



European Network for
Rural Development

netzwerk
zukunftsraum
land
LE 14-20

Valorising and protecting the region's natural potential: nature tourism, biodiversity and digitisation

LAG nordburgenland plus



Our motivation for working with this topic

The LAG area is characterised by favourable climatic conditions and rich biodiversity and is home to sixty protected areas, including a national park, nature parks, Natura 2000 and UNESCO world heritage sites and rich wine-making traditions.

This is what we did and do

The LAG has supported various projects working to protect and valorise the region's natural assets, including:

- The 'NaNaNa' project supports cooperation between two nature parks and one national park through exchange of knowledge and experience and the development of common promotional tools to boost sustainable tourism.
- Another LEADER project works to raise awareness among local populations of the value and ways of protecting world heritage sites, as well as expanding their touristic appeal.
- A third project has set up an intense training programme to enhance the online competences of small tourism businesses working to increase the touristic appeal of the region by promoting its natural assets.

In addition, the LAG acts as a 'nature hub', collecting information on natural hot spots and aiding local businesses with a focus on nature with product development and quality management.



Find out more

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