to museums and concerts, with leisure facilities on the Hungarian southern shore of the lake also included since 2002. Furthermore, a cooperation with the Eastern Austrian Transport Organisations Network (Verkehrsverbund Ostregion) enables card-holders to use all the region's public transport services (bus and train) free of charge throughout their holiday.

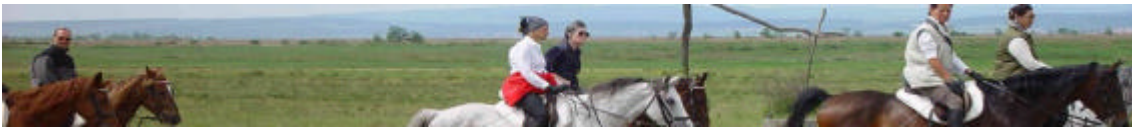
The positive effects of the Neusiedler See Card are manifold, making a significant contribution towards prolonging the tourist season, equalising tourist flows and increasing the visitors' length of stay. The Card has developed into an ideal networking and management tool for the region's tourism programmes and facilities. Approx. 180,000 Neusiedler See Cards are distributed every season.

Over the past few years, important seasonal platforms for joint presentation and marketing of the region's tourism programmes and facilities have been established by bringing together various smaller events otherwise hardly noticed by the public under common themes with a seasonal focus:

During the **Frühlingserwachen** (Spring Awakening) season from March until the end of April (approx. 15,000 visitors) the entire region is dedicated to "experiencing nature in the World Heritage zone" at a time of the year when there is still snow on the ground in other parts of Austria. A major focus here is the wide-ranging programme of excursions organized in cooperation with the Neusiedler See – Seewinkel National Park.

The annual sporting season gets under way in late April/early May with the **Summer Opening** (approx. 60,000 visitors). The world's top kite surfers and the windsurfing elite stop off at the lake on their World Championship tours. Sailing enthusiasts congregate for the regatta, while the cyclists with the most stamina test their strength in the Neusiedler See Cycle Marathon.

In the summer season, the rich cultural programme is marketed under the **Pannonischer Rhythmus** (Pannonian Rhythm) label (approx. 400,000 visitors). The operetta festival on the lake in Mörbisch and the opera festival at the Roman quarry in St. Margarethen are both hugely popular with the public. The Eisenstadt Haydn Festival puts on a weekly concert of classical



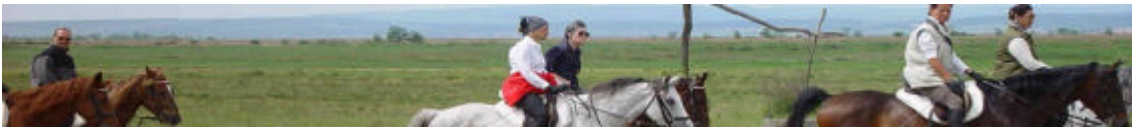
music at the Esterházy Palace and classical concerts are also staged at the baroque palaces of Halbtorn and Kittsee. Although these places are not located directly within the World Heritage area, they do form part of the Neusiedler See Tourism Region. Pop, rock and jazz concerts, cabaret evenings and exhibitions are on offer at the Cselley Mühle in Oslip and Haus ImPuls in Neusiedl/See, and in the last few years Rust has become the venue for an annual international guitar festival.

In the **Pannonischen Herbst** (Pannonian Autumn) season (beginning of September until mid-November, attracting approx. 35,000 visitors) everything revolves around the theme of wine and cuisine. During the wine and culinary weeks the region's best restaurants serve typical regional degustation menus, and the winegrowers themselves comment on the accompanying wines. The grand finale is the traditional **Martiniloben** (St. Martin's day celebrations) around 11th November, when the winegrowing communities open their cellars to the public.

### *Hungary*

From spring to autumn there are several festivals and programmes at various places in the region. Major programmes are:

<i>Fertorákos</i>	Feast day – middle of May Cave Theatre performances – June-July Pan-European Picnic – 19th August
<i>Fertoboz</i>	Feast day – first Sunday after Whitsun
<i>Nagycecnk</i>	Arts Days – August-September Széchenyi Show Jumping and Dressage Competition – September, vintage days
<i>Fertohomok</i>	St. Anne's day celebrations
<i>Hegyko</i>	Hegyko Feast days – August St Michael's day celebrations and fair – first Sunday and Monday in October
<i>Fertod</i>	Classical music performances – May-October Haydn Festival – July-September



## 5.3 Tourism Suprastructure (Structure of the Hospitality Industry)

### *Austria*

Official tourism statistics have been kept in Burgenland since 1925. Then as now, tourism activity was centred on the communities near the lakeshore, and thus on those communities which lie within the boundaries of the World Heritage zone.

These lakeshore communities, together with the communities of Andau, Bruckneudorf, Eisenstadt, Halbtorn, Mönchhof, Taden and Wallern, which are further away from the lake, as well as the Leithaauen Regional Tourism Association (comprising the villages of Kittsee, Edelsthal, Pama, Zurndorf, Gattendorf, Nickelsdorf and Deutschjarndorf) form the Neusiedler See Tourism Region (see also Section 5.3.3).

The importance of the World Heritage communities within the Austrian "Neusiedler See Tourism Region" is clearly shown by the official tourism statistics published by the Office of the Burgenland Provincial Government: 94.7% of the region's accommodation providers are located in the 20 communities within the World Heritage area, accounting for 90.4% of the beds and 92.2% of all overnight stays in the Neusiedler See Tourism Region. For reasons of comparability the following analysis is therefore based on figures taken from the official tourism statistics for the Neusiedler See Tourism Region, as no continuous statistical records are available for the World Heritage area alone.

### *Hungary*

The Hungarian part of the Ferto lakeshore was a frontier zone until the end of the 1980s. For this reason there were no tourism developments in the vicinity of the lake. After 1990 the situation changed substantially, as there are no longer any political restrictions preventing the development of tourism. The following Hungarian statistical data are taken from the continuous statistical records of the Hungarian Central Statistical Office.

### 5.3.1 Accommodation Statistics

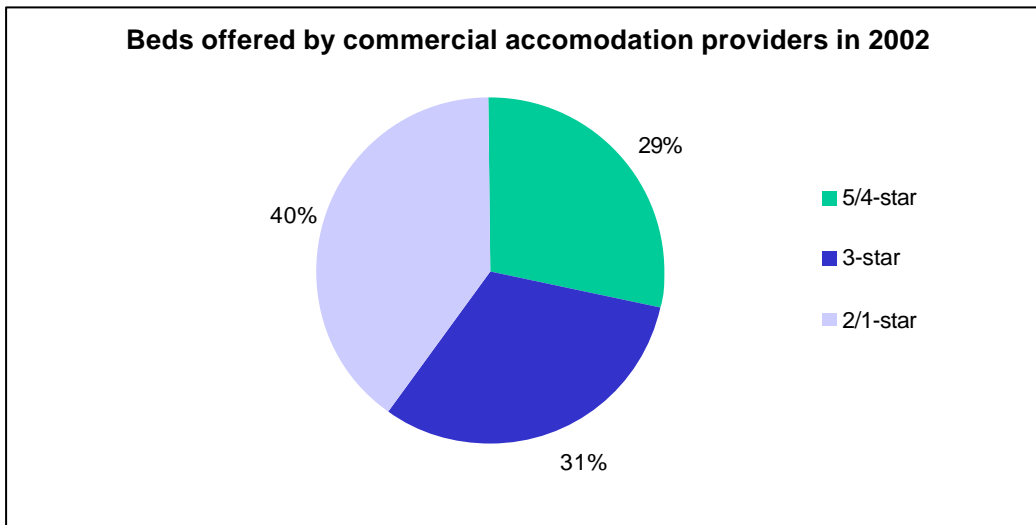
#### *Austria*

##### ***Structure of accommodation sector and distribution of beds***

In the summer half-year of 2002, the 897 accommodation providers in the Neusiedler See Tourism Region offered a total of 13,783 beds. Of these, 7,084 were offered by the 204 commercial accommodation providers.<sup>1</sup> Commercial accommodation providers thus account for a share of 51.4% in the total number of beds.

