

# Which landscape do we want in the Alps?

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Locals Tyrol  
Locals South Tyrol  
Tourists Tyrol  
Tourists South Tyrol

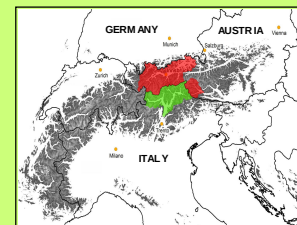
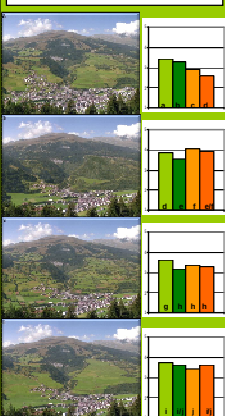


Fig. 1: Research area

## Objectives

In the midst of urbanisation, free market economy, land use changes and mass tourism, the future development of Alpine landscapes is an important resource that needs to be managed and planned by politics and spatial planning. Therefore, the objective of this representative survey is:

- To investigate the (conflicting) objectives and expectations of locals and tourists regarding the Alpine landscape development and
- To develop and apply suitable methods to foster consensus building regarding these objectives.



Fig. 2: Face-to-face interview

## Methods

Face-to-face Interviews and an internet survey were conducted in Tyrol (A) and South Tyrol (I) during summer 2010. The approximately 5000 respondents answered a standardised questionnaire with different landscape scenarios and questions regarding Alpine landscape and its development.

## Results

Different groups have different preferences regarding Alpine landscape and its development:

- Tourists consider reforestation and partial wilderness not less attractive than open fields
- Locals often prefer well known landscapes such as traditionally used areas. This can also be observed in the regional comparison. An explanation of this fact can be found in the social dimension that assumes that landscapes are assessed in a positive way, if they include familiar elements.

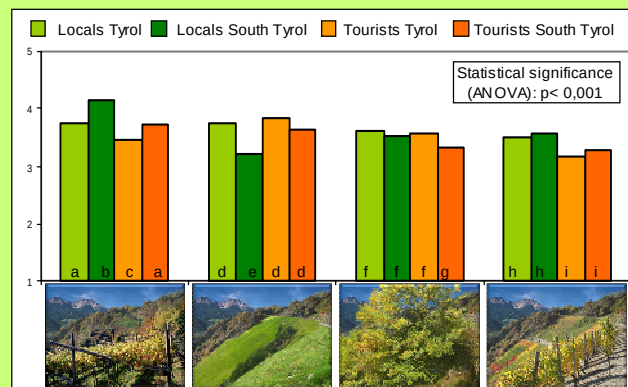


Fig. 3: Landscape preferences (1= do not like at all, 5= like very much)

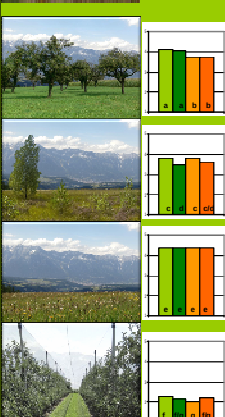


Fig. 6: Landscape preferences (1= do not like at all, 5= like very much)

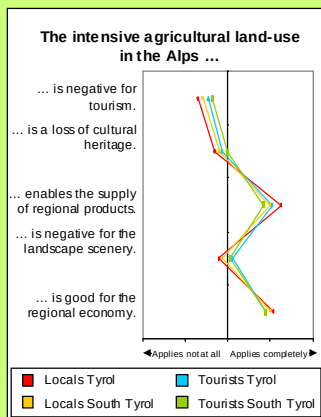


Fig. 4: People's opinion regarding the intensive agricultural use in the Alps

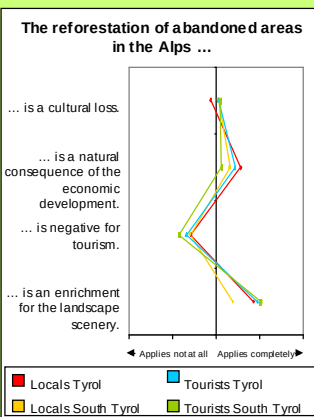


Fig. 5: People's opinion regarding the reforestation of abandoned areas in the Alps

## Conclusions

In spite of differences regarding group preferences, there is a consistent trend:

- The traditional agricultural use and partial reforestation are mostly rated in a positive way
- The intensive agricultural land-use and urbanisation are not considered desirable, but they are accepted as a natural consequence of the economic development.



For more information about the project please visit:  
<http://kulawi.eurac.edu>

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