

Tagung der Alpenkonferenz
Réunion de la Conférence alpine
Sessione della Conferenza delle Alpi
Zasedanje Alpske konference

XV

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ANLAGE/ANNEXE/ALLEGATO/PRILOGA

12

REPORT OF THE SUSTAINABLE TOURISM WORKING GROUP on the 2016-2019 mandate

1. Overview of 2016-2019 mandate or relevant decision of the Alpine Conference

Brief summary of the main activities according to the 2016-2019 mandate or relevant decision of the Alpine Conference

- Collect and share knowledge and experiences concerning the sustainable management of destinations, with a specific focus on the reduction of CO2 emissions.
- Identify the main challenges and future scenarios for alpine destinations aiming to develop strategies for competitiveness and sustainable management of alpine resources and landscape.
- Set up a network of alpine tourism destinations for an exchange of information and good practices.
- Explore the feasibility of an award for innovation in sustainable alpine tourism destinations.

2. Meetings

Summary of the meetings

- 18 October 2017: 1st (kick-off) meeting of the WG in Werfenweng (Austria).
- 23-24 April 2018: 2nd meeting of the WG (23) and Workshop “Future Scenarios of Alpine Tourism” (24) in Bolzano/Bozen (Italy).
- 22 August 2018: Workshop “The role of women for the development of sustainable tourism in mountain areas” in Cortina d’Ampezzo (Italy).

3. Activities carried out

Report on activities carried out (including meetings, conferences)

- 1) Identification of shared criteria for good practices collection based on the typology from RSA 4 on “Sustainable Tourism” and in accordance with the mandate’s reference to CO2/GHGs emissions’ reduction and the “greening” of alpine tourism.

- 2) Identification of a set of destinations to be involved in a network based on the availability of local good practices consistent with item 1), and potential for innovation with the contribution of all the participants in the WG.
- 3) Participation in the workshop on innovation for sustainable tourism and future scenarios in alpine tourist destinations organised by Italy in Bolzano/Bozen in April 2018.
- 4) Participation of WG members and its Presidency in related events promoted during the Austrian Presidency of the AC (2016-2019) by the contracting Parties such as: side event to PC 66 on sustainable tourism (organised by Germany) and Conference on the role of women in sustainable tourist development in the Alps in Cortina (organised by Italy, August 2018).
- 5) Continuous exchange and collection of information concerning national, regional and international awards to set up a “screening” for assessing the features and feasibility of an award for sustainable alpine tourist destinations under the coordination of the WG Presidency.

4. Results and outputs

Description of main results and outputs achieved

- Report “Sustainable practices in Alpine tourist destinations” – A collection of good practices a from the mountain tourist sector aimed to curb emissions (particularly GHGs), increase energy efficiency and support a wide adoption of sustainable practices in Alpine tourist destinations.
- Brochure “Good... in practice – Alpine destinations for sustainable tourism”. A collection of sustainable alpine destinations engaged in a path to sustainability and innovation in their tourist offer.
- Report “Directions for innovation of tourist destinations in the Alps. Towards innovative tourist strategies in alpine sites”.
- Report “Setting up an award for sustainable tourist destinations in the Alps. Feasibility study and international experience”.

5. Cooperation

Description of cooperation initiatives and activities with other Alpine Convention Thematic Working Bodies and other relevant bodies and processes (e.g. EUSALP)

- Participation in the Workshop EUSALP AG – Alpine Convention WG/PF exchange meeting: Workshop between Working Groups & Platforms and EUSALP Action Groups on October 5, 2017, in Gmünden (Austria).
- Participation of WG representatives and President in the “Alpine-wide tourism-mobility day – innovatively and sustainably mobile in tourism regions”, October 19, 2017 in Werfenweng (Austria).
- Participation in the Workshop organised by Germany: *Sustainable tourism in the Alps. Who gets the job done?* Nov. 5, 2018 in Innsbruck, Austria.

6. Attachments

List of the documents attached to the report

1. Agenda and Minutes of the 1st meeting of the WG in Werfenweng (Austria) of October 21, 2017.
2. Agenda and Minutes of the 2nd meeting of the WG in Bolzano/Bozen (Italy) of April 23, 2018.
3. Program of the Workshop on “Innovation for sustainable tourism and future scenarios in alpine tourist destinations” held in Bolzano/Bozen (Italy) on April 24, 2018.
4. Report “Sustainable practices in Alpine tourist destinations”, a collection of good practices a from the mountain tourist sector aimed to curb emissions (particularly GHGs), increase energy efficiency and support a wide adoption of sustainable practices in Alpine tourist destinations.
5. Brochure “Good... in practice – Alpine destinations for sustainable tourism”. A collection of sustainable alpine tourist destinations engaged in a path to sustainability and innovation in their tourist offer.
6. Report “Directions for innovation of tourist destinations in the Alps. Towards innovative tourist strategies in alpine sites”.
7. Report “Setting up an award for sustainable tourist destinations in the Alps. Feasibility study and international experience”.

For information:

8. Program of “Alpine-wide tourism-mobility day – innovatively and sustainably mobile in tourism regions” held on October 19, 2017 in Werfenweng (Austria).
9. Program of the Event on the role of women in sustainable alpine tourism (Il ruolo della donna per lo sviluppo di un turismo sostenibile dei territori di montagna) held in Cortina d’Ampezzo (Italy) on August 22, 2018.



Meeting of the Sustainable Tourism Working Group of the Alpine Convention

18th October 2017

9:00 – 18:00

WERFENWENG (Austria)

Preliminary Agenda

9.00 - 9.30

Welcome Coffee and registration of the experts and the guests

9.30 - 9.45

Welcome from the Presidency of the Sustainable Tourism Working Group and the Permanent Secretariat of the Alpine Convention

9.45 - 10.45

General introduction of the 2017-2018 Mandate of the Working Group “Sustainable Tourism”.
Analysis and discussion of the activities of the mandate.

10:45 *Coffee break*

11.00 - 13.00

Greening of alpine tourism:

- a) collection and sharing of information and good practices on the enhancement of ecological management of tourist destinations (esp. CO2 reduction);
- b) work on a standard format for collecting information from Alpine countries;
- c) collection of good practices (GP) to discuss during the first meeting (2/3 GP per country according to the criteria of the mandate);
- d) proposals on possible partners and destinations available for developing actual initiatives & sharing of GP;
- e) feasibility on an award for sustainable destinations: provide examples of criteria in different Alpine countries and express the availability of Contracting Parties to establish an award.

13.00 - 14.30 *Lunch*



14.30 - 16.00

Strategies for innovating tourism products: increase competitiveness of alpine tourist destinations and assure sustainable management of Alpine assets and landscape

- a) Identification of case studies, or destinations with focal points which can help the WG identify the strategies;
- b) future scenarios: finding studies or scenarios for tourism development in each country and deciding how to develop Alpine scenarios (scientific approach or workshops/expert opinions? Location?).

16.00 – 16.30 *Coffee break*

16.30 - 17.30

Milestones and organization of the deliveries.

Discussion on the further meetings of the Working Group and Workshops (including definition of the calendar).



Meeting of the Sustainable Tourism Working Group of the Alpine Convention Werfenweng (AT), 18th October 2017

Minutes of the decisions undertaken by the WG

Institutions and participants:

Presidency: Mara Černic (MC), Luca Cetara (LC)

Delegations: Italy, Harald Pechlaner (HP) - Austria, Arnulf Josef Hartl (AJH) - Germany, Stefanie Pfahl (SP)

Observers: CIPRA International, Christian Baumgartner (CB) - Arge Alp, Antonella Faoro (AF)

PSAC: Marianna Elmi (ME), Giulia Gaggia (GG)

The abovementioned participants have met in Werfenweng on October 18th 2017 and have agreed on the following topics as clarified below.

The issues of the Mandate of the WG Sustainable Tourism are:

- A. The greening of alpine tourism through the reduction of CO2 emissions
- B. The identification of strategies for innovating tourist products

First part of the mandate concerning the **Greening Alpine**¹ tourism will develop by:

1. A selection of initiatives and good practices:

Each Country and Observer has been asked to select at least one initiative – even more if they wish – concerning the challenge of *greening tourist destinations* according to what is foreseen by the mandate of the WG. The chair will elaborate a *template* that will be shared with the members of the WG **by November 15, 2017**.

2. A network of the destinations:

Each Country will select *at least one destination*, on the basis of the typology used in RSA 4 (see p. 95 of the EN version). It has been agreed that not all the 7 types foreseen by RSA 4² necessarily have to be covered. The results of the selection by each Country will be communicated to the Presidency **by December 20, 2017**.

¹ See also the Final report of the WG Sustainable Tourism »Alpine Tourism: Valorising heritage – governing sustainable destinations« 2015-2016

² Type 1 – Foothill summer destinations; Type 2 – Health destinations; Type 3 – Nature experience oriented destinations; Type 4 – Alpine cities and villages; Type 5 – All season inner mountain destinations; Type 6 – Ski resorts; Type 7 – All season tourism in the mountains at the edge of the Alps.



3. Feasibility study of the award:

The members of the WG agreed to screen the existing awards for sustainability in the different alpine Countries. In the meeting of the WG scheduled for April, 2018 a discussion will take place based on the first results of this screening aiming to decide how to continue with this activity.

The second goal of the mandate “**The identification of strategies for innovating tourism products**” will be developed by means of the organisation of a workshop.

A concept for the workshop has been discussed and the next steps agreed as follows.

Main features of the workshop:

- Target groups: destination managers, people in municipalities, public authorities, regional development, agriculture and farming, cultural institutions - 30-40 pax
- The group will identify the keynote speakers with the support of members as well as addresses of potential participants (end of November)
- Proposed speeches: CB moderation, HP introduction, AJH keynote for health, other keynote speakers have to be found.
- Location: Bozen/Bolzano (either EURAC or Technology Park)
- Date 24 April (workshop + excursion)
- Excursion: Technology Park in Bolzano, with a guide
- A provisional programme of the WS and mailing list will be prepared by the WG Members and shared with the Presidency, **by the end of November, 2017**.

Dates and locations for next meetings have been agreed as follows:

- Bolzano/Bozen (I), 23-24 April 2018 – with workshop
- Kranjska Gora (with shuttle from Villach) (SI), 18-19 September 2018
- Torino (I), 13-14 December 2018.

Werfenweng (A), 18/10/2017

Attachment:

- Agreed Workplan of the Working Group Sustainable Tourism for the Mandate 2017-2018

Mara Černic

Chief of the WG Sustainable Tourism of the Alpine Convention

II Meeting of the Sustainable Tourism Working Group of the Alpine Convention

23th APRIL 2018

14:00 – 18:30

BOZEN /BOLZANO (ITALIA)

Preliminary Agenda

14.00 - 14.30

Welcome Coffee and registration

14.30 - 14.45

Welcome from the Presidency of the Sustainable Tourism Working Group and the Permanent Secretariat of the Alpine Convention

14.45 – 16.30

Greening of alpine tourism:

- a) collection and sharing of information and good practices on the enhancement of ecological management of tourist destinations (esp. CO2 reduction): presentation of the proposals by the members of the Working Group
- b) collection of good practices (GPs) to discuss during the meeting (2/3 GPs per country according to the criteria of the mandate): presentation of a possible network of destinations based on the chosen GPs
- c) proposals on possible partners and destinations available for developing actual initiatives & sharing of GPs

16:30 *Coffee break*

16.45 - 18.00

- a) Feasibility on an Award for sustainable destinations: examples of criteria in different Alpine countries and expression of the availability of the Contracting Parties to establish an award;
- b) Future scenarios for alpine tourism: new proposals & next steps after the Workshop

18.00 - 18.30

Milestones and organization of the deliveries.