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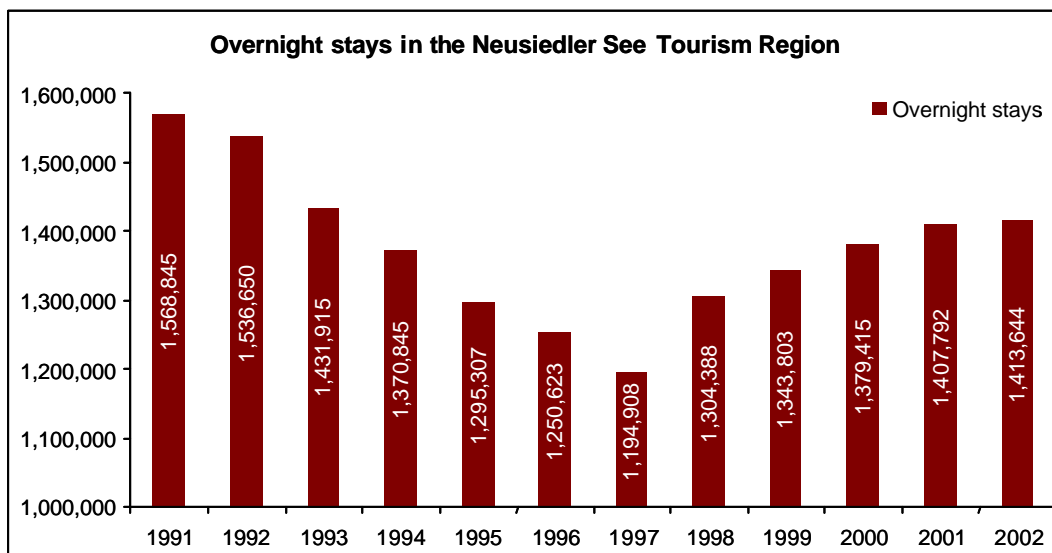
<sup>1</sup> Office of the Burgenland Provincial Government, Provincial Statistical Office (publisher): Statistics for the Province of Burgenland, Tourism 2002, Eisenstadt 2003.

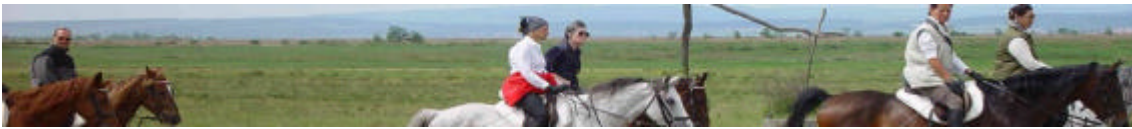


Since 1991 the number of beds has declined by approx. 10%. Whereas 15,280 beds were available in 1991, in 2002 there were only 13,783.

***Overnight stays and length of stay***

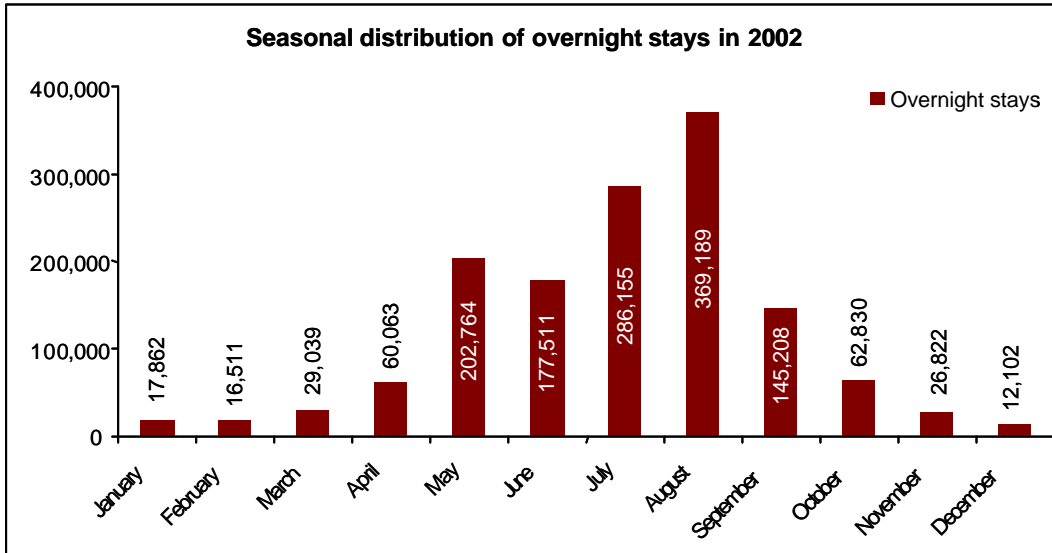
The downswing in the number of overnight stays observed in the first half of the 1990s was brought to a halt in 1998. While 1,194,908 overnight stays were recorded in 1997, by 2002 the figure had already risen to 1,413,644 (+18%). In the same period the number of arrivals climbed from 275,558 to 362,606 (+31.6%). In 2002, therefore, the region attracted more visitors than in the previous peak year of 1991. On the other hand, visitors are staying for shorter periods of time. The average length of stay fell from 4.5 days in 1991 to 3.9 days in 2002.





### Occupancy rate and seasonal distribution

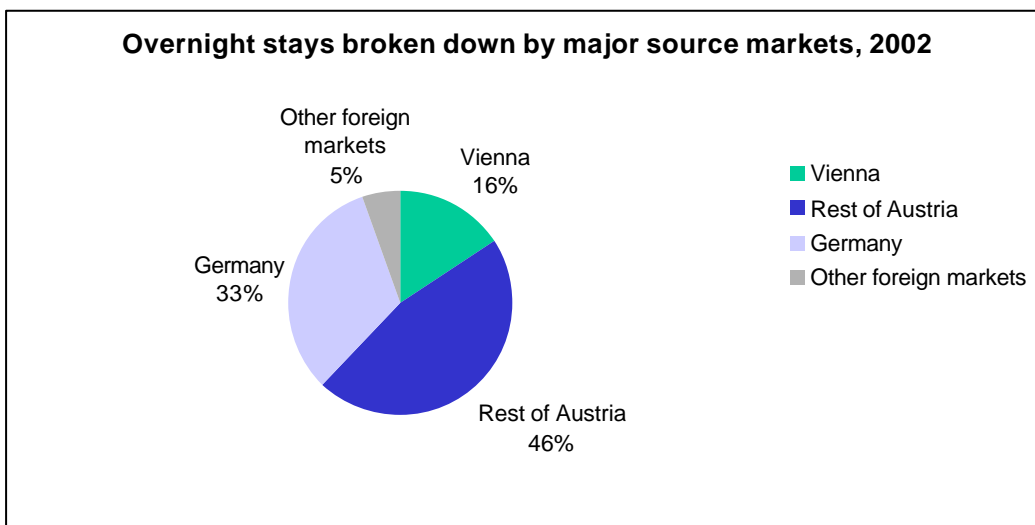
The average occupancy rate over the year amounts to just 23.1% and is thus markedly below the province average of 28.1%. The occupancy rate problem is also clearly illustrated by the following graph:



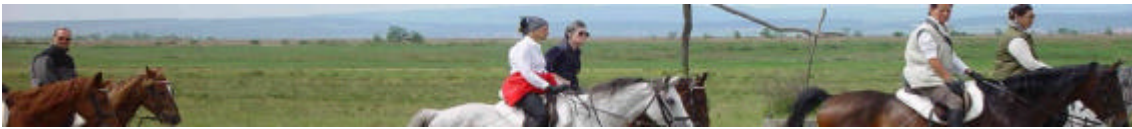
Overnight stays in the summer half-year (May – October) account for 88.2% of all overnight stays. The region is thus a typical single-season destination. Most of the businesses in the tourism sector are closed from November to March.

The Neusiedler See Tourism Region is still the major tourism region in the province of Burgenland, its share in total overnight stays for the whole province amounting to 57%. Within the region, the tourism communities with the most overnight stays are Podersdorf am See with 29%, followed by Illmitz (11.4%), Mörbisch (9.1%) and Rust (8.4%).

### The major source markets



The main countries of origin of visitors to the region are Austria (62% of overnight stays) and Germany (33%). Whereas overnight stays by German visitors declined continuously from



732,884 in 1991 to 451,771 in 2000, a trend that could not be halted until the years 2001 and 2002, overnight stays by visitors from Vienna have risen by 30% since 1997, and those by visitors from other Austrian federal provinces by 25%.

