



Sustainable tourism



Intercultural integration

**PRELIMINARY STUDY
BAD REICHENHALL**

Building active citizenship for sustainable Alpine Communities

Future EU Challenges



Accessibility



Lead Partner
(Werfenweng, Austria)



Forni di Sopra
Municipality
(Italy)



Bled Municipality
(Slovenia)



Moena Municipality
(Italy)



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THE COMMUNITY 1/3

1.1. The history of the municipality

- The Bad Reichenhall area constitutes an ancient settled and cultivated land (since the Neolithic period, people settled here and cultivated the area).
- The salt deposits, which come to light in Gruttenstein as natural salt springs, were used on a large scale in the early Middle Ages.
- At the turn from the 7th to the 8th century, Duke Theodor of Bavaria gifted the missionary Rupert from Worms with a third of the Reichenhall salt works.
- Reichenhall was first mentioned in documentation as a "town" (civitas) in 1159.
- In 1846, during the period of rapid industrial expansion, Reichenhall was transformed from being purely a salt works town to being an international renowned spa.



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THE COMMUNITY 2/3

1.2. The geography of the Municipality

- The geography of the Municipality is intertwined with its sustainable tourism potential. Surrounded by mountains, the spa town of Bad Reichenhall is situated in the heart of the Berchtesgaden region, near Salzburg (Austria).
- The mild alpine climate, which boosts the immune system and generates new energy, makes the town ideal for all tourists looking to relax in a peaceful place.



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THE COMMUNITY 3/3

1.3. Socio-economic description of the Municipality

COUNTRY	GERMANY
State	Bavaria
Administrative Region	Oberbayern
District	Berchtesgadener Land
Area	39.44 km ² (15.23 sq mi)
Population	17,443
Density	440/km ² (1,100/sq mi)
Resources	Salt, Alpine brine, Alpine spring water
Economic activities	Tourism (Spa, soft mobility, etc)



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SUSTAINABLE TOURISM

2.1. Local Policies supporting Sustainable Tourism

Saalachresolution vom „Alpenstadtjahr 2001“ ein. (siehe Anlage).

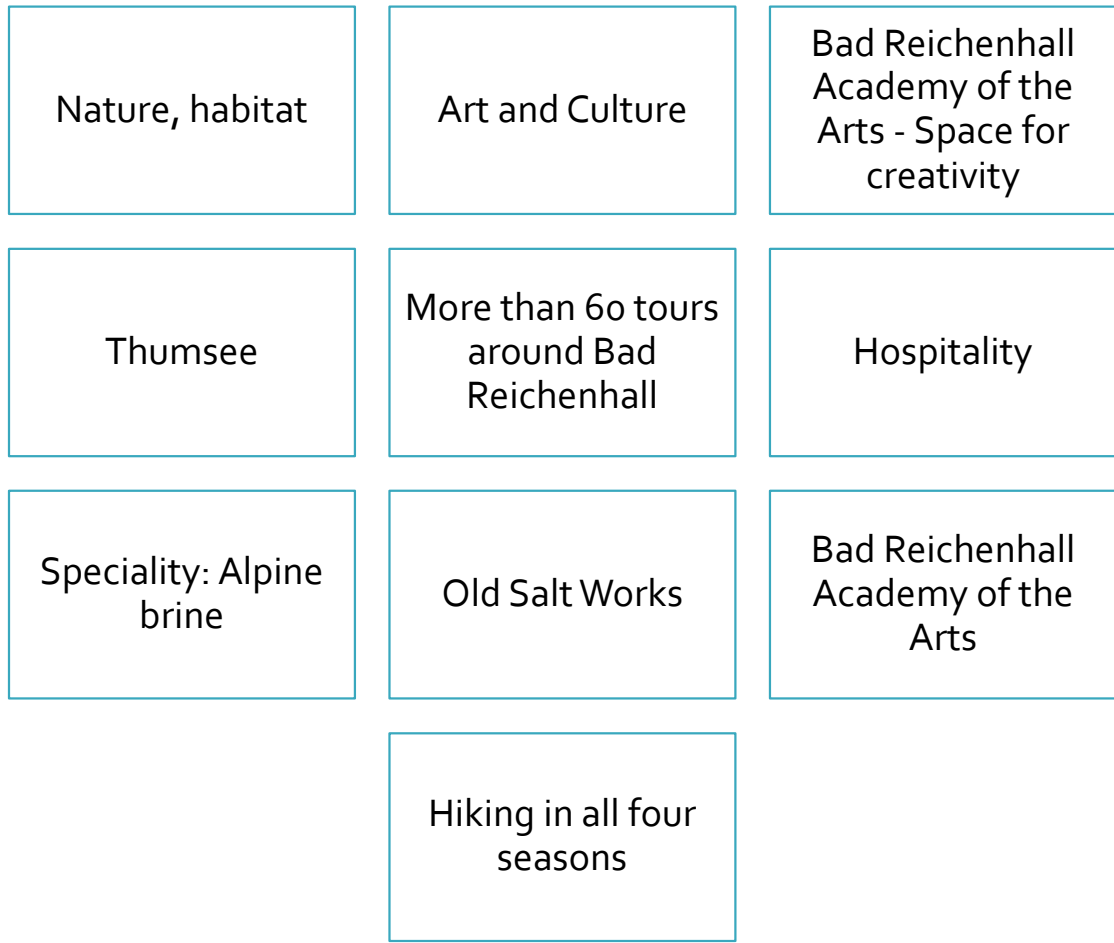
Since 1996 one of 6 founding members
„Gemeindenetzwerkes Allianz in den
Alpen“



SUSTAINABLE TOURISM

2.2. Current practices of Sustainable Tourism

Fields:





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SUSTAINABLE TOURISM

Some examples:

Nature, habitat

- Alpine brine mineral health spa
- The "local remedies" make treatment and holidays an experience with health benefits.
- Königliche Kurgarten [royal spa garden] with alpine brine open-air inhalatorium 'gradient' facility, brine fountains and alpine brine Kneipp pools. The Königliche Kurgarten is located in the heart of the Bad Reichenhall alpine town.

Hiking tours

- Family hiking on the Waldidyllpfad Maisweg trail in Bayerisch Gmain - a special experience with several stops dealing with vegetation, history, salt and brine.
- Hike on the Saalach Erlebnisweg path, with a trip to the Predigtstuhl including the circular hiking route or with a journey through time on the Burgenweg trail.



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SPECIFIC LOCAL FOCUS

Soft mobility

- Bad Reichenhall is a member of the "Alpine Pearls" network and thus focuses on sustainability and soft tourism.



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