Discussion on the further meetings of the Working Group and Workshops (we already have the dates).



**Meeting of the Sustainable Tourism Working Group
of the Alpine Convention**

Bolzano - Bozen (IT), 23rd April 2018

Participants:

Presidency: Mara Černic, Luca Cetara

Delegations:

Austria: Arnulf Josef Hartl

Italy: Harald Pechlaner, Marcella Morandini

Germany: Stefanie Pfahl

PSAC: Marianna Elmi, Giulia Gaggia

A. Mandate item “Greening of alpine tourism through the reduction of CO² emissions”

1. Selection of initiatives and good practices:

Each Country and Observer has been asked to select at least **one initiative** concerning the challenge of *greening tourist destinations* according to what foreseen by the mandate of the WG.

The Presidency received some proposals from Germany, Slovenia, France, Italy, Austria and ArgeAlp. The Presidency didn't receive any good practice from Switzerland, Liechtenstein and Monaco.

The members of the WG agreed on a total number of **seven good practices to be collected**. The Working Group decided that the Presidency will collect the good practices and afterwards the WG will discuss about the design and the drafting of an **e-booklet** containing an introduction, the description of the good practices, pictures and conclusions.

The Presidency of the WG will send an email with a first draft of the content of the e-publication asking the members to send their feedback by the end of June.



2. Network of the destinations:

The Presidency received some proposals of **potential destinations to work with** from Germany, France, Austria, Slovenia, Italy and ArgeAlps, for a total of **six destinations** proposed so far. Germany proposed to add also the good practice of Valli di Lanzo (Piemonte, Italy) presented during the Bolzano Workshop.

The Presidency of the Working Group asked the Members to think about some suggestions on how to establish a network among these destinations with a link to the topic of “innovation” in the tourism sector. There was agreement among the WG that the term “network” should be interpreted in a rather broad way as a “series” of destinations to work with and not as a formal or established network to add to the many existing ones.

The Working Group agreed to wait for the results of the Bolzano Workshop and select at least one topic linked to innovation among the emerging ones to be discussed and further developed in cooperation with the proposed destinations.

Around Mid-June the Presidency will send to the Members of the WG a brief report about the main results achieved during the Bolzano Workshop. The Members will have two weeks to send their feedback on the most relevant issues and topics emerged.

3. Feasibility study for an Alpine Convention award

The Presidency of the WG will send to the Members the request to provide a screening of the existing awards in the field of Sustainable Tourism in the respective countries – in the Alpine areas. This would allow proposing a prize that is not a duplicate of existing initiatives. Afterwards, on the basis of this list, the Chair will be able to evaluate if there is the need to have or not this Award and its feasibility.

Around Mid-June the Presidency will send an email to the Members of the WG asking to screen the existing awards in the field of Sustainable Tourism in each alpine part of the respective countries. The Countries will have 2/3 weeks to answer.



B . Mandate item “Identification of strategies for innovating tourism products”

The Chair proposed to develop this item of the mandate through the organization of **at least a further workshop**.

The Members of the WG agreed that the Chair should check with the Slovenian colleagues the possibility to **organize in Slovenia the third meeting of the WG as well as a second thematic Workshop next September** (probably Kranjska Gora on 18 and 19 September). During this second workshop case studies from SL and AT will be eventually presented.

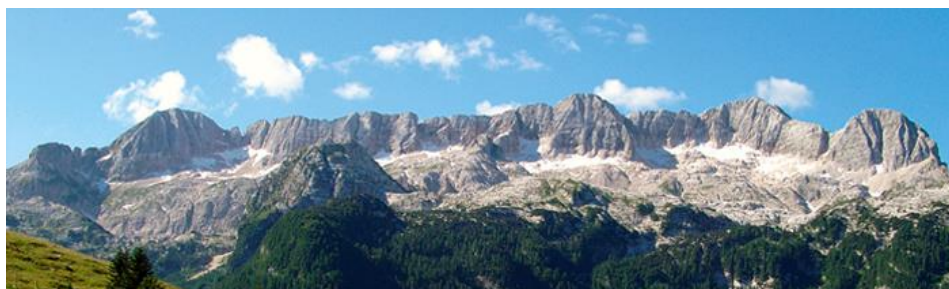
Germany informed the Members of the WG on the intentions to **organize a workshop back to back with the 66th Permanent Committee meeting, that will take place in Innsbruck (AT) on 6-7 November 2018**. This Workshop will provide the opportunity to follow up with the Tourism Conference organized in Sonthofen (DE) in 2016. The members of the WG positively welcomed this initiative by Germany and considered the workshop as contributing to the objectives of the WG on the topic of innovation as well as taking into account the main results of the Workshop organized in Bolzano.

The Presidency of the WG announced also a **thematic Conference scheduled in Cortina d’Ampezzo (IT)** in which the members of the WG are invited to participate (second half of August 2018).

The WG also agreed to verify the opportunity to organize the **last meeting of the WG in December 2018 (probably in Torino)** in order to finalize the report that should be submitted to the Permanent Committee and the Alpine Conference before the end of December.

HOW CAN TOURISM CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT IN THE ALPINE REGION?

INVITATION / 24 April 2018 / 9.30 – 13.00



Stakeholder workshop

EURAC - Viale Druso/Drususallee, 1
Bolzano/Bozen

▷ WELCOME ADDRESSES / 9.30 – 10.00

▷ INTRODUCTORY SPEECH / 10.00 – 10.30

What is the contribution of the tourism to the sustainable development in the Alpine region? /

Mr. HARALD PECHLANER, Head of Center for Advanced Studies, Eurac Research - Chair of Tourism, Center for Entrepreneurship Catholic University Eichstätt-Ingolstadt

▷ KEYNOTES

Health tourism as a chance for the Alps? / 10.30 – 10.50

Mr. ARNULF HARTL, Director of Institute of Ecomedicine Paracelsus Medical University Salzburg

Cultural and agrotourism in the Alps: a sustainable way for economic development / 10.50 – 11.10

Ms. ANTONELLA DRAPPERO, Destination Manager in the area Valli di Lanzo (Piemonte, Italy)

▷ COFFEE BREAK / 11.10 – 11.25

Can sport and other events as touristic products contribute to the sustainable development of the Alpine region? / 11.25 – 11.45

Mr. GERHARD VANZI, Senior Researcher at Eurac Research

▷ CASE STUDY / 11.45 – 12.00

Approches to the sustainability of winter sports: the Cortina Chapter

▷ ROUND TABLE / 12.00 – 13.00

Moderator: Mr. CHRISTIAN BAUMGARTNER, CIPRA International

Sustainable practices in Alpine tourist destinations

COLLECTION OF GOOD PRACTICES FROM THE MOUNTAIN
TOURIST SECTOR AIMED TO CURB EMISSIONS (PARTICULARLY
GHGS), INCREASE ENERGY EFFICIENCY AND SUPPORT A WIDE
ADOPTION OF SUSTAINABLE PRACTICES IN ALPINE TOURIST
DESTINATIONS

WORKING GROUP SUSTAINABLE TOURISM OF THE ALPINE
CONVENTION (2016-2018)

THE WORKING GROUP SUSTAINABLE TOURISM

Chair

Mara Černič, EGTC/Euregio “Senza Confini”

Working Group Members

Austria

Arnulf Hartl, Institute for Ecomedicine, Paracelsus Medizinischen Privatuniversität

France

Aurèlie Guillemot, Ministry for Ecological and Solidary Transition

Switzerland

Silvia Jost, Federal Office for Spatial Development

Marc Pfister, Department of the Environment, Transport, Energy and Communications – DETEC

Slovenia

Irena Milinkovič, Ministry for Economic Development and Technology

Karmen Spenga, Ministry for Economic Development and Technology

Italy

Paolo Angelini, Italian Ministry for the Environment, Land and Sea

Marcella Morandini, Fondazione Dolomiti UNESCO

Harald Pechlaner, Eurac Research

Carolina Sciomer, Italian Ministry for the Environment, Land and Sea

Germany

Stefanie Pfahl, Federal Ministry for the Environment, Nature Conservation

Monaco

Astrid Claudel-Rusin, Direction of the Environment

Lichtenstein

Thomas Gstöhl, Office of Economic Affairs

Observers

Christian Baumgartner, CIPRA International

Simon Beerens-Bettex, AEM

Philippe Bourdeau, ISCAR

Nicolas Chesnel, Alpine Space Programme

Dominik Cremer-Schulte, ALPARC

Liliana Dagostin, Club Arc Alpine

Barbara Ehringhaus, Pro Mont Blanc

Antonella Faoro, Arge Alp

Mario Gerber, FIANET

Ursula Schüpbach, ISCAR

Permanent Secretariat of the Alpine Convention

Marianna Elmi, Deputy Secretary General of the Alpine Convention

Giulia Gaggia, Permanent Secretariat of the Alpine Convention

Contributions to the report

Coordination and editing

Mara Černič

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Valentina Sgambato, Eurac Research

Contributors

Aurèlie Guillemot

Stefanie Pfahl

Irena Milinković

Karmen Spenga

Marc Pfister

1. Introduction

The mandate of the Working Group (WG) on Sustainable Tourism has been developed over the 2017-2018 period in coherence with the Multiannual Work Program of the Alpine Convention 2017/2022 (MAP), by addressing the topics of climate change, conservation and enhancement of biodiversity and green economy.

In this framework, the Group agreed to focus on some core aspects of the mandate by drafting some deliverables – of which this report is one. In elaborating the contents of this document, challenges for the long-term sustainability of alpine tourism have been taken into account, and a governance approach for "sustainable tourist destinations" kept as an ideal goal for Alpine tourist sites – that deserves to be defined and tested.

This report's contents are consistent with the expectations of the mandate concerning a collection of voluntary initiatives in the mountain tourist sector (experiences and good practices). Many of them refer to initiatives aimed to curb emissions (particularly GHGs), increase energy efficiency in the sector and support a wide adoption of sustainable practices in Alpine tourist destinations. A part of the experiences gathered in this document refer to the fields of certification schemes, and sustainable management of tourist destinations. Others address novel approaches to a sustainable management of Alpine resources, structures and facilities, and sometimes deal with other inherent activities including mountain products suitable for promotion in tourist sites, and beyond. Some of the collected practices are also supportive to the development of all-seasons tourism in the Alps, can attract visitors to locations endowed with significant ecological assets, and participate in creating "green jobs" in local communities. They sometimes actively involve local or regional public administrations and interact with territorial and other planning policies.

The resulting brief collection presented in the pages that follow aims at showing how different countries, destinations and stakeholders from the private sector across all the Alps have tackled some of the most felt challenges identified for Alpine tourism. The report is expected to raise awareness particularly on those practices being likely to be transferred to more tourist sites in different countries and regions.

We wish that a widespread application of these and other successful practices may ensure a greater sustainability of Alpine tourism, without sacrificing the quality of the tourist experience for visitors and the well-being of local communities.

2. The collection of good practices in the field of sustainable tourism in the Alps

The role of tourist stakeholders (in particular the private sector, but also local and regional authorities) in tackling important sustainability challenges in the tourist sector has grown considerably in recent years. Several initiatives have been promoted to improve energy efficiency in tourist buildings. Voluntary standards are applied extensively by both companies and destinations (e.g. municipalities) in the tourist sector, including labels, voluntary reports and certification schemes covering a wide range of environmental and social aspects (from CO2 emissions reduction, to promotion of safer jobs and enhancement of local quality products).