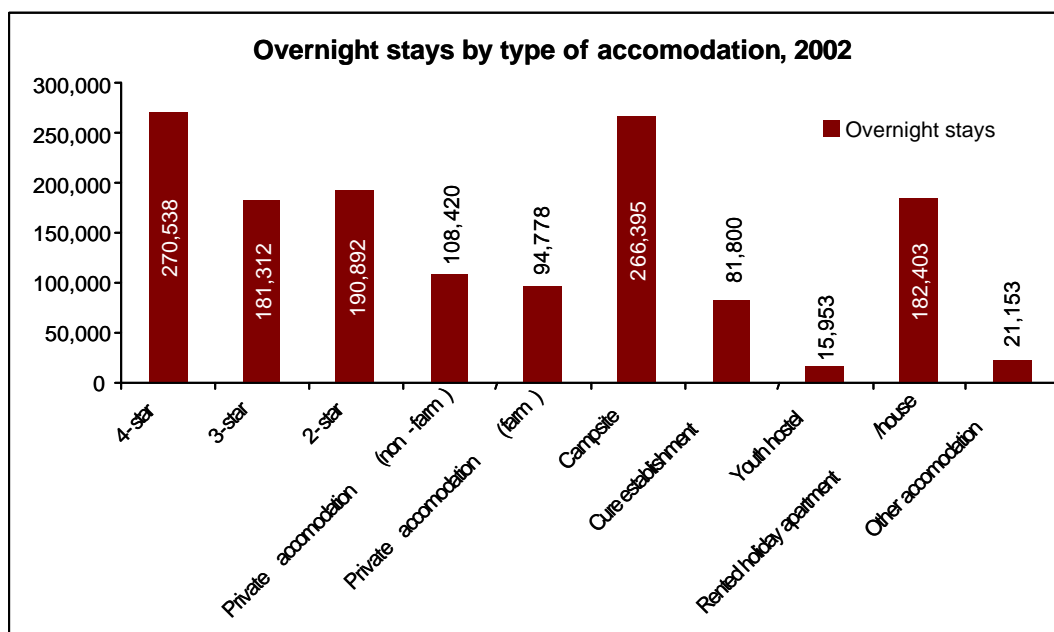
Among the other visitors from abroad, Italy is currently the only country of origin to show any notable increase, though the relative proportion of visitors from other countries is low, as the following table shows:

Overnight stays by country of origin, foreign markets except Germany, 2002

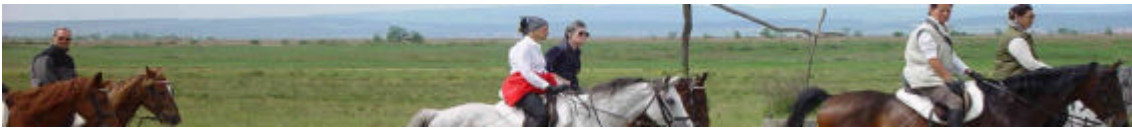
Source market	Overnight stays	Share
Switzerland	21,244	1.5%
Netherlands	8,838	0.6%
Italy	8,468	0.6%
Hungary	6,161	0.4%
GB	3,874	0.3%
USA	3,412	0.2%
France	2,695	0.2%
Belgium/Luxembourg	2,026	0.1%
Other foreign markets	20,327	1.4%

#### **Overnight stays by type of accommodation**

The impact of the investments in quality tourism made since Austria's accession to the EU can be seen from the number of overnight stays in 3 and 4-star hotels. While the latter are showing a continuous upward trend, overnights in 2/1-star establishments are steadily declining.<sup>2</sup> However, the majority of overnight stays in the region are still made on the region's seven campsites.



<sup>2</sup> Office of the Burgenland Provincial Government, Provincial Statistical Office (publisher): Statistics for the Province of Burgenland, Tourism 2002, Eisenstadt 2003.



### ***Day visitors and visitors with secondary residences in the region***

No official statistics are kept on day visitors to the Neusiedler See tourism region. In 2000 a guest survey was carried out for the first time on behalf of the Burgenland Tourist Board, which enabled an analysis to be made of day visitors and visitors with secondary residences in the region.<sup>3</sup>

Standing at over 750,000, the number of day visitors in the months of July and August clearly outweighs the number of overnight guests, who accounted for approx. 650,000 overnight stays in the same period. Based on a cautious estimate of the number of secondary residences in the region, a further 360,000 overnight stays were made by people staying at their second homes.<sup>4</sup>

The majority of the day visitors (88%) come from the federal provinces of Vienna and Lower Austria, while the greater part (70%) of the visitors with secondary residences in the region are from Vienna. Among the latter the share of retired people, at 42%, is particularly high.

The majority of the visitors named the landscape and Neusiedler See itself as the reason for their visit, along with recreation and relaxation. A greater differentiation only becomes apparent when further motives are analysed. For the day visitor, the general atmosphere and the availability of restaurants and catering establishments are both very important. Overnight guests attach particular importance to quality eating establishments, then sport, closely followed by culture. For visitors with secondary residences in the area, on the other hand, sport alone is a strong motive for a stay in the region.<sup>5</sup>

According to the study by Prof. Zins, overnight guests spend the equivalent of EUR 61 per person and day on average, which is approx. 15% less than the Austrian average of EUR 75.<sup>6</sup> The average spending of day visitors amounts to EUR 23 per head, while visitors with secondary residences in the region spend EUR 12.50 per person and day.

### *Hungary*

### ***Structure of accommodation sector and distribution of beds***

In the Hungarian part of the World Heritage site the number of commercial accommodation units has almost doubled in the last ten years. It is also notable that the number of bed and breakfast providers has tripled over the same period. Taken together, hotels and bed and breakfast establishments account for almost one third of the total beds, with the other third today provided by campsites. The bulk of the accommodation facilities is located in Fertod, Fertorákos, Hegyko and Nagycenk, which are also the most important centres of gravitation within the WH area. More than half of the commercial beds available are concentrated in Fertod.

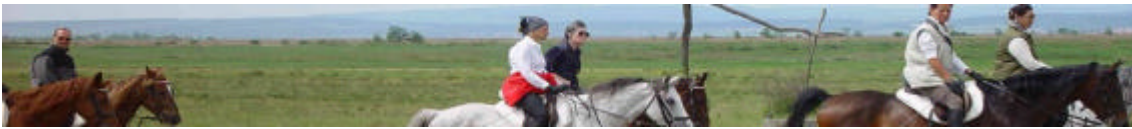
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<sup>3</sup> Zins, A. Dr.: Guest Survey 2002, commissioned by the Burgenland Tourist Board, Eisenstadt 2002

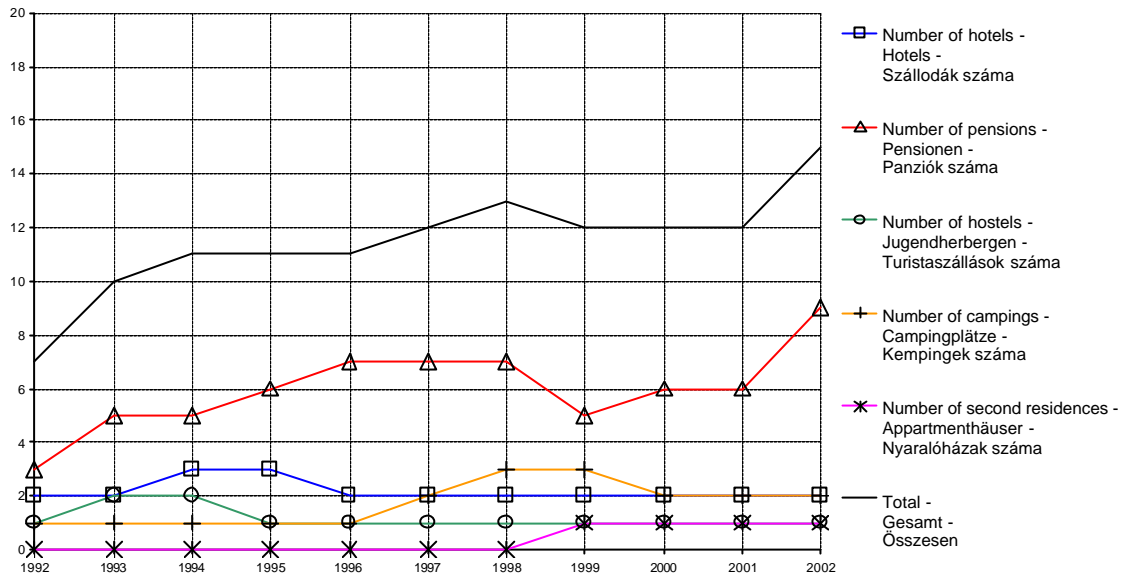
<sup>4</sup> *ibid.*, p. 62

<sup>5</sup> *ibid.*, p. 63

<sup>6</sup> cf. *Urlaubsreichen der Österreicher (Holiday Destinations of the Austrians) 2001*, Austrian Statistical Office

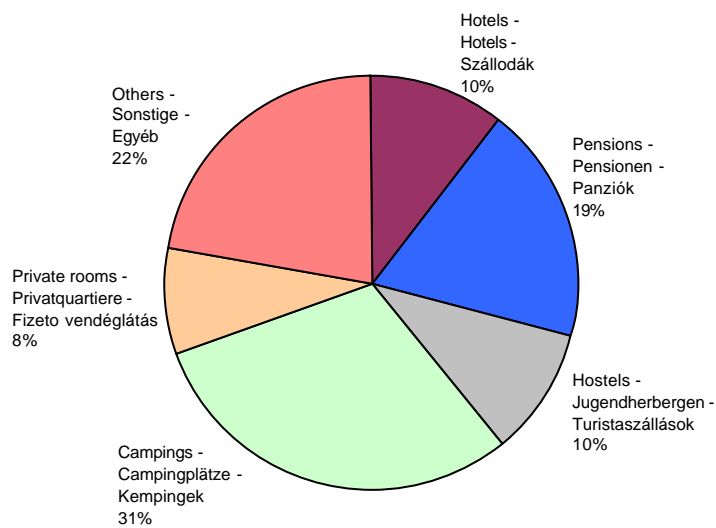


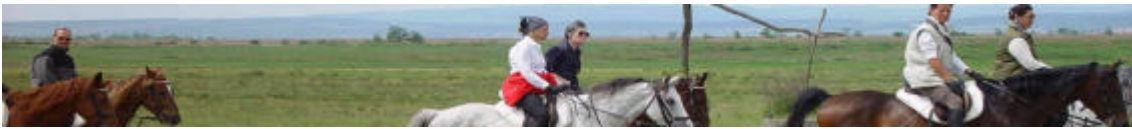
**Commercial Accomodation Units 1992-2002 in the Hungarian WH Site**  
 Gewerbliche Beherbergungsbetriebe 1992-2002 nach Unterkunftsart im ungarischen Welterbegebiet  
 A kereskedelmi szálláshelyek számának alakulása 1992 és 2002 között a Fertő-tó térségében (db)



