

## Speaker



### **Hans Scharfetter** **Salzburg Parliament and Entrepreneur**

Member of the Salzburg Parliament since 2004, responsible for Tourism, economic and energy policy, Head of the board of the Salzburg University of Applied sciences Puch Urstein, Member of the board of the Salzburg Festival, Member of the board of Salzburg AG, Member of the board of the Salzburg Chamber of commerce  
CEO Scharfetter Betriebe GmbH (Tourism, agriculture)



### **Gerlinde Weilinger** **Austrian Federal Ministry for Science, Research and Economy**

Gerlinde Weilinger has been Head of the Tourism Service at the Federal Ministry of Science, Research and Economics since March 2008. The Tourism Service is the central contact point for tourists and partners in the tourism and leisure industries and acts as coordination and information platform on trends and sustainability. She represents the ministry in several committees such as the Federal Equal Treatment Commission. In her previous positions she was Deputy Head of the Financing Department and Head of Division in the Law Department. As former assistant at the institute of Corporate and Business Law at the University Vienna she is a long-time editor of legal texts in public and private economic law.



### **Robert Thaler** **Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management**

Robert Thaler, born 1958, Head of Division Mobility, Transport, Noise  
Master of civil engineering/transport planning and transport economics and lecturer at the University of Technology Vienna  
Coordination and leading role in national environment programs and projects; Responsibility for environmental legislation and programs on emissions of vehicles, fuel quality, biofuels, environmental noise; Leading role and engagement in EU and international negotiations, development and implementation of strategies, programs, declarations, guidelines and conferences in the field of transport, health and environment; Initiator and coordinator of various partnerships and projects on national and international level; Membership and chairmanship of senior official committees and expert groups Lecturer at various international and national high level meetings and conferences; Editor, author and co-author of various publications in transport and environment



### **Ernst Lung** **Austrian Federal Ministry for Transport, Innovation and Technology**

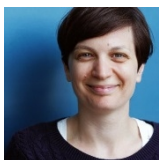
Born in Vienna in 1956, studies in spatial planning and spatial research on the Technical University in Vienna, focusing on traffic planning, master thesis "Problems of public transport in rural regions" from 1981 to 1989 employee in the "Kommunalwissenschaftlichen Dokumentationszentrum" in Vienna, a consultant-institute for Austrian municipalities, during this period some publications to traffic and urban planning topics, since 1989 scientific employee in the Federal Ministry for Transport, Innovation and Technology), at first in the traffic planning unit, since 2007 in the unit transport and environment, 1995/1996 work in the DG Environment of the European Commission, current main activities: sustainable mobility in tourism, delegate in the transport group of the Alpine Convention.



**Ulrich Seewer**  
**Swiss Federal Office for Spatial Development (ARE)**

Ulrich Seewer (1964) studied geography and history at the University of Bern. Since March 2016, he is in charge of the Directorate Sector 2 "Mobility, Space and Infrastructures" of the Federal Office for Spatial Development (ARE) and is responsible, amongst others, for Agglomeration Traffic, Federal Planning, International Affairs, as well as several mobility and spatial planning bases and strategies.

In his previous position as Co-Head of the Office for Public Transportation and Traffic Coordination of the canton of Bern (AÖV) he dealt with mobility policy issues and had the overall responsibility for the agglomeration programs and the related implementation of large transportation projects.



**Marianna Elmi**  
**Alpine Convention**

Marianna Elmi is Deputy Secretary General of the Alpine Convention since 2015. She is a sociologist and holds a PhD in Public management and governance with a thesis on network governance in heritage management. She is representing the Permanent Secretariat of the Alpine Convention in the Sustainable Tourism Working Group and has published several articles on sustainable tourism, especially in relation with protected areas and climate change.



**Widar von Arx**  
**Lucerne University of Applied Sciences and Arts - Business (HSLU), Head of the Competence Center Mobility**

Widar von Arx is Professor of Management with special focus on mobility and transport. His focus lays on research and consulting in the fields of transport, tourism and public management with a disciplinary perspective of strategy and organisational research, marketing, process management, product development, customer behaviour, regulation and business models between the state and the market.

Further on he is Co-founder and managing director of Lorempira GmbH, a start-up company for the development of short-term demand forecasts in tourism and transport.



**Katharina Mayer-Ertl**  
**Austrian Federal Ministry of Science, Research and Economy**

Since 2013, Katharina Mayer-Ertl is the deputy head of the Tourism Service Unit at the Austrian Ministry of Science, Research and Economy and leads the activities in the field of tourism mobility.

Prior to that, she was working eleven years at the International Tourism Unit of the Ministry and during this time she was also part of the adhoc expert group of the Alpine Convention on the preparation of the Report on the State of the Alps "Sustainable Tourism in the Alps". Katharina studied International Trade and Commerce at the Vienna University of Economics and Business Administration with specialization on tourism.



**Fredi von Gunten**  
**SwitzerlandMobility**

Born 1959 in Interlaken (Switzerland), married, 3 children. Studies and Diploma as Swiss Banking Expert, Advanced Studies and Diploma in Nonprofit-Management University of Fribourg, Switzerland. 10 years authorised officer at Swiss Bank Corporation, 8 years Director of Swiss Alpine Club, 5 years Director of Swiss Hiking Association, 5 years Board Member of International Climbing and Mountaineering Federation. Since 2009 Director of SwitzerlandMobility, Senior Consultant Swiss Olympic Association and University Lecturer at University of Fribourg. Leisure activities: hiking, mountain biking, hunting and fishing.



**Katleen Johne**  
**Tirol Werbung GmbH**

Katleen Johne is a long-time employee at Tirol Werbung GmbH, with many years of experience and expertise in product & offer development and quality management. Currently, she is coordinating strategic projects in the fields of tourism-related agriculture, mobility and sustainability, such as the "Tirol auf Schiene" project (aimed at encouraging rail travel in tourism). Katleen is key account manager for Tirol's tourist boards and she organizes platforms for internal voting as well as the Tirol Tourism Forum event. Network management, stakeholder communication and awareness raising are among her core competencies.



**Christian Baumgartner**  
**Response & ability, Vice-President CIPRA International**

Hon. Prof. (FH) Dr. Christian Baumgartner studied landscape ecology and is owner and CEO of response & ability ([www.responseandability.com](http://www.responseandability.com)). He is vice-president of the International Commission for the Protection of the Alps (CIPRA) and member of several advisory boards within the tourism industry, eco-labels and CSR certification organisations. He also works as lecturer for Sustainable Tourism, Ethical Management, a.o. in Krems (A), Chur (CH), Belgrade (Serbia), Baku (Azerbaijan) and China.



**Claudia Kohl**  
**Managing Partner Kohl & Partner GmbH**

Claudia Kohl completed an International MBA-Study (Master of Business Administration) at the Danube University Krems. She collected miscellaneous practice experience in international companies worldwide in the areas of hotel industry, gastronomy, tourism organizations, event management, marketing & PR, Banking and semiconductor industry. Since 2009 she is with Kohl & Partner and focus on Tourism Attractions & Destinations; Culture tourism, mobility, industry & tourism; Tourism Quality initiatives with mystery guest checks; Cross-functional themes.