With respect to the aforementioned objectives, and to the trend observed over the last few years towards a more environmentally sound and aware tourism, the Working Group (WG) on Sustainable Tourism in 2017-2018 focused on the collection and sharing of information and best practices concerning the promotion of a green management of destinations. This is ensured especially through initiatives aimed at reducing and managing CO2 emissions (such as energy efficiency in tourist buildings, sustainable mobility, certification schemes) and identifying innovative strategies for the Alpine tourism.

Moreover, the WG investigated on the transferability and sharing of possible actions collected in selected case studies through a network of destinations willing to make their tourist offer more sustainable and climate-friendly. Certainly, local stakeholders are expected to cooperate and actually perform an active exchange of experiences and good practices applied in the respective destinations.

This report collects a selection of good practices reported for the Alpine countries that are in line with the indications of the WG's mandate.

During the BP collection phase in the countries of the Alpine Convention, each country and observer was invited to select at least one initiative for tourist destinations where measures have been applied to increase sustainability and achieve CO2 reduction. A standard template has been used for this purpose where selected characteristics of the projects are to be reported, including: the economic sector, the description of the project, its objectives, duration, the territory where it applies and its economic, environmental and social impacts.

Among the good practices received, the ones collected in this report highlight - according to a criterion of geographical representativeness and in line with the contributions supplied by the members of the WG – actions implemented locally, mainly related to the reduction of CO2 emissions in Alpine tourist destinations. For each action, actual or potential environmental, social and economic impacts on Alpine territories being affected by tourism¹.

Two to three good practices were selected for each of the countries represented in the WG and are briefly described in the following paragraphs. This selection took into account the territory and institutions behind good practice, its transferability and replicability, as well as its environmental, socio-cultural and economic effects. Particular consideration was given - as required by the mandate

¹ As proposed by the Presidency to the members of the Working Group at the Bolzano meeting (23-24 April 2018) where the representative and satisfactory number for the Alpine territory is identified in 10, with respect to the objectives set by the mandate of the Working Group itself.

- to those practices that in some way have effects on the reduction of noxious emissions and both in the western and eastern Alpine regions.

Other practices of great interest collected by the WG are listed in the Annex to this report.

3. Collection of good practices on sustainable alpine tourism

France

Change Approach for eco-tourism

The "Change Approach" project has been implemented by the NGO "Mountain Wilderness France". It relates to the fields of sustainable mobility, public transport and management of natural and cultural heritage.

With the aim of promoting eco-tourism and access to mountain tourist areas without the use of cars in order to protect the mountain environment and its inhabitants, the "Changing Approach" campaign involves all French mountain territories. The project involves the use of several tools to raise awareness among visitors and users of public transport services: brochures on mountain tours by public transport, sports itineraries available online and shared by the community, advices on ecotourism.

Among the objectives of the project the ones that follow can be counted: to stimulate citizens to a behavioral change and to induce them to replicate these behaviors, with an action aimed at facilitating the information and dissemination of this new approach.

The project was born in 2007 on the basis of the analysis of data demonstrating how trips to and from mountain tourist destinations accounted for 80% of the energy consumption attributable to tourists, and the consideration of the strong impact on the environment due to the use of private vehicles. The association works in collaboration with different mountain and non-mountain actors in the implementation of the project.

The expected impact on the environment and climate includes the promotion of the use of public transport and, at the same time, the limitation of private vehicles, with a consequent reduction in energy costs and pollution related to fuel consumption by individual vehicles. In fact, the development of human activities related to motorized transport has a significant impact on biodiversity, the spatial organization of naturalistic areas such as parks, and health (atmospheric pollution, greenhouse effect, etc.).

The economic impact of the project can mainly be linked to the promotion of eco-tourism. In the mountains, 90% of tourism turnover is generated in only 2% of the territory. The project aims to help mountain territories, whose residual economy does not guarantee their sustainability, to move towards economic sustainability connected to mountain life. Among the measures promoted on the local level: increase in the use of soft mobility, support for mountain agriculture through the promotion of local production and consumption (direct sales in the company, farmers' markets for visitors from the city, etc.), promotion of local products of the territories that contribute to the local economy (guests, restaurants, know-how, food, agricultural resources, etc.) through a section of the Mountain Wilderness France web portal which collects initiatives and suggestions in the field of eco-tourism and allows users to share their own discoveries. Through the digital word-of-mouth of a participatory website, the association intends to promote the dissemination of information that makes mountain users and visitors increasingly aware of the impact of on-site visits. The promotion of eco-tourism, which in turn supports economically sustainable local mountain economic systems, is appreciated by residents. The management of shelters, mountain huts, and hostels, the direct sale by producers, grocery stores, bars and restaurants allow people to ensure continuity in the

management of their economic activity avoiding precarious seasonal jobs, thanks to a regular customer-base throughout the year.

The social impact of the project on citizens is very important for the promoter association. It takes the form of a continuous dialogue with locals and public authorities. For example, managers of local public transport services are invited to set up new bus stops in areas of interest for those who practice mountain sports and activities, or to suggest changes in the timetables. The action aims to raise awareness on the use and implementation of public transport systems, often in rural or mountain areas poorly served by public services, and to promote to keep a "Mountain to live" that encourages a "social reconnection" to the mountain. Moreover, the population is sensitized to the landscapes, the fauna and the flora of the mountains, and the project wishes to promote a better knowledge and awareness of environmental problems and citizens' education for sustainable development.

REFERENCE WEBSITE <https://www.mountainwilderness.fr/decouvrir/nos-campagnes/changer-d-approche-la-montagne-autrement/>

Germany

Hotel Managers Network

In the field of energy efficiency, in particular under the category of solutions for the reduction of CO₂ emissions, the project (supported by the energy company EZA!) provides for the creation of a network between hotel managers in a mountain area of the German Alps. The network aims to facilitate the exchange of experiences and best practices focused on energy and emissions management in the field of tourism.

The experience can be transferred to other regions especially with regard to the use of technologies for measuring the release of CO₂ in tourist facilities (such as certified eco-hotels), in order to draw up an energy balance for each structure.

The objective of this project is to pursue greater energy savings and the reduction of related emissions, possibly by providing a model transferable to other regions, in the presence of local or regional initiators and moderators from both the private and the public sector.

The network was launched in October 2011 and encompassed the Allgäu and Kleinwalsertal areas, for a total of 12 companies, mainly hotels, involved. The participants are constantly informed on the production and use of energy by the participants of the network, and they are regularly updated and encouraged to implement energy saving measures.

The network is considered a good instrument of action on the local economy which can help reduce costs related to energy expenditure, with savings of between 6 and 10% of electricity consumption, as well as reduce greenhouse gas emissions.

The environmental impact of the practice observed is positive, as energy savings and efficiency in hotel management allowed to reduce CO₂ emissions and other substances, and it has often been accompanied by other measures consistent with the goal of limiting the increase in emissions and temperature.

The good practice also had an impact on the local society, bringing the issue of changing the Energy Saving Act and the Renewable Energy Act in Germany into the spotlight, as well as stimulating a greater demand for information on programs envisaging financial support and government funding for "green" companies in the country. This made the participants in the network feel more involved as "pioneers" in implementing actions for protecting the environment and the climate in the tourism sector, through the conditions of the tourist offer they propose. At the same time, the awareness of the structures and guests about the possibility of continuing to offer, and benefit from the same comforts, but with a lower impact on the environment, has increased.

REFERENCE WEBSITE: www.eza-allgaeu.de

Alpine Energy Web Platform

The project aimed to create an “Alpine Energy Web Platform” fits into the field of energy efficiency and programs to reduce CO2 emissions. The project was presented as an initiative of the German Presidency 2015-2016 of the Alpine Convention. It aimed to involve stakeholders active in the field of sustainable tourism and management of hotels and restaurants in alpine regions, from all the Alpine countries.

With the aim of achieving greater energy savings and a reduction in climate-altering emissions in the hospitality industry, the project is designed to transfer available technical knowledge and experience to the hospitality business sector in the Alpine region. The platform has been established between 2017 and 2018 and addresses all Alpine regions and included a series of workshops and events, and the drafting of a guide (promoted by the German Federal Ministry of the Environment in the context of the initiative to export environmental technologies with the support of the Union of Hoteliers and Commercial Exhibitors of Alto Adige and the IDM Alto Adige), which can be consulted by hoteliers. A competition was also launched in the hotel and catering sector, to reward companies that have taken exemplary measures as a contribution to generating a more sustainable tourist offer in the whole Alpine area.

The platform, together with the initiatives that are part of it, has an economic, social and environmental impact, proposing itself as a tool capable of supporting hoteliers in the region on the path towards a structured energy management through the encouragement towards a constant process of optimization of energy consumption at all company levels. The web platform aims to achieve this purpose by illustrating how to implement energy management in the company, what measures can be taken, what investment can be made and what yield to expect, as well as how companies can contribute to climate change mitigation by reducing their GHG emissions.

REFERENCE WEBSITE <https://www.alpine-energy.eu/>

Italy

A comprehensive approach to sustainable tourism at the municipal level

The municipality of Ostana (in the district of Cuneo, Regione Piemonte), located in the western part of the Italian Alps, encompasses a system of good practices (not focused only on the tourist sector) that qualify it as a model and have allowed a real re-birth of the place.

Among the topics covered by practices found in the area: climate change, energy saving, use of new materials in construction, conservation and enhancement of local architectural tradition, etc. The municipality of Ostana has been able to attract visitors and residents even in the non-tourist seasons, by promoting models of sustainability aiming at ensuring levels of comfort and habitability in line with present times' needs.

The offer of a "different" type of tourism, linked to the local environment and the Occitan culture, represents an important economic/residential leverage for the municipality of Ostana and the Upper Po Valley, particularly in the definition of an experimental path of development started in 2018, with an estimated timeframe of at least 10 years. An overview of the main practices found in the area of Ostana includes: incentives for the use of shuttle-transports during local events, public lighting powered by photovoltaic panels and mini wind-turbines, solar and photovoltaic panels placed on municipal buildings, use of geothermal energy for a "wellness center" and a pastry workshop opening soon. A large project to get Ostana food self-sufficient (at 50%) has been developed with the cooperation of the Institute Malva of Bibiana and is being evaluated by Regione Piemonte for financing.

From an environmental point of view, all these initiatives will contribute to reducing CO₂ and polluting emissions, to saving energy and to the recovery of mountain farming with a new increase in the diversity of available raw materials linked to it.

From an economic point of view, thanks to the initiatives started in the recent years, there have been particularly positive impacts on the local economy. The trend is expected to be further reinforced by ongoing projects involving private investments for around €11 million (Ambornetti projects, Sere Lamboi of Monviso Institute, Founç, etc.). In particular, among the planned results it is worth mentioning: the creation of at least 12 full-time jobs in Ostana in the tourist sector (not to mention the linked suppliers), the beginning of a "circular economy" system in the Po Valley, based on an approach to management of resources and production directly led by the involved investors, the Municipality, and the inhabitants of Ostana.

The social impact is reflected by a clear demographic trend in the Municipality of Ostana: from about 1200 inhabitants at the beginning of the 20th century, the residents fell to 5 people (all elderly) in the years 1970-80 due to wars and migrations. After over 30 years of commitment of the Municipal Administration, today there are about 50 residents in winter (including young people and children) - which has allowed the community to live again. The Municipal Administration's goal is to reach at least 100 permanent residents, being theoretically able to sustain themselves also thanks to the increase of the tourist sector, fostered by the Municipality's "green" initiatives mentioned earlier.