**The Proportion of Commercial Bed Numbers in 2002 by Type of Accomodation in the Hungarian WH Site (%)**

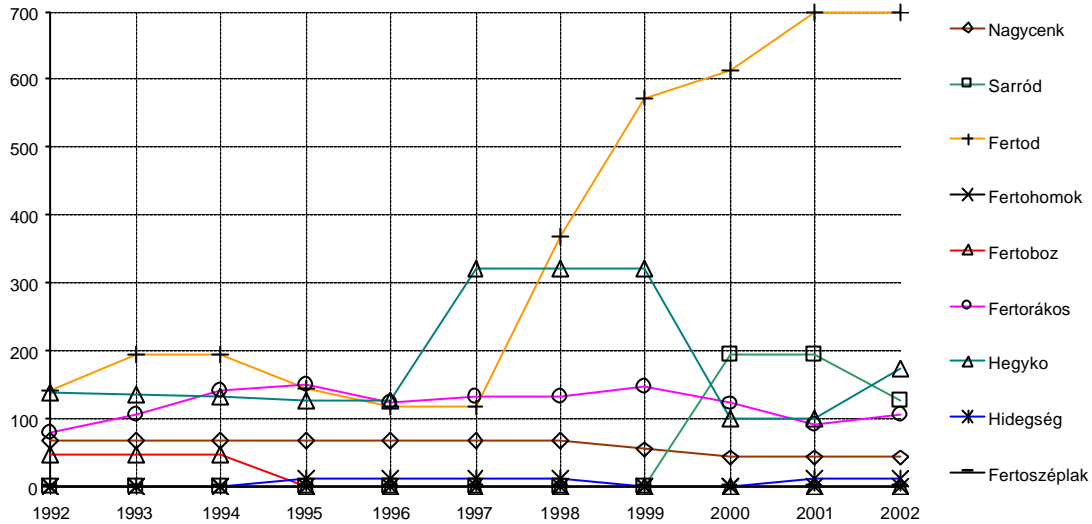
Betten in gewerblichen Beherbergungsbetrieben 2002 nach Unterkunftsart im ungarischen Welterbegebiet  
 A kereskedelmi szálláshelyek szállásférőhelyeinek százalékos megoszlása 2002-ben, a Fertő-tó térségében





### Bed Numbers of Commercial Accommodations by Settlements 1992-2002 in the Hungarian WH Site

Betten in gewerblichen Beherbergungsbetrieben 1992-2002 nach Gemeinden im ungarischen Welterbegebiet  
Kereskedelmi szálláshelyek szállásfőrohelyei településenként 1992 és 2002 között

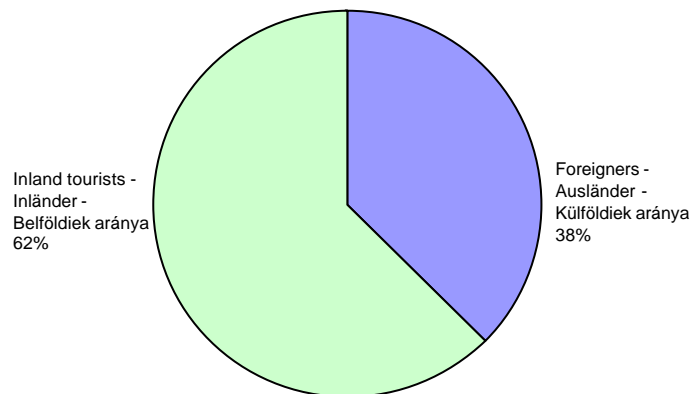


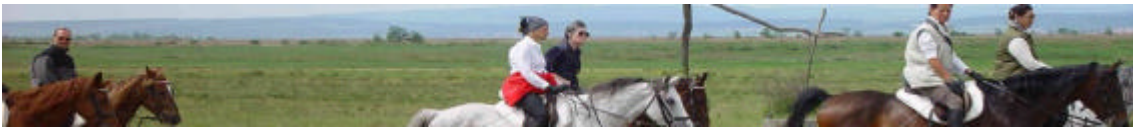
### The major source markets

H/In the year 2002 38% of the visitors came from abroad. Most of them visited Hegyko, Nagycenk Fertod and Fertorákos.

### Proportion of Foreigners 2002 in Commercial Accommodation Units in the Hungarian WH Site (%)

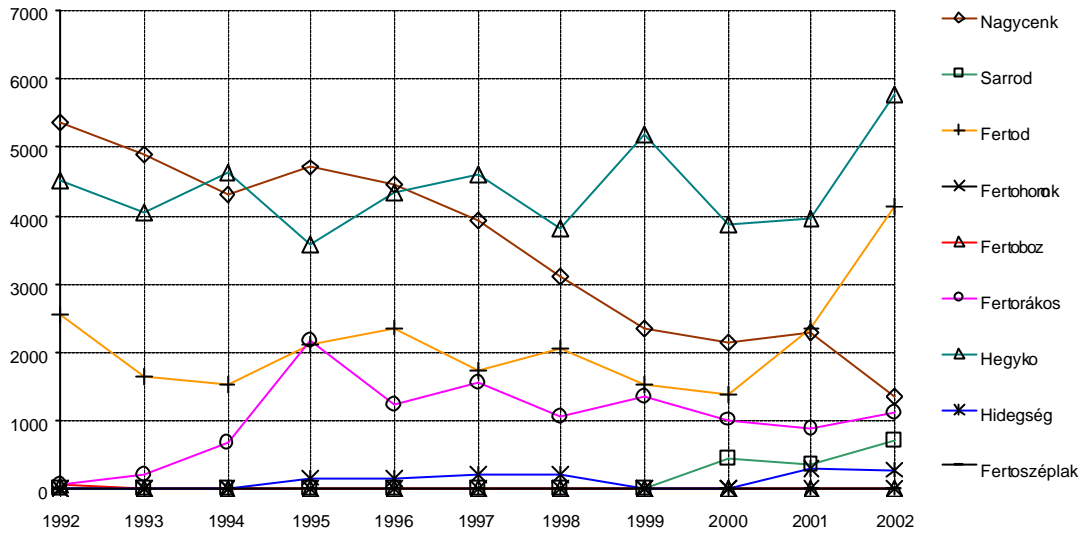
Übernachtungen in gewerblichen Beherbergungsbetrieben von Ausländern 2002 im ungarischen Welterbegebiet  
A külföldiek ill a belföldiek részesede a Fertó-tó térségében 2002-ben a kereskedelmi szálláshelyek összes vendégéjszakájából (%)





### Overnight Stays of Foreigners in Commercial Accommodations by Settlements 1992-2002 in the Hungarian WH Site

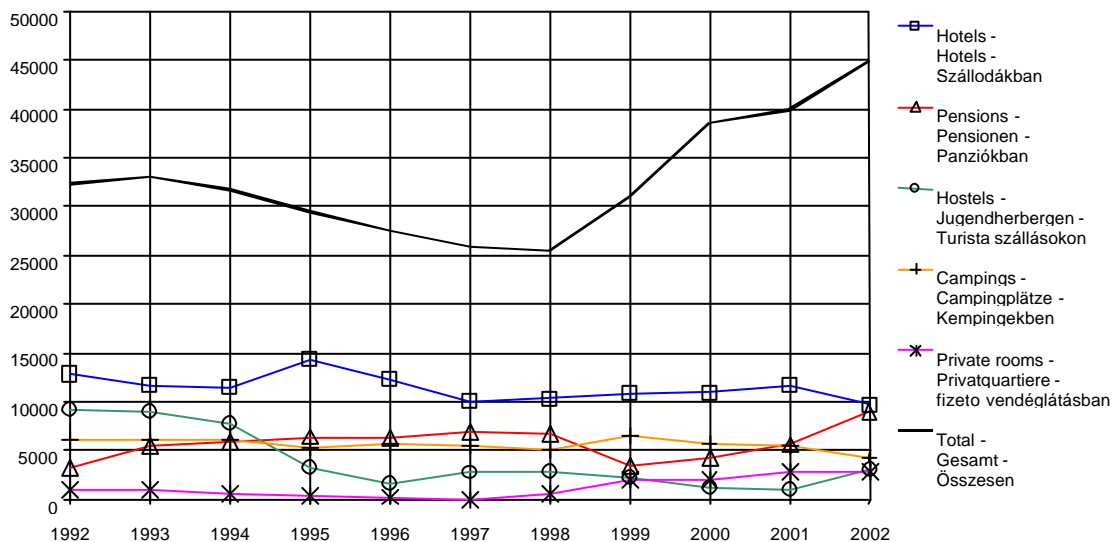
Übernachtungen von Ausländern in gewerblichen Beherbergungsbetrieben 1992-2002 nach Gemeinden im ung. Welterbegebiet  
Külföldiek által eltöltött vendégéjszakák száma a kereskedelmi szálláshelyeken

