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INTEGRATED QUALITY MANAGEMENT FOR CYCLE TOURISM THE EXAMPLE OF THE „TAUERN BICYCLE PATH“

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INTEGRATED QUALITY MANAGEMENT FOR CYCLE TOURISM THE EXAMPLE OF THE „TAUERN BICYCLE PATH“

In the early 90s, the great success of the Danube bicycle route persuaded the tourism managers of Salzburg to design and market a long-distance bicycle route in the Province of Salzburg. Even though Salzburg had no tradition of cycle tourism at all and cycling is not very popular among the citizens themselves, the „Tauern Bicycle Path“ project remarkably soon became a huge success.

Along the two most important rivers of the region, Salzach and Salach, existing secondary road networks and cycle routes created in the course of power station construction projects were interconnected and uniformly marked. Thus a route of more than 400 km was created which links Krimml, Zell am See and Salzburg and ends at the mouth of the river Inn and Passau.

Most hotels and boarding houses in the towns and villages along the route were totally surprised when the tourism association of the Province of Salzburg proposed a „Declaration of Cycle-Friendly Establishments“.

INTEGRATED QUALITY MANAGMNT FOR CYCLE TOURISMUS THE EXAMPLE OF THE „TAUERN BICYCLE PATH“

Der große Erfolg des Donauradweges veranlaßte Anfang der neunziger Jahre Salzburgs Tourismusmanager, eine große Radroute im SalzburgerLand zu planen und zu vermarkten. Obwohl es keinerlei Tradition von Fahrradtourismus gab und auch die Salzburger selbst nur in sehr geringem Maß mit dem Fahrrad in ihrem Land unterwegs waren, entwickelte sich das Projekt Tauernradweg in erstaunlich kurzer Zeit zu einem Riesenerfolg.

Dem Lauf der beiden wichtigsten Flüsse Salzach und Saalach folgend wurden vorhandene sekundäre Straßennetze sowie im Rahmen des Kraftwerksbaus entstandene Fahrradwege vernetzt und einheitlich beschildert. So entstand eine Route von insgesamt mehr als 400 Kilometern, die von Krimml über Zell am See nach Salzburg weiter an die Inn-Mündung und nach Passau führt.

Die meisten Hotels und Pensionen in den Orten entlang des Tauernradweges waren anfangs ungläubig erstaunt, als die Salzburger Land Tourismus Gesellschaft eine Deklaration „fahrradfreundlicher Betriebe“ vorschlug.

DEUTSCH Gleichzeitig wurde mit dem Verlag Schubert & Franzke der erste Tauernradwegführer produziert, der neben touristischen Informationen und ausgezeichneten Landkarten ein Verzeichnis eben jener fahrradfreundlichen Betriebe enthielt.

Mehr als 250 Journalisten aus ganz Europa und Übersee wurden seither von Salzburgs Tourismuswerbern an den Tauernradweg gelotst, jährlich rund 70.000 Touristen bevölkern die mittlerweile immer besser ausgebaute Route jedes Jahr zwischen April und Oktober.

Der Tauernradwegführer wird ca. 20.000mal im Jahr verkauft, die Internet website www.radtouren.at (Radtouren in Österreich mit link auf den Tauernradweg) registriert zehntausende Zugriffe - und niemand wundert sich mehr, daß man im SalzburgerLand auch radfahren kann.

SLOVENSKO **INTEGRIRANO UPRAVLJANJE KAKOVOSTI V KOLESARSKEM TURIZMU**
PRIMER "TAUERNKE KOLESARSKE POTI"

Velik uspeh Donavske kolesarske poti je na začetku 90-ih let poskrbel za začetek načrtovanja in trženja velike kolesarske poti v deželi Salzburg. Čeprav tukaj ni bilo nikakršne turistične kolesarske tradicije in so tudi prebivalci Salzburga redko kolesarili, je projekt Tauernska kolesarska pot, v presenetljivo kratkem času doživel ogromen uspeh.

Sledeč toku dveh najpomembnejših rek Salzach in Saalach so povezali in s tablami enotno označili že obstoječe sekundarno cestno omrežje, kot tudi v okviru gradnje elektrarne nastale kolesarske poti. Tako je nastala pot, ki meri skupaj več kot 400 km in vodi od Krimmla preko Zell am See do Salzburga in dalje do ustja Inna ter mesta Passau.

Večina hotelov in penzionov v krajih ob Tauernski kolesarski poti je bila sprva nejeverno začudena, ko je Družba za salzburški podeželski turizem predlagala deklaracijo "kolesarjem- prijaznih dejavnosti".

BICYCLE TOURING IN AMERICA

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ENGLISH **BICYCLE TOURING IN AMERICA**

"Americans don't bike!" This is the standard refrain heard throughout Europe whenever the issue of Americans touring by bicycle arises. How true is this? The author has interviewed leaders in the field of bicycle touring in the United States and presents here his preliminary findings in recent trends in bicycle touring there. In general, there is agreement that the industry is not helping - and is probably hindering - the development of this activity. Mass tours, usually lasting an entire week, constitute the majority of perceptible tourers, though there is growth in the touring book and map field. The question is raised as to how much touring can be developed in this auto-dominated arena without attendant infrastructure support.

Note that this is a continuing study, and more data and trends will be presented at the Poster Workshop Session G3 at the VeloCity'99 conference.