REFERENCE WEBSITE: www.comune.ostana.cn.it

Accessible Dolomites for all visitors

Outside the domain of energy efficiency, the project developed by the DOLOMITI UNESCO Foundation called “Dolomiti Accessibili” (Accessible Dolomites) focuses on the Eastern Italian Alps and tackles the issues of accessible and socially inclusive tourism & hospitality. It addresses people with reduced mobility capabilities (disabled and elderly people, children in early age). The website www.visitdolomites.com includes 23 paths accessible to everybody within the 9 Dolomites systems recognised by UNESCO. For each of them, the level of difficulty, a detailed map of the itinerary, GPS position, environmental & geomorphological features of the area are clearly reported.

Started in 2016, the project applies to all the territories included in the UNESCO WHL site. It has been financed through the Italian Ministry for Cultural Heritage (MiBAC) according to the provisions of, and resources allocated through a National Law (No. 77/06). For the first phase of the project, the following steps were foreseen: mapping and enhancement of accessible paths, organization of an educational event aimed to involve media, set up of training courses for ski instructors and alpine guides.

The main target of the project is to make the Dolomiti heritage accessible as an experience to a wide group of people, depending on the needs and capabilities of the user/visitor. Territorial administrations and Sports, Accessibility and Disability associations in the Dolomites area, coordinated by the Foundation, have set up a tool for easing the research of information on accessible itineraries in the Dolomiti UNESCO site. The project provides joint, uniform, detailed description on the universal values of the site – which implements the Management Strategy for the Site, that foresees the promotion of projects aimed at ensuring the experiential use of the heritage by people with disabilities.

Socio-economic impact of the practice links to the target of making the Dolomiti UNESCO site more easily accessible by increasing tourist mobility of disabled people and the awareness of tourist facilities and hotels in welcoming also this type of tourist.

REFERENCE WEBSITE: <http://www.dolomitiunesco.info/attivita/dolomiti-accessibili-percorsi/>

Slovenia

Promotion of typical regional dishes

Promoting stakeholders participation in the promotion of typical local products, the project "Trnič na vsako mizo" (winner of a grant of € 5,000 in the context of the 2014 Snovalec Award, and included in the register of living cultural heritage) has been applied in the municipality of Kamnik (location where there are many good practices in the field of sustainable development). It has allowed the recognition and validation of typical regional dishes, with a procedure seemingly easily transferable to other Alpine regions.

Aiming at relaunching a traditional cheese typical of the area of Velika planina (hard cheese with a “pear” shape), the Office for Tourism and Sport of the Municipality of Kamnik has been supporting the organizational aspects for allowing a large-scale production of the cheese and including it among the "culinary tourism contents". Through the search for suitable producers, the creation of a corporate identity and a special packaging, as well as an "ad hoc" certification, the product has been made available in the shops, and included in the offer of the restaurants throughout Slovenia. The Committee of Experts of the Snovalec Award welcomed this example of good practice of transformation of a forgotten traditional regional food into a major “invention” throughout Slovenia.

The economic impact of the project, on which specific data are not available, mainly refers to the sales and promotional potential of a local product on a national scale. Furthermore, the increased production scale provides advantages in terms of reduction of production and transport costs at the local and regional level.

The social impact of the project results in the valorisation of the local identity both among tourists and citizens of the Municipality of Kamnik and, indirectly, on potential consumers throughout Slovenia.

The environmental impact of the project mainly refers to the introduction of production methods inspired by sustainability principles that take in in due consideration the natural and traditional value of the product, and its "local" nature, with known effects in terms of transport emissions.

REFERENCE WEBSITE: <http://www.kamnik.si/?t=news&id=2798>

Energy-efficient SPA

In the field of energy efficiency it is worth to be mentioned the excellence of the SPA facility of Snovic, located in the municipality of Kamnik, which in 2008 has received the European Eco-Label award for tourist accommodation services.

The structure, whose buildings are made with environmental-friendly materials, uses renewable energy sources for heating and air-conditioning (wood-biomass, solar collectors for heating the pool water, vacuum solar collectors, water-water and air-water heating pumps) and promotes a system of separate waste collection. This has allowed this Eco Spa to obtain the ISO 14001 certification, which specifies the requirements for an environmental management system applicable in processes, working techniques, materials, products and energy management of the structure itself.

The main goals of the management of the structure are primarily the contribution to the control and reduction of environmental impacts, as well as the sensitization of the guests on the importance of environmental and nature protection.

The positive impact on the environment is accounted for by a reduction of 155 tons per year in CO₂ emissions compared to a "business as usual" (BAU) scenario. This result has been achieved through a series of coordinated actions including: the greater use of public transport solutions by guests moving between Ljubljana and the Snovic SPA; the improved management of waste collection; and the introduction of some ecological measures promoting environmental protection.

From an economic point of view, an eco-sustainable management of the structure – which includes suites and rooms created according to the model of "smart rooms" with relevant energy savings – allows for savings in terms of energy consumption and costs. An example for many other companies, Eco Spa has been able to position itself on the market in a group of eco-conscious tourist suppliers that attract a significant number of tourists in the Kamnik area.

The social impact of Snovic is significant too, thanks to the commitment of the structure to inform and sensitize guests on the importance of environmental protection. At the local level, awareness raising initiatives also take place in primary schools where the structure promoted the introduction of some special "technological days" to present innovative solutions for sustainability.

Bohinj Municipality and his history of sustainability

Two-thirds of the Bohinj Municipality area lies in the Triglav National Park, therefore this fact by itself demands special rules and brings additional incentives to try to include knowledge and environmentally friendly materials in development projects. In 2017, the Bohinj Municipality Council confirmed the extensive "Bohinj Municipality Sustainable Development Strategy 2025+" which together with other documentation is the driving force for the development and preparation of projects in the future. Steps in the fields of transport, development and preservation of traditional crafts as well as the development of tourist products are oriented in the right direction.

More and more tourists come to Bohinj Municipality every year. On the one hand, this brings many positive effects for the local community and broader, while on the other hand, increasing pressure causes many problems that require rational solutions and management. This includes issues connected to traffic and accessibility. Pursuant to traffic calming and reducing the burden on the environment as well as on the basis of the action plan and with the purpose of traffic calming on the most affected areas of Bohinj (Lake Bohinj), we have introduced organised shuttle transport from remote car parks to the lake and back, as well as to the Blato pasture, a popular starting point for hikes to mountains. Thus, we have introduced alternative options to parking in car parks with slightly higher parking fees along the shore of Lake Bohinj to preserve the heart of the Triglav National Park.

The collective Bohinjsko/From Bohinj brand covers the range of products and produce from Bohinj and is also used as a certification of quality – essentially, it is a developmental platform for generating new products and services in close connection to many local stakeholders. The collective Bohinjsko/From Bohinj brand is more than just the label and a certificate on the product, it incorporates a clear strategy of local business development. Our ancestors were strongly connected to nature and what it offered them. They had to produce their own food, showing a lot of inventiveness, knowledge and skills. Although the world has changed, we are still inventive and inseparably connected to nature. It is quite a challenge to harmonise the protection of the environment with tourism growth. The Bohinjsko/From Bohinj products and services represent this fusion in the best possible extent. We put our hearts, stories, tradition and visions into them. Today, 70 local providers who offer 392 products and services are joined under the collective Bohinjsko/From Bohinj brand.

Lastly, the International Wild Flower Festival of Bohinj is a glorious compliment to spring, flowers, bees, nature and coming together. This is an annual festival in spring (from the end of May to the start of June) that represents our floral diversity and promotes the respect for nature and diversity among those who live here and those who visit Bohinj. All this is enabled by offering many cultural events, educational and creative workshops and guided botanical hikes.

During this two-week festival, Bohinj breathes with flowers, which is also proven by many participating stakeholders like the young people, the primary school and kindergarten, many sports and cultural associations as well as providers of local food and other products who prepare a diverse festival programme with the mentoring of Turizem Bohinj and the Triglav National Park Institute.

Flowers, especially wild flowers, are very well preserved in Bohinj and in the entire area of the Julian Alps. The fact that more than 1000 types of flowers grow in Bohinj and which we aim to preserve, confirms that the decision to organise a festival that glorifies flowers and raises the awareness of people is the right one.

ANNEX

List of Good Practices collected not included in the section above.

Categories of good practices (GP)	Country	Location / site	Short Narrative Description	References / Website / Documents
Programmes for reducing CO2 emissions	Italy	Municipality of Chiusa di Pesio (Cuneo, Piemonte)	Phytodepuration in an alpine hut	www.areemaritimeprotettealpine.it
	Italy	Municipality of Caneva, Municipality of Budoia, Municipality of Polcenigo (Friuli Venezia Giulia)	Reduction of thermal consumption in the tertiary sector	
	Italy	Municipality of Sonico (Brescia, Lombardia)	Energy and environmental efficiency in the Tonolini Hut in the Adamello Park	
	Slovenia	Municipality of Kamnik	Project "City Walk" & Sustainable Mobility	http://www.interreg-danube.eu/approved-projects/citywalk
	Slovenia	Municipality of Kamnik (as one of the participants)	Electric vehicle charging Stations	https://www.kamnik.si/
	Slovenia	Municipality of Kamnik	Co-financing of renewable sources - (biomass, solar collectors, heat pumps), electric bicycles, facades, windows, doors	http://www.kamnik.si/resources/files/doc/JANJA_2011/ODLOKI/LEK_Obine_Kamnik-konno_poroilo.pdf
Programmes for assessing resource-efficiency	Slovenia	Municipality of Kamnik-Savinja Alps	Project "Vodna pot okoli Kamniško-Savinjskih Alp"	https://www.kamnik.si/
Programmes or actions for sustainable spatial planning / landscape protection	Slovenia	Municipality of Kamnik	Kamnik municipal spatial plan (Občinski prostorski načrt)	https://www.uradni-list.si/_pdf/2015/Ur/u2015086.pdf#/u2015086-pdf
Participation of stakeholders	Italy	All the municipalities of the Montana Valle Stura and Borgo San Dalmazzo (Piemonte)	"Lou Viage" hiking route	http://www.louviage.it/

	Italy	Municipality of Pietraporzio (Cuneo) - borgata di Pontebernardo (Cuneo, Piemonte)	Ecomuseum of Pastoralism	www.vallestura.cn.it
	Italy	Municipalities of Gaiola, Moiola, Rittana, Roccasparvera e Valloriate (generally across the territory of the Stura di Demonte Valley, Piemonte)	Bike Park Tajarè	www.vallestura.cn.it
	Italy	Municipalities of Entracque, Roaschia, Valdieri, Vernante (Piemonte)	The cheese route - Trekking in the lands of transhumant shepherds	http://www.lifewolfalps.eu/terre-di-lupi/la-via-dei-formaggi/
	Italy	Municipality of Valdieri (Cuneo, Piemonte)	Rie supply chain	http://www.ecomuseosegale.it/
	Italy	Entracque (home of the "Uomini e Lupi" wildlife center. The catchment area includes a large national and international audience (esp. Piedmont and Liguria) .	Wildlife Center "Uomini e Lupi" (Men and Wolves)	http://www.turismoentracque.it/vivere/uomini-e-lupi/
	Italy	Municipality of Chiusa di Pesio and traders and producers of Valle Pesio (Piemonte)	Sustainable picnic	
	Italy	Municipalities of Valpelline, Oyace, Bionaz (Valle d'Aosta)	Cultural Association Naturavalp	http://www.naturavalp.it/index.asp
	Italy	Municipalities of Forno di Zoldo, Cibiana di Cadore and Zoppe di Cadore (Veneto)	Villaggio degli Alpini / Bergsteigerdoerfer	www.bergsteigerdoerfer.org
	Italy	All 13 municipalities belonging to the Gran Paradiso National Park territory: Locana, Noasca, Ceresole Reale, Ribordone, Ronco Canavese, Valprato Soana (Piemonte); Aymavilles, Introd, Villeneuve, Rhemes Saint Georges, Rhemes Notre Dame, Cogne, Valsavarenche	Park Quality Label	http://www.pngp.it/marchio-qualita