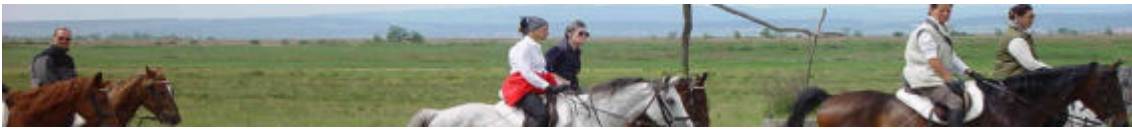


### Overnight stays by type of accommodation

#### Overnight Stays in Commercial Units 1992-2002 by Type of Accommodation in the Hungarian WH Site

Übernachtungen in gewerblichen Beherbergungsbetrieben 1992-2002 nach Unterkunftsart im ungarischen Welterbegebiet  
A kereskedelmi szálláshelyek szállásfér ohelyein eltöltött vendégéjszakák számának alakulása 1992 és 2002 között a Fertő térségében (db)





### 5.3.2 Restaurant Statistics

#### Austria

In culinary terms, the Neusiedler See World Heritage region is one of the most interesting in Austria. The variety of local ingredients in this part of Austria is particularly large: small game, red deer and wild boar, old domestic animal breeds such as Mangaliza pigs or Hungarian Grey cattle, geese, fish from Neusiedler See, vegetables from the Seewinkel district, wild mushrooms and wild garlic from the Leithagebirge, and of course the rich variety of local wines, supply the natural ingredients for a unique regional cuisine. More and more chefs in the region have committed themselves to a new quality consciousness over the past few years, and are re-interpreting "Pannonian cooking" with a strong emphasis on the use of local ingredients. 8 restaurants in the region were awarded more than 13 points in the Gault Millau Guide 2003, thus earning the distinction of at least 1 "chef's hat".

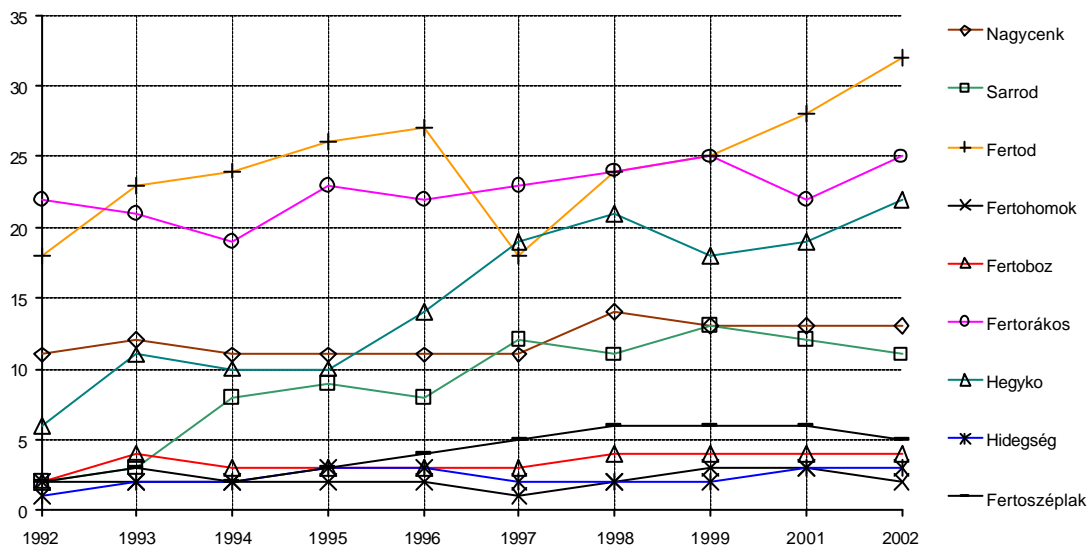
The region also boasts a large number of restaurants and catering establishments in the "normal" quality segment. Over 350 restaurants and wine taverns open their doors to guests in the summer season. In winter the number falls to approx. 250. According to the survey of guest satisfaction carried out in 2000, many guests were of the opinion that the current standard of catering could be improved. Day visitors in particular saw further potential for improvement in the local restaurant trade.<sup>7</sup>

#### Hungary

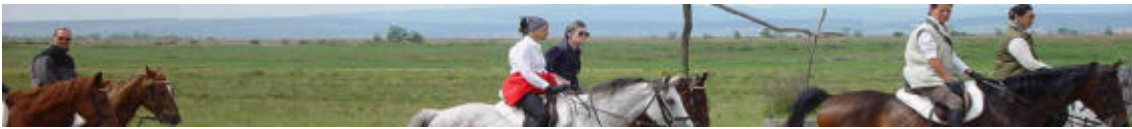
The number of restaurants increased substantially in Hegyko and Fertod.

#### Restaurants 1992-2002 in the Hungarian WH Site

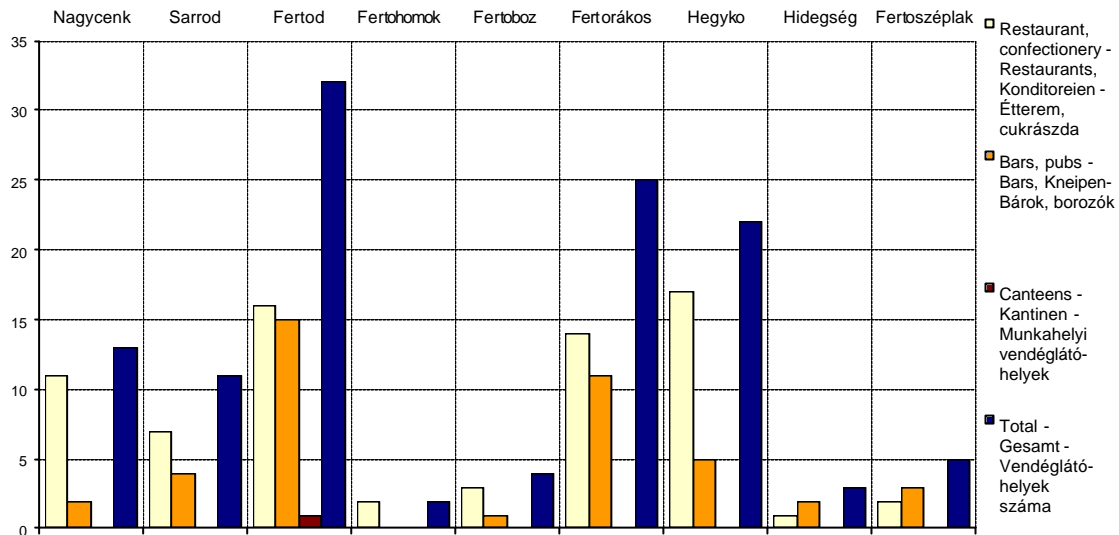
Gastronomiebetriebe 1992-2002 nach Gemeinden im ungarischen Welterbegebiet  
Vendéglátóipari üzletek (1992-1996) ill. vendéglátóhelyek (1997-2001) számának alakulása 1992 és 2002 között



<sup>7</sup> Zins, A. Dr.: Guest Survey 2002, commissioned by the Burgenland Tourist Board, Eisenstadt 2002, p. 19



**Restaurants by Type 2001 in the Hungarian WH Site**  
 Gastronomiebetriebe nach Restauranttyp 2001 im ungarischen Welterbegebiet  
 Vendéglátóhelyek megoszlása 2001 (db)



### 5.3.3 Organisational Structure of Tourism Marketing

#### *Austria*

The organisational structure of tourism marketing in Burgenland is regulated by the Burgenland Tourism Act of 1992.<sup>8</sup>

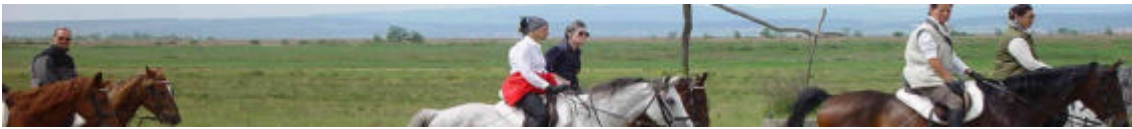
In accordance with the legal provisions, local tourism associations have been established in all communities with the exception of Oslip and Schützen. The principal task of the local tourism associations lies in the "safeguarding, promotion and representation of the local tourism interests..."<sup>9</sup>. On a day-to-day basis this involves providing information and assistance to visitors, operating a visitor accommodation service and organising local events, as well as implementing supra-regional activities.