		(Valle d'Aosta)		
	Italy	All the territories involved in the UNESCO Dolomites WHL Site	Network of quality products and producers of the Dolomites (DOLOMITI UNESCO Foundation)	http://www.dolomitiunesco.info/attivita/rete-produttori-dolomiti-unesco/
	France	Municipality of Chamonix-Mont-Blanc Valley	Plan of action to make the territory exemplary and innovative in terms of conservation and enhancement of its natural site and its cultural identity	http://www.cc-valleedechamonixmontblanc.fr/
	Slovenia	Municipality of Kamnik (as one of the participants)	Project "Zgodbe rok in krajev"	http://www.srce-slovenije.si/index.php?t=news&l=sl&id=5831&portal=podjetnistvo&portal_id=4
	Slovenia	Municipality of Kamnik	Project "Tunjiška sadna pot"	Strategija razvoja in trženja turizma v občini Kamnik za obdobje 2016-2025 - Turizem KAMnik2025 (http://www.kamnik-tourism.si/assets/strategija/Strategija-turizma-KAMnik2025.pdf)
	Slovenia	Velika planina area (Municipality of Kamnik-Savinja Alps)	Project "Po stopinjah pastirjev na Veliki planini"	Strategija razvoja in trženja turizma v občini Kamnik za obdobje 2016-2025 - Turizem KAMnik2025 (http://www.kamnik-tourism.si/assets/strategija/Strategija-turizma-KAMnik2025.pdf)
	Slovenia	Municipality of Kamnik	Project "Kamniška košarica lokalnih dobrot"	https://www.kamnik.si/
	Italy	Municipality of Aviano, Piancavallo (Friuli Venezia Giulia)	"Viabilità pulita" for Piancavallo (Clean Mobility)	
Sustainable mobility	Italy	22 municipalities of the lower Susa valley grouped in the Valle Susa Mountain Union (Piemonte)	A cycling route along the Via Francigena	www.unionemontanavallesusa.it

	Italy	Liguria Region (in particular, Municipalities of Apricale, S. Stefano al mare, Castelbianco, Loano, Celle Ligure, Campo Ligure, Pignone, Castelnuovo Magra), Parco di Montemarcello Magra Vara (interventions for improvement of pedestrian paths and pedestrian cycle)) + other Italian and French partners	Intense transboundary tourist itineraries	http://interreg-maritime.eu/web/intense
	Italy	Municipalities of Fondotoce, Premosello, Cossogno, San Bernardino Verbano, Trontano (Piemonte)	Slow Panorma; E-bike Val Grande	www.parcovalgrande.it
	Italy	Alpine Pearls member municipalities: Funes; other municipalities belonging to Puez-Odle nature park: Ortisei, Santa Cristina, Selva, Corvara, Badia, San Martino in Badia (Trentino Alto Adige)	Cooperation "Alpine pearls"; Parco naturale Puez-Odle	https://www.alpine-pearls.com/it/vacanza/italia/villnoess/ ; https://www.enit.de/fileadmin/templates/scripts/pdfviewer/uploads/tx_pdforder/VILLNOESS_DOLOMITENTAL_BERGE_ERLEBEN.pdf ; https://www.villnoess.eu/system/web/zusatzseite.aspx?menuonr=225051621&typid=225051620&detailonr=225051620&sprache=3
	Italy	Municipalities of Entracque, Valdieri, Roaschia (Piemonte)	"Le Marittime girale in bus" (Use to bus to visit Maritime Alps)	www.areeprotettealpinemarittime.it ; https://bit.ly/2z2W2yP
	Italy	Lombardia	Camminaforestelombardia (Forest itineraries in Lombardia)	WWW.CAMMINAFORESTE.IT
	Italy	Municipalities of Varzo and Baceno (Piemonte)	Park Bus	WWW.AREEPROTETTEOSSOLA.IT
	Slovenia	Municipality of Kamnik	Project "E-kolesarnice" (Project E-bicycle sheds)	https://www.kamnik.si/
	Slovenia	Municipality of Kamnik	Mobility plan for the Municipality of Kamnik (sustainable mobility)	http://www.kamnik.si/resources/files/doc/razno/celostna-prometna-strategija.pdf
	Slovenia	Municipality of Kamnik	Rent an e-bike at TIC Kamnik	https://www.kamnik.si/
	France	Municipality of Chamonix-Mont-Blanc Valley	Action plan for the diversification and enrichment of local mobility sources, organization and development of public transport	www.cc-valleedechamonixmontblanc.fr

Integrated approach to sustainable tourism and regional development	Germany	Municipalities of Ramsau: Sachrang/Schleching: Kreuth	<p>Mountaineering villages in line with the Austrian Initiative “Bergsteigerdörfer (integrated approach to sustainable tourism and regional development)²</p> <p>Ramsau: https://www.bergsteigerdoerfer.org/53-0-Bergsteigerdorf-Ramsau.html</p> <p>Sachrang/Schleching: https://www.bergsteigerdoerfer.org/54-0-Bergsteigerdorf-Sachrang.html; https://www.bergsteigerdoerfer.org/55-0-Bergsteigerdorf-Schleching.html</p> <p>Kreuth: https://www.bergsteigerdoerfer.org/59-0-Bergsteigerdorf-Kreuth.html</p>
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² Rather than focusing only on one aspect such as climate protection, resource efficiency, mobility etc. the mountaineering village concept is an integrated approach to sustainable tourism and regional development. It encompasses mobility, nature protection, sustainable agriculture and tourism development. It took a while for German municipalities to take over this innovative approach: however, in the last two years several municipalities have undergone the necessary certification process in order to remodel their services as tourism destinations.

Good... in practice Alpine destinations for sustainable tourism

A COLLECTION OF SUSTAINABLE ALPINE DESTINATIONS ON A
PATH TO SUSTAINABILITY AND INNOVATION IN TOURIST
OFFER

WORKING GROUP SUSTAINABLE TOURISM OF THE ALPINE
CONVENTION (2016-2018)

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Introduction

In this brochure, a selection of tourist destinations localized across the Alps have been collected and briefly presented.

All the towns, villages or regions included in this small selection have been working with local communities and stakeholders in order to offer innovative, sustainable tourist products and services to visitors. The destinations you will find in this brochure were selected based on the information provided by Countries participating in the Working Group on Sustainable Tourism of the Alpine Convention as exemplary locations for implementing best practices for greening alpine tourism. They are already committed to support initiatives that may couple tourism competitiveness with a sustainable, long-term management of the unique Alpine assets and landscape hosted in their territories.

The distinctive characteristics of these destinations - that you will find described in short in the following pages - suggest their suitability to form a basis for an international network of mountain resorts being capable of promoting an innovative model of sustainable tourism in the Alps.

Chamonix, the cradle of winter tourism in the Alps

Where

Chamonix-Mont-Blanc is a French municipality of about 9.000 inhabitants located in the Haute-Savoie Department of the Auvergne-Rhône-Alpes Region.

Landscape and environment

The Chamonix valley is situated in the north-western part of the Alps, 15 km far from the Swiss border via the *Col des Montets* and 15 km from Italy via the *Mont-Blanc tunnel*. The natural border, where these three countries converge, lies at 3820 meters on the summit of Mont Dolent. This valley, comprising Servoz, Les Houches, Chamonix, Argentière and Vallorcine, also hosts the Mont Blanc, the Western Europe's highest peak at 4,810.45 meters. The Chamonix Mont Blanc valley's altitude varies between 758 and 4,810 meters. Chamonix and its valley are bordered by the Mont Blanc chain to the South and the Aiguilles Rouges ("Red Peaks") to the North. This glacial valley measures 17 km, from the Col des Montets at the Northernmost point to the Tacconnaz torrent. The town center lays at 1035 meters, while the highest village of Le Tour at the top of the valley at 1462 meters.

A tourist destination

Chamonix offers a tourism oriented mainly to winter sports activities. In fact, winter tourism accounts for more than 53% of annual stays, so much so that the municipality has developed a strong hotel capacity. Thanks to his past in the Olympic Winter Games, the municipality has been able to equip itself with many infrastructures for skiing activities (such as ski lifts, chair lifts, local buses, etc.). Especially in summer, the whole valley is greatly appreciated by enthusiasts of mountaineering and mountain sports in general. Chamonix is famous for its hiking trails in the mountains: the Tour du Mont-Blanc (TMB), one of the most popular long-distance trekking routes in Europe, of about 170 km around the Mont Blanc massif, in Switzerland (Martigny), Italy (Courmayeur) and France (Chamonix). However, supported by the rich diversity of its villages and outstanding natural assets, it offers the typical Savoyard cuisine and numerous leisure activities for a wide range of people: from families to adventurers, to visitors seeking leisure and relax, to tourists keen on discovering novel things and experiences. Rock climbing can be practiced in many natural sites (e.g. Gaillands rock), and competitions are organized every year. Mountain biking and paragliding, summer tobogganing, tree climbing and horse trekking are practiced. The Chamonix golf course and its 18 hole course at the foot of Mont Blanc, the city swimming pool, curling and ice hockey courts and eight tennis courts further enrich the tourist offer.

Good....in practice

Sustainable mobility has been a priority for all the Community of Municipalities reaching over the valley of Chamonix, that includes the 4 municipalities of the Canton (Chamonix-Mont-Blanc, Les Houches, Servoz, Vallorcine). The community has been involved in strengthening transport infrastructure (modernization of the railway line, strengthening public transport, etc.), as well as in strategic and innovative approaches to reduce CO2 emissions, in line with the Territorial Energetic Cluster Plan (PCET) of the valley approved in 2012 and the Atmospheric Protection Plan (PPA). The valley is committed to renovating and increasing traffic on, the railway infrastructure running from the valley floor

(Le Fayet) to the Swiss border, that has become an integral part of the identity of the territory. The recently improved bus service run by Mont-Blanc Bus uses a new bus fleet of mainly Euro 6 standard vehicles, 6 hybrid buses and 2 small 100% electric shuttles. All the service, including the timetables, adapts to the flow of tourists by season (7 lines in spring and autumn, 10 in summer and 15 in winter). To encourage public mobility, the Community of Municipalities established within its perimeter the free circulation in public transport.

Cortina, tourist pearl of the Dolomites

Where

Cortina d'Ampezzo is an Italian town of about 5 840 inhabitants in the Province of Belluno in Veneto. Named "Queen of the Dolomites", it is the largest and most famous of the 18 municipalities that make up the Ladinia region, as well as a renowned winter and summer tourist resort. Cortina hosted the Winter Olympics in 1956 and is the scene of numerous international sport events related to the mountains and winter sports. Covering a surface of 252.81 km², Cortina d'Ampezzo is the second largest municipality in Veneto (after Venice).

Landscape and environment

Cortina is located in the center of the Conca d'Ampezzo, in the upper Valle del Boite (about 1200 m high), which was the terminal basin of an ancient glacier, between Cadore, Val Pusteria, Val d'Ansiei and Alto Agordino). The Regional Natural Park of the Dolomites of Ampezzo, entirely included within the municipality of Cortina, covers about 37,000 ha. The park includes many famous Dolomite groups: the Cristallo, the Tofane, the Fanes peak, the Col Bechei and the Croda Rossa. Some of these massifs have peaks higher than 3,200 meters and enclose some small. The park hosts nineteen tourist facilities (including restaurants and alpine huts), and plateaus for high altitude pasture.

A tourist destination

Due to its location and its tourist tradition, Cortina has developed a varied tourist offer for activities and seasons. In summer, the tourist offer focuses on the surrounding landscape. The valley, between Cadore (famous for its valuable timber used for musical instruments) and Val Pusteria, extends from Falzarego to Tre Croci Pass – bordered by the most beautiful mountains of the Eastern Dolomites: Sorapiss, Antelao, Croda da Lago, Tofane, Croda Rossa, Cristallo. 300 km of trails for hiking include "Montanelli path" from Pié Tofana, tour of Val Travenanzes and Fanes waterfalls, Lake of Federa, Laghetti di Pianozes, d'Ajal, Ghedina and Lake Sorapis, famous for the color of its waters. Another important attraction is Natural Park “Dolomiti d'Ampezzo”. There are also mountain bike and climbing routes; exploration of the mountain and promotion of mountaineering tracks and excursions with an historical service of Alpine and nature guides. In winter, as one of the most famous tourist resorts in Italy, Cortina season lasts from November to April. 110 km of downhill slopes and around 70 km of cross-country trails make Cortina one of the world's centers of Alpine and Nordic skiing. Winter sports offered include ski mountaineering, walks on the snow, ice climbing, curling, horse-drawn sleigh rides. The town also hosts an Olympic Ice Stadium and a swimming pool. Cultural tourism developed around art exhibitions and literary events of high level, meetings with people from cinema, politics and journalism, musical and cultural events. Major sports events include the Women's Alpine Skiing World Cup; the "Dobbiaco-Cortina" international cross country competition, A-Series ice hockey championship. A unique tradition of local craftsmanship (especially on wood), huts and restaurants where local products can be tasted (salami, speck, barley soup, "casunziel", dumplings, polenta, strudel, grappa, liqueurs) make of Cortina a globally known destination.

Good....in practice

Following main environmental engagements, including the Paris Climate Agreement on climate change (2015), the Italian Ministry for the Environment (2016) together with Comune di Cortina, Regione Veneto, FISI, CONI, ANEF signed the “Carta di Cortina” (Cortina Charter), whereby the Town, through

exemplary good practices and actions, has committed to protecting the local territory and environment and reducing the environmental impact of major winter sports events, particularly Ski World Championship in 2021. Aware of the environmental impacts of winter sports, the Charter sets guidelines to be followed in a region keen on green economy as Cortina and the Dolomiti Unesco site. The Charter aims to set an example to be shared with other mountain resorts willing to commit to reduce environmental impacts of winter sports events, by increasing resource efficiency, reducing greenhouse gas emissions and energy costs. The Charter commits the signatories to put sustainability and territorial enhancement at the core of the planning of Ski Championship in Cortina 2021, and starting an open participatory process for local administrations and communities for identifying the main sources of environmental impacts, the possible solutions and intervention areas. The Charter also promotes National Programs on Winter Sports, campaigns for awareness raising, education and workshops on sustainable development for citizens.

Kamnik: wellness, local products and environment

Where

Kamnik is a municipality in Slovenia covering an area of approximately 265.6 km². Located less than 30 km far from Ljubljana, it has about 28,800 inhabitants.

Landscape and environment

Kamnik is an ancient town located in the hilly area along the Bistrica plain on the right bank of the river Bistrica. It lays at the foot of the Kamnik and Savinja Alps known as "Kamniško-Savinjske Alpe", the Kamnik Alps. The town is in fact dominated by 2558 m of Mount Grintovec, the highest peak in the mountain range.

A tourist destination

Kamnik attracts many visitors especially for its wellness tourism. One of the main attractions of the area are the Snovik baths, famous for being the highest altitude spa in the whole of Slovenia. The city also relies heavily on its culinary tourism, thanks to the culinary excellence of Velina Planina, where some of the best dairy products are found in the whole of Slovenia. Famous also for its history, testified by the presence of the Stari Grad ruins, Kamnik offers visitors one of the best preserved historical centers in terms of monumental buildings. Kamnik is the main centre of the outstanding mountainous area where Velika Planina mountain is located. Hikers and for those who want to deepen the pastoral traditions of the area consider this peak and region an ideal destination. Equally famous is the Arboretum Volcji Potok, a botanical garden hosting about 3500 different horticultural varieties. The surroundings of the city offer sports attractions thanks to the many hiking trails of the Kamnik Alps circuit.

Good....in practice

In the field of energy efficiency, the SPA facility of Snovic has received the European Eco-Label award for tourist accommodation services in 2008. The structure, whose buildings are made with environmental-friendly materials, uses renewable energy sources for heating and air-conditioning (wood-biomass, solar collectors for heating the pool water, vacuum solar collectors, water-water and air-water heating pumps) and promotes a system of separate waste collection. The main goals of the management of the structure are primarily the contribution to the control and reduction of environmental impacts, as well as the sensitization of the guests on the importance of environmental and nature protection.

A traditional cheese of the area of Velika planina (hard cheese with a “pear” shape) has been supported and spread on the national market through large-scale production, and qualified as one of the local "culinary tourism contents". Local producers use a single corporate identity, a special packaging, and an "ad hoc" certification scheme. Now Velika planina cheese is available in shops and restaurants throughout Slovenia. The initiative was given the Snovalec Award as an example of transforming a forgotten traditional regional food into a major “invention” throughout Slovenia.

Valli di Lanzo, a paradise for mountain sports fanatics

Where

The Valleys of Lanzo are three valleys of Piedmont Graian Alps, between Valle dell'Orco (North) and Val di Susa (South). They include several municipalities, totaling 38,736 inhabitants.

Landscape and environment

The Lanzo Valleys are composed of 3 main valleys, oriented from west to east, ending in the town of Lanzo Torinese, located on an ancient glacial moraine. The surrounding area is characterized by millennial glaciers, and dozens of peaks above 3,000 meters in height. The border with France is formed by high mountains with melting glaciers and mountain pastures used for cows, sheep and goats grazing. The valley bottoms host ancient centers, divided into numerous hamlets. The intermediate slopes of the mountains have wooded areas, re-colonized by trees after the decline of agricultural and pasture areas. In the past, the main activities were sheep farming, agriculture and mining: especially iron extraction and processing in the middle / lower valley.

A tourist destination

Lanzo valleys was a luxury tourist destination in the late Nineteenth and early Twentieth century, given the proximity to Turin and the presence of a railway. Local alpine guides were renowned at the end of the 19th century. From the 1960s to the 80s they have been a holiday resort destination – that has left a large number of second homes on the territory. Now, Lanzo Valleys aim at a tourism that values its unique landscape, historical and cultural resources and local production supply chains. Tourists seek hiking, cycling, and other outdoor activities, favored by the natural environment and landscape. The valleys are equipped with sports facilities accessible to all and offer activities such as fishing, summer and winter hiking on snowshoes or ski-mountaineering, trekking, curling, climbing, paragliding, kayaking. Tourist attractions also include local gastronomic products among which the "Toma di Lanzo" cheese is certainly the most important example. The relaunch of local culture is taking place also by promoting the Sindonic tracks, linked to immemorial religious tradition.

Good....in practice

“Montagna per Tutti” (Mountain for all) consists of a series of events in the Lanzo, Ceronda e Casternone Valleys, originally in winter but now extended until spring to promote an all-season tourism. Activities are offered to all mountaineers and people in outdoor activities, but a special attention goes to soft activities in order to allow everybody to enjoy the experience. In winter excursion with snow sticks are proposed, while in spring cultural events and cycling are promoted. To increase accessibility for all, partnerships have been started with NGOs in the field of disabilities in the Turin area. Over the last 10 years the Local Action Group financed the renovation of facilities and training courses for tourist operators.

Jezerko – Sustainable Mountain villages

Where

Jezerko measures 68.8 km². The main settlement of Zgornje Jezerko lies at an altitude of 906 m in the central part of the eastern Karavanke just next to the border with Austria and forms a specific settlement area where the influences from the Carinthian and the Gorenjska sides are intertwined. A major traffic link runs through the center of the city: the path through the picturesque world of the hilly Karavanke mountains and the mighty Kamniško-Savinjske Alps are located along the Kokra and Jezernica and beyond the Jezerski vrh and the Bela valley in the Roman times. The lower Jezerko consists of several hamlets and solitary farms in the narrow valley of the Kokra River. The core of the settlement is a clustered hamlet of the Lower End at the confluence of Kokra and Jezernica.

Landscape and environment

Jezerko lies in the Alpine valley between the peaks of the Kamnik-Savinja Alps and the Karavanke Mountains. The valley is surrounded by forests of conifers and deciduous trees, meadows, pastures and clear mountain streams. As much as 64.6% of the total area of the municipality belongs to the protected area of Natura 2000. The vegetation present with chlorophyll green color together with the wetland has a beneficial effect on the well-being and the airways and eyes, therefore the place was recognized as a health resort.

A tourist destination

Due to the large number of altitudinal belts (700 m - 2500 m), Jezerka grows over 1000 plant species: 53 of them are protected, and 20 endemites are narrower or wider. Among other animals, we encounter typical alpine species, such as gams, goats, whites, crumbs, large cocks, mountain hares and mountain swamps. The special richness of the cultural heritage is certainly in the original image of the preserved homestead, the unique architectural legacy of our ancestors, which was created from the 16th century onwards. Their carefully selected location shows that they were mostly built on the shores of the former large glacier lake. Today, these homesteads live from forestry, tourism, sheep and livestock farming, they are becoming self-sufficient and more and more follow the guidelines for organic production. Jezerians are proud of the autochthonous Lake-Solčava breed of sheep. The sheep is fertile throughout the year, and supplies the population with quality wool and meat, and its characteristic is considerable resistance to disease and harsh weather conditions. The source of the healing mineral water of Lake Slatina in its descriptions is first mentioned by the famous Slovenian researcher and polychister Janez Vajkard Valvasor in the 17th century. Jezerka slatina contains a lot of calcium and manganese and ammonium substances and, according to the content of carbon dioxide, is the leading source among Slovene springs. Especially recommended for patients with heart and vascular diseases, it also has an excellent effect on digestion. Jezero mountain trail -

As early as 1972, the Jezero mountain society connected the peaks and mountain huts around the valley to a circular transversal and issued a diary. Over the decades, hundreds of enthusiastic visitors and visitors have received awards for the walk that has been going on, and this year (2018), with the renovation of the booklet into a guide and edition in the English language, the lake mountain path is finally accessible to

visitors and visitors from abroad. The path connects 15 peaks and 5 mountain huts, it is over 100 km long and overcomes 10000 m altitude difference.

Lake Culinary Heritage offers two original experiences that can not be tasted anywhere else: the first is a typical shepherd's dessert, made from cream and buckwheat, the other is a bulla, from bread, eggs, meat, cream and spices baked Easter cake for which each lake house has its own recipe. Breakfast and light meals can be enriched with local products: lactic dairy products, dry meats, marmalades, honey, herbal teas and syrups, and local origin also some meat specialties (baked lamb, trout and game) and mushroom specialties. Goodies and specialties can be served with homemade liqueurs.