The Information Centre of the Neusiedler See – Seewinkel National Park, set up in 1995, also plays a significant role in the provision of services for visitors. Besides comprehensive information material, a library and a changing programme of exhibitions, the Information Centre team also offer guided tours of the National Park and the nature conservation areas in the Leithagebirge.

Neusiedler See Tourism GmbH (NTG for short) was founded in 1997. The partners in this destination management company are the local tourism associations of the "lakeshore" World Heritage region, together with the local tourism associations of Andau, Bruckneudorf, Eisenstadt, Halbturn, Mönchhof, Taden and Wallern, which are further away from the lake, and the Leithaauen Regional Tourism Association (comprising the communities of Kittsee, Edelsthal, Pama, Zurndorf, Gattendorf, Nickelsdorf and Deutschjarndorf).

<sup>8</sup> Act of 30 January 1992 on the Organisation and Promotion of Tourism in Burgenland (Burgenland Tourism Act 1992), Province Law Gazette No. 36/1992

<sup>9</sup> *ibid.*, Section II, §3



Neusiedler See Tourism GmbH is financed by the partners' annual contributions as well as subsidies from the Province of Burgenland. The principal tasks of Neusiedler See Tourism GmbH are coordination of the regional tourism activities, development of joint tourism programmes, facilities and services and planning and implementation of supra-regional marketing activities.

At province level the provincial tourism authority "Burgenland Tourist Board" was set up, of which the local and regional tourism associations are compulsory members.<sup>10</sup> The duties of the provincial tourism authority are, in particular, "to uphold the common interests of the tourism associations, define guidelines for the tourism associations, and advise and support the tourism associations in fulfilling and coordinating the tasks assigned to them ...."<sup>11</sup>

### *Hungary*

The Hungarian Tourism Co. Ltd. (Magyar Turizmus Rt.), under the control of the Ministry of Economic Affairs, is in charge of tourism marketing in the region.

The objective of the Hungarian Tourism Co. Ltd. is to develop a characteristic tourism image of Hungary in the source countries. The intended central elements of this image are internationally competitive attractions of Hungary such as medicinal tourism, conference and incentive tourism.

Its aim is to contribute to establishing the domestic tourism product on the market, thus enhancing tourism in Hungary. Its principal tasks include:

- Enhancement of the prestige of Hungary as a tourist destination among the Hungarian population.
- Upgrading of Hungary's reputation as a tourist destination and enhancement of its image abroad.
- Promotion and PR activity in both the national and international arenas.
- Establishment, development and cultivation of professional partnerships, both nationally and internationally.
- Contributing to the conservation of the natural environment, the man-made attractions and Hungarian culture, in compliance with the requirements of sustainable development.

The Hungarian Tourism Co. Ltd. has local directorates in the WH area.

The Fertő region belongs to the West-Transdanubian Tourism Region: West-Transdanubian Regional Marketing Directorate – 9400 Sopron, Új utca 4.

The local governments and subregional associations are partners of the Hungarian Tourism Co. Ltd..

## **5.4 Possible Tourist-induced Threats**

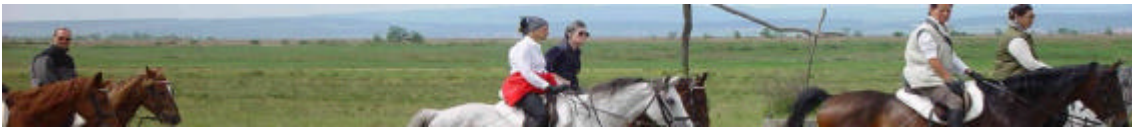
(negative effects caused by visitors)

The Neusiedler See area is not affected by classical mass tourism, even though there are a few peak-season weekends in July and August. As a result, the potential for negative impacts of tourism is low in the World Heritage area in general and in the most sensitive areas in particular.

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<sup>10</sup> *ibid.*, Section IV, § 17 (1)

<sup>11</sup> *ibid.*, Section IV, § 17 (3)



Protection measures for the Neusiedler See were initiated very early (e.g. the restriction of shipping, Provincial Law Gazette No. 28/1961). An extensive network of cycle paths surrounding the lake helps to restrict the flow of visitors to clearly defined routes and locations. Since the Neusiedler See Card was introduced in 2000, more and more guests have been using public transport for their excursions. In tourist hubs such as in the Neusiedler See – Seewinkel National Park area, signboards have been put up to indicate areas to which access is prohibited to visitors. In large parts of the Leithagebirge, but also the sensitive area surrounding the mouth of the river Wulka there is hardly any tourism infrastructure, which makes these areas less immediately attractive to visitors.

However, there are a number of factors whose further development deserves special attention:

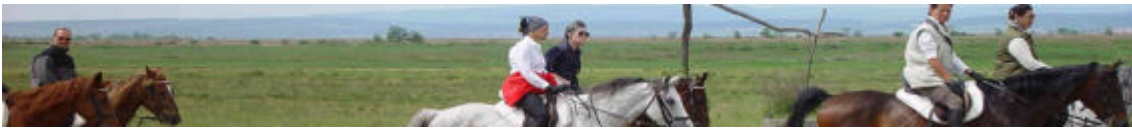
- The danger of rezoning and building activity in sensitive locations on the fringe of villages emanating from tourism investment projects such as hotels, theme parks and weekend homes.
- The increase of (uncontrolled) traffic flows and the parking burden caused by excursion tourism and day visitors in villages or areas surrounding special event sites, unless an adequate traffic and transport concept and/or parking space management scheme are developed.
- The danger of tourism projects generating added value merely for the respective developers unless the projects are integrated in their surrounding environment.
- “Optical environmental pollution” through the uncontrolled spread of billboard hoardings and advertising boards.
- Increasing noise disturbance owing to continuously rising air traffic in the area of the air corridor to Vienna International Airport and rising heavy -duty traffic on the federal road B50.
- Sailing and surfing activities affecting fishery and aquaculture (causing damage to fishing nets).
- Chalets built on stilts and large firework displays affecting the lake’s water quality.
- In the Hungarian part the environmental damage caused by litter and rubbish left behind by visitors should additionally be mentioned.

## 5.5 Outline of the Tourism Policy

### *Austria*

In 1999, Neusiedler See Tourism GmbH developed a strategic concept for the development and marketing of tourism in the region until the year 2003. The core businesses identified in this concept – lakeside beach holidays, cycling and short breaks – are still the major sources of tourism revenue today, while nature tourism in the Neusiedler See – Seewinkel National Park and the region’s winegrowing heritage and culinary diversity are also developing into new magnets for tourists.

A new strategic paper is due for completion by the Burgenland Tourist Board by the end of 2003, which is to give special attention to the changed background conditions for the Neusiedler See region arising from inscription on the UNESCO World Heritage List. This strategic paper will subsequently be taken as the basis for development of a new strategic concept for the Neusiedler See region.



### *Hungary*

The tourism policy for the region and the Fertő landscape is detailed in the "Strategic and Operative Tourism Programme for the Fertő Lakeshore Subregion" (2002. Hazai Téréségfejlesztő Rt. – 2002. Domestic Regional Development Co. Ltd.):

The tourism development of the region is basically determined by the National Park (Fertő-Hanság Nemzeti Park), and the fact that this landscape belongs to the World Heritage. Protection of the environment and environmental awareness are increasingly being emphasized in tourism. Eco-tourism is already established and well developed in the Austrian area of Lake Fertő (including cycle routes, hiking trails, birdwatching, water tourism). This form of tourism is presently spreading out towards the Hungarian area, with the Fertő Lakeshore Subregion also making a special contribution to the tourism product. Eco-tourism is well complemented by the presentation of local cultural values and traditions (from the Esterházy Palace and its musical performances to the surrounding settlements with their wine and gastronomic traditions, folk traditions, folklore products, etc.)

Purposeful, well-prepared product development based on local facilities is an elementary factor in the elaboration of special product groups. Well-targeted product development enhances the competitiveness of the subregion by taking account of facilities, market trends and the characteristics and demands of visitors. Segmentation of the market is another elementary task, a market segment here meaning a group of visitors belonging together from a certain point of view. The market image specific to the region is increasingly being determined by the development and launch of region-specific marketing products.

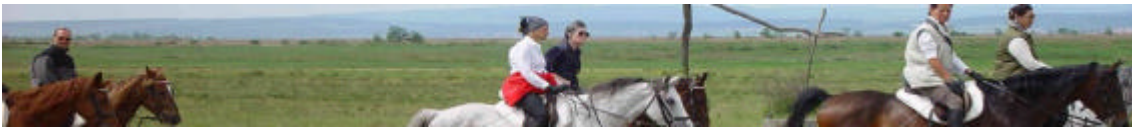
During the product development process the appropriate outline of financing possibilities is of basic importance, calls for tender being an elementary instrument in this concern.