Good ... in practice

Bergsteiger Dörfer are a network that brings together the places and municipalities in the Alps with a focus on sustainable mountain tourism and represent great potentials in mountain tradition, culture and organization. The villages provide a high quality offer for mountaineers, a varied landscape and are committed to preserving local and natural heritage.

<https://gorniskevasi.pzs.si/>

<https://www.vilaplaninka.com/en/>

Zermatt, world famous and sustainable?

Where

Zermatt lies in the south of Switzerland at the border to Italy. Peaks within the community borders include the famous Matterhorn and 22 of the 82 alpine four-thousanders.

Landscape and environment

39 mountains of more than 4000 meters in height surround Zermatt from three sides, creating an especially dry climate. Zermatt has the highest forest border in the Alps (between 2400 to 2500 meters). Some areas of the Zermatt mountain area rose above the glaciers during the last ice age. This means that parts of the flora date from the time before that. Zermatt combines four different geological zones with varying chemical composition. 75 percent of the municipal area consist of nature reserves of national and international importance. The vegetation areas of international and national importance cover a total of 6.2 km².

A tourist destination

The history of Zermatt as a tourist destination goes way back to the 17th century. However with the golden age of alpinism, touristic activity started to pick up. The Matterhorn was one of the last alpine peaks to still be climbed for the first time (successful attempt in 1865). The infamous mountain area rapidly led to an increase in tourism – especially from England – and the first notable Hotel "Monte Rosa" opened its doors for their guests in 1855. Last year alone, Zermatt had a total of a little over 2 Million overnight stays. Adding the day tourists, this makes it especially challenging to preserve the local natural and cultural heritage.

Good....in practice

Zermatt has started to make their destination car-free since the 1931. Well, not completely car-free: in some cases, the community licences exemption permits for electric or other emission free transport. There are around 500 specially designed, slow electric vehicles registered and some horse-drawn carriages. How do the tourists access Zermatt? They take the shuttle-train from the neighbouring Täsch, 5km away, with a big car parking right next to the station. These measures increase overall quality of life by reducing traffic and subsequently improving crowd-movement, promoting slow mobility and reducing noise emissions and air pollution. The city is labelled "Energienstadt" – corresponding to the European Energy Award – and has achieved 59% of all measures through innovative policies such as air quality regulations; a biogas power plant, a smart and awarded waste disposal system (www.system-alpenluft.ch) and 60% of the consumed energy produced by waterpower. With the "Monte Rosa"-mountain hut Zermatt also possesses a lighthouse project in terms of sustainable and energy efficient construction in fragile ecosystems. The hut was developed in cooperation with the ETH Zürich and opened in 2010.

Saas-Fee, a small but innovative jewel

Where

Saas-Fee is the biggest town in the Saas valley, located in southern Switzerland and next to the Italian border. Saas-Fee lies on 1800 m at the foot of the Mischabel mountain range with 11 four-thousander peaks.

Landscape and environment

Eight municipalities lay in the Saas valley with a total population of only around 6'000 inhabitants. The Saaservispa flows through the valley, which towards the upper end has a distinct U-shape. The Saas valley has the highest concentration of four-thousanders in the alpine region. The valley also presents the very traditional and distinctive "Walser" architectural style, dating from the 13th century.

A tourist destination

Due to its remote location, the economy of the Saas valley has been mostly related to agriculture. Not before the end of the 19th century did Tourism start to pick up. With the opening of the first ski lift in the valley and a new road shortly after World War 2, mass tourism – especially in the winter season – had arrived. Overnight stays rose from 66'000 in 1950 to around 1'000'000 annually in recent years. Difficult years after the financial crisis led to a new approach to season ticket pricing with an increase in guests of 33%.

Good....in practice

Saas Fee is a highly popular destination with a very traditional appearance: but only on the outside! Since 1996 Saas-Fee is a pilot municipality of the Alliance in the Alps for the implementation of the goals of the Alpine Convention. Saas-Fee is car-free since the 1980s (except electric public transport). Around 1 Million Swiss Francs had been invested to supply a fine dust particle filter on all wood heating systems in the village with the goal to make it the first alpine destination to be 100% fine dust free. Furthermore, 100% of the energy consumption is from sustainable energy sources. Saas-Fee has implemented a solar powered long-distance heating system, which is to be developed further in the future (as well as public and private heating techniques in general). Like Zermatt, Saas-Fee is labelled "Energienstadt" with 62% of the measures reached to achieve the European Energy Award Gold Standard (75% or more) and promotes individual efforts towards sustainability by advising interested citizens.

Directions for Innovation in Alpine Tourist Destinations

TOWARDS INNOVATIVE TOURIST STRATEGIES IN
ALPINE SITES

WORKING GROUP SUSTAINABLE TOURISM OF THE ALPINE
CONVENTION (2016-2018)

THE WORKING GROUP SUSTAINABLE TOURISM

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1. Introduction

As planned by the mandate of the Working Group Sustainable Tourism, the Presidency and the members agreed to dedicate a special event for analysing case studies and providing directions on the innovation of tourist destinations in the Alps.

The need was felt to concentrate on the main current challenges and expected future scenarios for Alpine tourist destinations, by asking speakers with direct experience in destination management, promotion of sustainable actions and scholars in the field of tourism and sustainability to illustrate their experiences and visions on the topic.

The principal aim of the contributions brought forward by the experts involved in supporting the implementation of this goal of the WG mandate was to provide material and knowledge to be used for developing innovative and sustainable territorial strategies. Innovation is required for constructing approaches being ideally able to ensure economic competitiveness in alpine tourist sites as well as a sustainable management of those Alpine assets and landscape that often represent major tourist attractions in the region.

The organisation of the Workshop "How can tourism contribute to the sustainable development of the Alps?" that took place in Bolzano (Italy) on April 24th 2018 at Eurac Research has allowed to collect significant updated information on the recent evolution of alpine tourism, promote an expert debate and develop a first knowledge base on the topic, by involving experts from different regions across the Alps and the WG as a whole.

Based on the discussions held in the Working Group Sustainable Tourism of the Alpine Convention, the Italian Delegation has promoted the Bolzano Workshop aiming to understand and explore different ways for tourism to contribute to sustainable regional development in the Alps. This first event in a small row will be an opportunity to "make a point" about initiatives for sustainable tourism in the mountains, that will be followed by other events to be held in different locations across the Alps.

Cross-sectoral innovation is central for Alpine tourism: the introductory speech will deal with "innovation" in tourism, then the workshop will provide inputs and case-studies on cross-cutting

fields like health, culture, and agriculture, linking these fields with the meaning of innovation. This will allow us to continue to discuss on the topic of innovation in other future events that we plan to organize. Also, an experience about sports events is included in the program as well as an interesting experience with metrics for the sustainability of major events as applied in Cortina d'Ampezzo (Italy).

The Workshop allowed to discuss together with academics, experts and tourist operators on the future of alpine tourism and on the expected development of this sector in the Alps.

The event saw the participation of stakeholders from the tourist sector (hotels, resorts, sports, etc.), municipalities, local tourist promotion agencies and alpine national and regional governments.

In this brief document we collected a scientific contribution on “scenario setting” for sustainable development of the tourist sector in the Alps as well as the presentations held at the Workshop as food for thoughts for all the stakeholders around the Alps being involved in tourist development and in the challenge to promote and possibly achieve a greater sustainability of the whole sector.

We would like to thank very much the authors of the salient scientific contribution reported in this document as well as all the speakers who joined the workshop and allowed such a collection to be enriched by their precious contributions.

2. Sustainable Tourism Scenarios for the Alps

Harald Pechlaner, Giulia Isetti (Eurac research)

The recently concluded 2018 UNFCCC Climate Change Conference in Katowice, Poland, has had the purpose to implement the decisions of the Paris Agreement (2015). Although it is - as expected - difficult to reach concrete arrangements, and even more to apply them in practice, the resulting call for accountability of human actions not only to the environment, but also to the society at large is very clear. The call to action on this issue, not only refers to national governments, but also to the civil society, since it is increasingly clear that the needed commitment cannot be limited to looking for technical solutions aimed at neutralizing emissions and to a transition to new approaches to resource-management, but has to include an effort and a willingness to deeply change our civilization and culture.

The ecological and social crises are strictly interconnected: one cannot be resolved without the other, as also proclaimed by the Pope in the Encyclical *Laudato si'* (2015).

According to a recent study, international tourism is responsible for around 8% of global greenhouse gas emissions. In the process of raising awareness and inducing responsibility, it is natural when talking about the development of tourist destinations, to reflect on how to solve the apparent trade-off between protecting the environment, and looking for economic profitability and social equity for local communities - in an attempt to striking the delicate balance among three central factors for sustainable tourism. Today tourist destinations face many challenges, including the shorter stay of guests, late bookings, more demanding visitors showing more individualistic tendencies. All these challenges apply well to Alpine destinations, which have to deal with a greater sensitivity to climate change, as recorded in recent years. According to forecasts, in the year 2100 the average air temperature in the Alps might increase by some 2°C - impacting the “line of snow reliability” for ski resorts by 300 metres, from 1500 to 1800 metres a.s.l. However, these changes should not bring us to envisage a gloomy future for alpine tourism. On the contrary, they might even be concrete opportunities for those destinations, being able to adapt themselves, and their tourist products and offers to changing conditions and contexts, thus giving proof of both resilience and spirit of innovation.

Tourism in the Alps presents a wide variety of features: each Alpine resort, not only ski resorts, owns specific characteristics, linked to a unique combination of structural, environmental, political, socio-cultural and technological factors. The geographical position plays a role in defining the positioning of a destination for the targeted guests, e.g. proximity / distance from cities, altitude, the inclusion within large ski areas. As a consequence, also tourist products, offers and themes related to snow and the Alps are diverse - which makes it difficult to forecast possible scenarios for the sustainable development of tourism in the Alps. Nevertheless, the future prospects can be traced back to two possible models.

The first perspective – i.e. a *development scenario for consolidated destinations*, particularly refers to those tourist destinations, as it is the case with many winter tourist resorts, which are already in their maturity phase – frequently found e.g. in France and Switzerland. Aiming at keeping their competitiveness, they often network with each other and develop a common offer, for example by connecting different ski areas and expanding the domain skiable for their guests. This type of destinations can offer not only products, but primarily experiences to tourists. This translates into a need for frequent innovation, which in turn requires significant economic investments. The places that have already experienced an intensive development and wish to keep their standards are suitable to continuously update and reinvent themselves. This does not translate into technical progress alone, but mainly refers to a combination of de-seasonalization, product diversification (e.g. new sports, gastronomy, wellness facilities, shopping, and cultural events), organization and marketing schemes, e.g. through cooperation with less developed destinations nearby. It is often possible and advisable to create synergies with minor closer destinations in different domains, ranging from visitor flows management, to promotion and marketing, to creating the case for niche and slow tourism. Niche tourism is not typically found under such a scenario, however it can be a part of it. Even though mass tourism tends to prevail in these destinations, sometimes resulting in a "resortification" of the site (e.g. integration of the hotel and ski facilities sectors). This is not necessarily bad and does not exclude sustainability, if other players in the destination can also benefit from tourism development, not only from the economic point of view but also in their quality of life.

At the same time, these large tourist centers ideally should be restructured from the socio-cultural and ecological point of view, through a "re-regionalization" process, aiming both at

restoring local economies, and avoiding a loss of identity for the site due to the “fake authenticity” that is sometimes offered to visitors. Locations that have gone through a more intensive path of development can also contribute to sustainability by implementing measures of energy and resource-efficiency, dismantling and re-naturalization.