Accession to the European Union will have an advantageous impact on tourism in the region. The abolishment of national borders will enable unified management of Lake Fertő and its surrounding area, along with joint development of tourism.

The facilities of the Fertő Lakeshore Subregion are a considerable magnet for tourists, but the landscape also has its own attractions which can be organized into a competitive portfolio.

Tourism product development is part of the region's tourism policy and covers the following product types:

- Eco-tourism
- Medicinal and spa tourism (recreation, wellness)
- Cycle tourism
- Water tourism
- Village tourism
- Gastronomic and wine tourism
- Equestrian tourism
- Cultural and heritage tourism



## *Austria – Hungary*

### **5.6 Objectives for Sustainable Tourism and Visitor Management**

Note: The explanation and listing of the tourism objectives continues the numbering system used in Sections 4.2 (Short and long-term objectives for the preservation of the World Heritage area) and 4.3 (Action Plan). The objectives and measures/actions to be taken in the tourism sector are thus listed under the sequential number VII.

#### **VII.1 Sustainable Tourism Suprastructure**

##### **VII.1.1 Long-term Tourism Development Plan containing binding guidelines**

It is essential that a balance is maintained between the further development of tourism in the WHS and its conservation. In line with the Strategic Concept of the Burgenland Tourist Board, completed at the end of 2003, a long-term Tourism Development Plan containing binding guidelines is to be formulated for the Neusiedler See tourism region (though with a particular focus on the World Heritage area). The concept is to be geared towards the overarching objectives of "sustainability, an emphasis on overnight tourism and wide-ranging added value for the region as a whole".

In Hungary, the "Strategic and Operative Tourism Programme for the Ferto Lakeshore Subregion" (FKTSOP) elaborated for this region covers the long-term tourism development programme in accordance with these objectives (see 5.5)

##### **VII.1.2. Extending the tourist season**

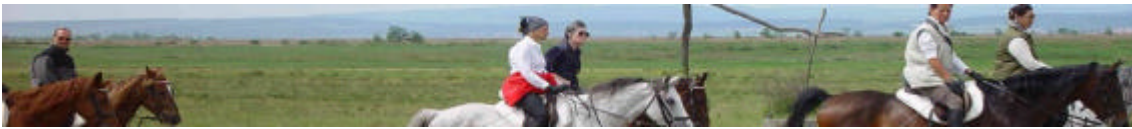
Ferto-Neusiedler See is a typical one-season (i.e. summer) tourist region. Several successful efforts have been initiated to extend the tourist season, including the "Neusiedler See Card" (see following section), the introduction of event package programmes, the thermal spa at Balf, a proposed thermal spa in Austria, round-the-year offers relating to wine and wine tasting, as well as nordic walking and back-country skiing. These initiatives are to be further developed in a coordinated effort with the World Heritage management associations.

##### **VII.1.3 Seasonal and spatial equalisation of tourist flows**

The ongoing programmes for the seasonal and spatial equalisation of tourist flows are to be upgraded as a matter of priority. Particularly in the off-season periods, the region's core competences of "wine and cuisine" and the tourism services and facilities in the area of the Neusiedler See – Seewinkel National Park and the planned Neusiedler See – Leithagebirge Natural Park provide ideal starting-points.

The Neusiedler See Card, recognised Austria-wide and already copied by other tourism regions, is an ideal instrument for the management of tourist flows with special regard to the communities that are less developed in terms of tourism. The concept is being further developed within the framework of the INTERREG IIIA "Ecomobility and Ecotourism" project. Priority measures include

- Integration of further service providers from the tourism and transport sectors (especially also Hungarian ones)
- Harmonisation of the technical equipment
- Technical networking of the service providers and partner businesses
- Creation of an overarching regional information system for central maintenance of all master data on tourism-sector businesses, capturing of visitor master data and settlement of NSC transactions, as well as agency and sales function for overnight accommodation at Neusiedler See Card partner businesses



- Customer relationship management as a further development of the existing marketing activities

#### **VII.1.4 Improving the quality of the tourism businesses**

This measure corresponds to the package of measures contained in the Central Programme Planning Document drawn up by the Office of the Burgenland Provincial Government for the EU Objective 1 period 2000-2006<sup>12</sup> and focuses on the following:

- Quality offensive in the small and medium-sized tourism businesses
- Upgrading and improvement of the range of overnight accommodation, restaurants and catering establishments, leisure facilities and tourism experiences on offer
- Upgrading of the "visitor experience factors" in the hotel and restaurant trades
- Upgrading and expansion of targeted sport and leisure facilities
- Investment in activity packages, customer care programmes and cooperation packages

With regard to tourism-related architecture, increased attention is additionally to be directed towards the development of a new, contemporary architectural idiom guided by the old building tradition (see also measures IV.1.8 "Building in harmony with the landscape" and IV.1.10 "Burgenland World Heritage School of Building").

A new tourism product, "Pannonisch Wohnen" (Pannonian Living), aims to give visitors the opportunity to experience typical Burgenland hospitality.

The Hungarian "Strategic and Operative Tourism Programme for the Ferto Lakeshore Subregion" (FKTSOP) is in accordance with the above.

#### **VII.1.5 "Pannonisch Essen" (Pannonian Dining) quality tourism product**

The range of typical regional dishes and indigenous wines offered by the region's restaurant trade is to be enhanced. In accordance with the Slow Food International® concept, Austria's World Heritage region is to become the showcase for a new "ecogastronomic" sensibility, combining maximum culinary enjoyment with a deep-rooted sense of responsibility for the environment and the local agricultural products. These measures are aimed at promoting the creation of networks of local restaurateurs and producers, maintaining the local culinary traditions and preserving the old domestic animal breeds, fish species and vegetable varieties that are typical of the region.

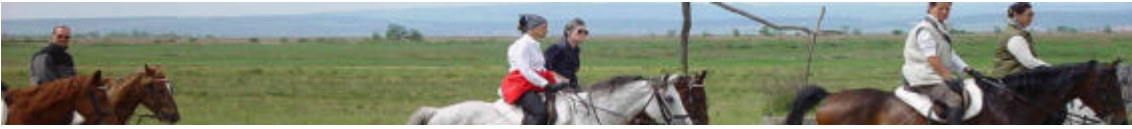
### **VII.2 Sustainable Tourism Infrastructure**

#### **VII.2.1 Ecotourism and ecomobility**

- Within the scope of the INTERREG IIIA project "Austro-Hungarian Pilot Project for Sustainable and Environmentally Friendly Transport and Tourism in Sensitive Areas, Based on the Example of the Neusiedler See / Ferto Region" (see Section IV 2) the region is to be upgraded into a model region for "ecotourism and ecomobility". The following measures are planned within the framework of this project, which will run until 2007:
- Upgrading of the existing Neusiedler See Card into an "ecomobility key" providing access to the range of ecotourism services
- Development and implementation of a range of "ecotourism" services and facilities with a particular emphasis on carless travel to the holiday destination
- Creation of ecomobility tour packages and programmes in cooperation with the Neusiedler See – Leithagebirge region and the Neusiedler See – Seewinkel National Park.

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<sup>12</sup> Objective 1 – Burgenland 2000 – 2006, Supplement to the Central Programme Planning Document (CPPD), p.48ff.



### **VII.2.2 Focus on facilities for cycle tourism**

Under the Cycle Routes Concept elaborated by the Burgenland Tourist Board, the B10 cycle route is to be upgraded as a model project for the future development of cycle tourism facilities in Burgenland.<sup>13</sup> Particular emphasis will be placed on designing the cycle routes in such a way as to maximise the visitor experience. The following measures are planned, among others:

- New signage system and uniform ground markings, esp. at road intersections
- Creation of viewpoints and rest areas
- Layout of the cycle route network to lead visitors to cultural monuments and sites of historical interest (see Section II.3)
- Links to the Hungarian cycle route network and the cycle route network in central Burgenland ("Blaufränkischradweg")
- The cycle route between Balf and Fertorákos is to be developed on the Hungarian side.

### **VII.2.3 Tourism-based revitalisation of the western side of Neusiedler See**

The founding of the Neusiedler See – Leithagebirge Regional Association in 2002 saw the creation of a prerequisite for sustainable development in the particularly sensitive area between the communities of Jois and Donnerskirchen. The priority aim of the Regional Association is the establishment of the Neusiedler See – Leithagebirge Natural Park.

The organisation's strategic paper also defines the following as further tourism-related objectives:

- Preservation and revitalisation of the old village centres: initial approaches are underway to lease old buildings worthy of preservation, renovate them and then rent them out to tourists as holiday apartments ("Dorfhotel" (Village Hotel) project).
- Preservation and upgrading of the cherry-tree plantations: the cherry trees dominate the local landscape. Activities and festivals connected with the cherry blossom season and the cherry harvest contribute towards building a positive image of the region.
- Model projects for the development of a range of ecomobility services are to be launched within the scope of the "Ecomobility and Ecotourism in the Cross-border Neusiedler See Region" project initiated by Neusiedler See Tourism GmbH (see Point VII.2.1).

### **VII.2.4 Upgrading of the bridleway network**

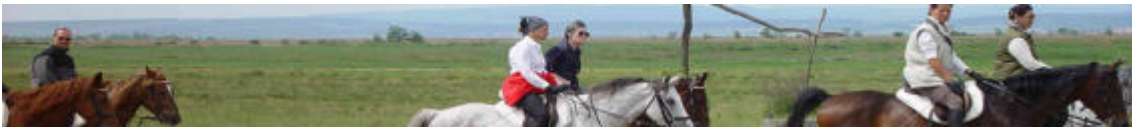
The existing network of bridleways is to be upgraded on a cross-border basis and partner businesses in Hungary (riding stables) are to be sourced to provide one-day horseriding tours.

### **VII.2.5 Visual accentuation and revitalisation of the cross-border Amber Road**

Visual accentuation of the course of the Amber Road and highlighting of its historical context are to create impulses for cross-border cooperation with other regions situated along this former major international trading route between the Adriatic and the Baltic. The course of the Amber Road in the area of Sopron and St. Margarethen and from Donnerskirchen to Winden leads past the most important cultural monuments and sites of historical interest on the eastern lakeshore.

### **VII.2.6 Removal of the "signboard jungle"**

Coordinated action is to be undertaken at the political level in order to put a stop to the uncontrolled proliferation of billboard hoardings, advertising boards and other signboards along the region's roads, particularly at the entrances to the towns and villages.



### **VII.3 Marketing and Tourism Organisations**

#### ***VII.3.1 Raising awareness of the region's World Heritage status***

The local population working in the tourism sector should identify with the region's World Heritage status. The measures detailed under Section VI are to be strongly targeted at tourism professionals in order to establish a solid "World Heritage awareness". A cross-border regional exhibition on "The World Heritage Cultural Landscape of Ferto / Neusiedler See" and an annual "World Heritage Festival" can make a significant contribution in this context.

#### ***VII.3.2 Installation of info points***

Info points with displays explaining the values of the unique cultural landscape are to be installed along the cycle routes, at viewpoints and at sites of cultural and historical interest. The info points are to be equipped with state-of-the-art technologies to ensure a contemporary mode of presentation.

#### ***VII.3.3 Visual accentuation of the World Heritage area***

The "gateways" to the World Heritage area are to be highlighted by landmarks to make the World Heritage area visible to visitors and the local population alike. Signs are to be erected at the entrances to towns and villages. "Landart" installations could also be used to "mark" sites of particular interest.

Special World Heritage events are to be integrated into the annual events schedule of the existing "Pannonischer Rhythmus" (Pannonian Rhythm) programme organised by Neusiedler See Tourism GmbH, whereby special emphasis is to be given to a World Heritage Festival focussing on local culture.

#### ***VII.3.4 Creation of a regional tourism organisation on Hungarian territory***

The creation of a regional tourism organisation in Hungary (Tourism Development Agency for the Ferto Area (DAFA)) is to be supported to facilitate coordinated implementation of measures in the World Heritage area in cooperation with the Hungarian partners in the tourism sector.

#### ***VII.3.5 Cross-border tourism marketing***

Cooperation with the Hungarian partner organisations is to be intensified with a view to joint development of tourism projects and joint cross-border marketing of the Neusiedler See region.

#### ***VII.3.6 Involvement of Neusiedler See Tourism GmbH in the World Heritage Association***

The regional destination management company Neusiedler See Tourism GmbH is to become a (co-opted) member of the World Heritage Association.

#### ***VII.3.7 Due regard to be given to all communities in the Seewinkel district in the event of future expansion of the World Heritage area***

Due regard is to be given to all communities in the Seewinkel district in the event of future plans to expand the World Heritage area; firstly because these communities also contain sites of cultural and historical importance which have played an essential role in shaping the evolution of the cultural landscape in the past, and secondly because the sustainable joint development of tourism in the region can only function properly if all stakeholders act in a concerted manner.

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<sup>13</sup> Burgenland Cycle Routes Concept, Burgenland Tourist Board, 2003

## 5.7 Action plan for sustainable tourism

### VII. Tourism

#### VII.1 Sustainable tourism suprastructure

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
VII.1.1	Long-term Tourism Development Plan containing binding guidelines	A, H	WG Tourism Burgenland Tourist Board Spatial Development Association of Ferto-side communities	Short-term, continuous
VII.1.2	Extending the tourist season Further development of existing initiatives (e.g. the "Neusiedler See Card" (see following section), the introduction of event package programs, the thermal spa at Balf, a proposed thermal spa in Austria, round-the-year offers relating to wine and wine tasting, as well as nordic walking and back-country skiing	A, H	Neusiedler See Tourism GmbH Burgenland Tourist Board WG Tourism WG Agriculture	Short- / medium-term
VII.1.3	Seasonal and spatial equalisation of tourist flows with special regard to the Neusiedler See Card	A, H	Neusiedler See Tourism GmbH Burgenland Tourist Board WG Tourism WG Agriculture	Short-term, under implementation
VII.1.4	Improving the quality of the tourism businesses <ul style="list-style-type: none"> <li>■ Quality assurance measures in accordance with CPPD, Objective 1 – Burgenland 2000-2006</li> <li>■ New architectural idiom for tourism-related buildings (cf. IV.1.10)</li> <li>■ "Pannonisch Wohnen" (Pannonian Living) tourism product</li> </ul>	A, H	Office of the Burgenland Provincial Government WG Settlements WG Culture Architekturraum Burgenland WG Tourism Neusiedler See Tourism GmbH Spatial Development Association of Ferto-side communities	Short-term, under implementation Short-term, continuous Medium-term
VII.1.5	"Pannonisch Essen" (Pannonian Dining) quality tourism product	A, H	WG Agriculture WG Tourism	Short-term, partly already under implementation

## VII.2 Sustainable tourism infrastructure

	Objective / Action	Target zone	Lead Working Group and Key Partners	Timeframe for implementation
VII.2.1	Ecotourism and ecomobility	A, H	Neusiedler See Tourism GmbH Austrian Federal Ministries for Economic Affairs and Environment Bgld. Provincial Government Neusiedler See – Leithagebirge Regional Association, Neusiedler See - Seewinkel National Park WG Settlements, WG Tourism Public transport providers: ÖBB, GySEV/RoeEE, Postbus, bus companies Magyar Turisztikai Rt Nyugat-Dunántúli Regionális Marketing Igazgatóság	Under implementation
VII.2.2	Focus on facilities for cycle tourism	A, H	Burgenland Tourist Board WG Tourism, WG Culture Spatial Development Association of Ferto-side communities	Short-term
VII.2.3	Tourism-based revitalisation of the western side of Neusiedler See	A	Neusiedler See – Leithagebirge Regional Association, Neusiedler See Tourism GmbH, WG Tourism WG Natural Environment	Under implementation
VII.2.4	Upgrading of the bridleway network	A, H	Burgenland Tourist Board WG Tourism, Partners in the "Burgenland im Galopp" (Burgenland at a Gallop) product	Short to medium-term
VII.2.5	Visual accentuation and revitalisation of the cross-border Amber Road	A, H	WG Culture WG Tourism	Short to medium-term
VII.2.6	Removal of the "signboard jungle"	A	WG Settlements, WG Tourism Local communities	Short-term

### VII.3. Marketing and tourism organisations

	<b>Objective / Action</b>	<b>Target zone</b>	<b>Lead Working Group and Key Partners</b>	<b>Timeframe for implementation</b>
<b>VII.3.1</b>	Raising awareness of the region's World Heritage status (see also measures listed under Section VI)	A,H	World Heritage Association, all working groups Hungarian Council of the World Heritage "Ferto Area"	Short-term, continuous
<b>VII.3.2</b>	Installation of info points	A, H	World Heritage Association, WG Tourism, WG Culture Hungarian Council of the World Heritage "Ferto Area"	Short to medium-term
<b>VII.3.3</b>	Visual accentuation of the World Heritage area	A, H	WG Tourism WG Culture Hungarian Council of the World Heritage "Ferto Area"	Short-term, continuous
<b>VII.3.4</b>	Creation of a Hungarian tourism organisation at the regional level (partner for the Austrian regional tourism organisations)	H	WG Tourism	Short to medium-term
<b>VII.3.5</b>	Cross-border tourism marketing	A, H	Neusiedler See Tourism GmbH Hungarian Tourist Board WG Tourism Burgenland Tourist Board	Short to medium-term
<b>VII.3.6</b>	Involvement of Neusiedler See Tourism GmbH in the World Heritage Association	A, H	World Heritage Association Neusiedlersee Tourism GmbH Magyar Turisztikai Rt Nyugat-Dunántúli Regionális Marketing Igazgatóság	Short-term
<b>VII.3.7</b>	Due regard to be given to all communities in the Seewinkel district in the event of future expansion of the World Heritage area	A	World Heritage Association	Medium-term