The “quantitative” development phase seems to have ended: it has to leave room to a “qualitative” one. The current tourist offer should go towards a “premium” dimension - e.g. by increasing and improving the skiing offer through new connections, guaranteeing high quality services and, above all, remembering that ski as a product, by itself is no longer sufficient for sustaining a tourist destination. In turn, a transition from "ski tourism" to "snow tourism" is needed.

Diversification remains fundamental regardless of the altitude of the resort and the presence of snow in the future, since all ski areas should reframe their offer due to the ongoing demographic change of our future society. The trend towards an older population can have a great potential for ecological tourism, as it is more inclined to "soft" activities on the snow, e.g. walks, snowshoeing, sledding and discovery of nature. On the other hand, new generations should not be forgotten: although numerically lower than adult tourists, younger tourists should be lured through themes and offers related to youthful lifestyles, for example through “adrenaline activities” like snowkiting and snowbiking, offered in combination with other sports or leisure activities.

However, this is not necessarily the only direction that Alpine tourism can and must take. Such a choice would require external investment that is likely to create a dependency of a destination from corporations and external players, less aware of, and probably less interested in, the social, environmental and economic internal balance of the destination. This could be especially true for new destinations that have been turning to tourism in recent years.

Under these circumstances, we can therefore look for the second perspective, i.e. a *development scenario for emerging destinations* – which is well suited to those places that are, especially in summer, typically characterized by scarcely mature tourist products, or simply do not have them. This type of scenario should not focus on quantity, but rather on quality – that ideally is an important feature of both scenarios. This choice allows positioning the destinations on the market

in a unique way, being able to attract only one type of guests, who can appreciate, and be willing to safeguard, the context where they spend their holiday.

Moreover, this category of visitors is constantly expanding and, according to a recent survey on the global level, would also be willing to spend more money for accommodation, food and mobility services, and at the same time for reducing the negative impacts of the stay. The economic effect of an increased willingness to pay should be shared among the tourist stakeholders that jointly build a local tourist offer. They are part to an integrated, homogenous system where they are allowed to keep their unique skills.

A consistent model of tourist development for this case should promote climate-friendly practices, "soft" tourism (e.g. agri-tourism, eco-tourism and low-impact tourist mobility as it is the case with the municipalities in the Alpine Pearls Network or the Bergsteigerdörfer). The resulting model of tourism is niche-focused, based on sustainable mobility, zero-km products, rediscovery of local traditions and culture and it is in contact with uncontaminated nature, where infrastructure is minimal, with no losses in the quality of the offer and services. If it is true that niche differs from mass-tourism in quantity, it is also true that its success as a model risks transforming it from a niche into a mass phenomenon. Such a change could end up in threatening the integrity of the tourism system itself, as it is the case with some natural parks and several UNESCO WHL sites, where the uncontaminated landscape and traditional cultural values are literally "besieged" by visitors.

In order to go ahead on the road to sustainability, and reduce the negative impacts of an increasing amount of tourists, it is advisable to act proactively and decisively in order to manage tourist flows. A few possible actions include:

- establishing areas with no access to traditional vehicles and facilitating access to alternative forms of mobility (e.g. e-bikes and electric vehicles renting, free public transport, etc.),
- setting up a maximum number of visitors allowed to be in a site,
- encouraging the de-seasonalization or the distribution of visitors throughout the day by means of specific offers,
- implementing technologies (app and social media),

- promoting cooperation between more and less intensely frequented destinations for an optimal visitors' flow management.

None of the development scenarios described above excludes sustainability for those destinations that decide to seek to propose a sustainable tourist model. However, a genuine sustainable tourist offer can hardly be achieved with a “laissez-faire” approach. A sustainable development of Alpine tourist destinations can only be obtained if planning, management and thus monitoring of tourist activities are implemented, through a governance system not left to a single formal institution (e.g. a public administration), but rather involving all the stakeholders in the territory, where skills and responsibilities are clearly set. This approach aims to ensure that everyone - including the local environment – and not only a small minority of subjects, enjoys and benefits from the initiatives enhancing territorial development initiatives.

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3. Conference Program and Reports

WELCOME ADDRESSES / 9.30 – 10.00

INTRODUCTORY SPEECH / 10.00 – 10.30

Which is the contribution of the tourism to the sustainable development in the Alpine region? /

Mr. HARALD PECHLANER, Head of Center for Advanced Studies, Eurac Research - Chair of Tourism, Center for Entrepreneurship Catholic University Eichstätt-Ingolstadt

KEYNOTES

Health tourism as a chance for the Alps? / 10.30 – 10.50

Mr. ARNULF HARTL, Director of Institute of Ecomedicine Paracelsus Medical University Salzburg

Cultural and agritourism in the Alps: a sustainable way for economic development / 10.50 – 11.10

Ms. ANTONELLA DRAPPERO, Destination Manager in the area Valli di Lanzo (Piemonte, Italy)

COFFE BREAK / 11.10 – 11.25

Can sport and other events as touristic products contribute to the sustainable development of the Alpine region? / 11.25 – 11.45

Mr. GERHARD VANZI, Senior Researcher at Eurac Research

CASE STUDY / 11.45 – 12.00

Approaches to the sustainability of winter sports: the Cortina Chapter

ROUND TABLE / 12.00 – 13.00

Moderator: Mrs. MARA CERNIC, President of the Working Group Sustainable Tourism of the Alpine Convention

Setting up an award for sustainable tourist destinations in the Alps

FEASIBILITY STUDY AND INTERNATIONAL EXPERIENCE
WORKING GROUP SUSTAINABLE TOURISM OF THE ALPINE
CONVENTION (2016-2018)

THE WORKING GROUP SUSTAINABLE TOURISM

Chair

Mara Černič, EGTC/Euregio “Senza Confini”

Working Group Members

Austria

Arnulf Hartl, Institute for Ecomedicine, Paracelsus Medizinischen Privatuniversität

France

Aurèlie Guillemot, Ministry for Ecological and Solidary Transition

Switzerland

Silvia Jost, Federal Office for Spatial Development

Marc Pfister, Department of the Environment, Transport, Energy and Communications – DETEC

Slovenia

Irena Milinkovič, Ministry for Economic Development and Technology

Karmen Spenga, Ministry for Economic Development and Technology

Italy

Paolo Angelini, Italian Ministry for the Environment, Land and Sea

Marcella Morandini, Fondazione Dolomiti UNESCO

Harald Pechlaner, Eurac Research

Carolina Sciomer, Italian Ministry for the Environment, Land and Sea

Germany

Stefanie Pfahl, Federal Ministry for the Environment, Nature Conservation

Monaco

Astrid Claudel-Rusin, Direction of the Environment

Lichtenstein

Thomas Gstöhl, Office of Economic Affairs

Observers

Christian Baumgartner, CIPRA International

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Dominik Cremer-Schulte, ALPARC

Liliana Dagostin, Club Arc Alpine

Barbara Ehringhaus, Pro Mont Blanc

Antonella Faoro, Arge Alp

Mario Gerber, FIANET

Ursula Schübach, ISCAR

Permanent Secretariat of the Alpine Convention

Marianna Elmi, Deputy Secretary General of the Alpine Convention

Giulia Gaggia, Permanent Secretariat of the Alpine Convention

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Giulia Gaggia

1. Introduction

One of the goals set for the Working Group on Sustainable Tourism of the Alpine Convention over the 2017-2018 period was the one of discussing the feasibility of developing and award or a similar initiative aimed to formally recognise innovative initiatives in sustainable alpine tourism destinations.

The Working Group has deemed necessary to take an overview of the *status quo* with existing awards, certification schemes, branding initiatives, networks and any other action initiated mainly in the Alps. The aim of this composite set of instruments had to be the one of recognising, measuring, or certifying – at least to some extent – the sustainability of tourist centres (e.g. towns, villages, regions, parks, valleys, or other territorial agglomerates), local businesses in general and tourist operators, entrepreneurs and managers more specifically.

In order to collect a limited number of real experiences, schemes or even only attempts to set up a comprehensive approach to tourist sustainability in the Alpine region, the Working Group on Sustainable Tourism launched a call among its members and invited the participants in its meetings to actively cooperate in identifying and collecting experiences of awards, prizes, schemes, and other initiatives aimed to estimate the sustainability of tourist destinations, resorts, towns or villages, valleys etc. preferably located within the scope of application of the Alpine Convention.

A standardised form has been used for the collection. Most significant cases received and used for developing the synthetic remarks reported in the sections that follow have been used for the preparation of this report.

The work collected in this report was possible thanks to the precious collaboration of the representatives of the Parties and Observers to the Alpine Convention, the Permanent Secretariat of the Alpine Convention as well as of many other experts who actively cooperated with the Presidency of the Working Group in collecting, elaborating, interpreting the materials and data, and drafting the contents of the following pages.

We want to acknowledge their unique support and wish to thank them for the invaluable contribution given to the successful completion of this report.

2. Summary of the *status quo* from the analysis of case-studies

From a first monitoring exercise focused on awards for the sustainability of tourist centres, towns or destinations, a diverse set of initiatives have been found. They range from the local to the national, EU and international level.

Until now, there is apparently no clear sign of any Alpine (and even mountainous) focus or feature in the tourism-oriented awards we analysed. In Italy no trace of sustainable mountain tourism-oriented awards neither is detectable.

Specifically, the information collected in the frame of the WG does not allow to identify any significant international experience addressing sustainable tourist sites or initiative localised in the mountains, or focused on distinctive mountain characteristics of tourist centres.

A variety of procedures for application seems to be present across the analysed case studies (that have been collected in the Forms found in the Annex).

Sometimes calls for proposals are set up for the purpose of collecting proof of the implementation of suitable practices on the territory, requiring a varying degree of detail.

They can be more or less demanding for the applicant subjects or institutions – that may need time and resources to engage in the preparation of the modules and information needed for participation. On other occasions, procedures foresee a freer and looser approach of voluntary submissions by municipalities, towns, villages, other territorial areas, or the private sector (usually tourist operators), aiming at incentivising the disclosure and sharing of existing practices in a thematic area.

Some awards retain a strict sectorial nature and address specific categories of tourist products (e.g. tourist packages).

The types of awards analysed in the field of tourism are particularly diverse among each other.

The most common ones include the following categories:

- 1) *Assignment of a label, or special award being formally recognised by an awarding organisation*
- 2) *Promotional activities focused on the awarded sites through uniform branding (e.g. networks)¹*
- 3) *Allocation of a monetary reward sometimes earmarked to some investment in sustainability-oriented actions*
- 4) *Certification schemes undergoing a third party evaluation, being often associated to a label that qualifies a destination as a part of a network oriented to a sustainable and socially responsible type of tourism².*

¹ For instance “Bandiere Arancioni” (Orange Flags) awarded by the Italian Touring Club as a label recognising tourist and environmental quality of a small village in a inner area, or the Network of “Borghi più belli d’Italia” (The most beautiful villages in Italy) where candidate towns undergo a selection procedure based on a diverse set of criteria.

² Towns and villages being members to the Network “Borghi sostenibili in Piemonte” (Sustainable Villages in Piedmont) (Italy) undergo a procedure including audit, assessment and promotional activities on good practices in tourist sustainability that is managed by a technical partner responsible for the release of the “label” (Environment Park). The municipalities in the network use the label as a tool for enhancing their territories as oriented to a sustainable and responsible type of tourism.

3. Possible developments

Three main hypotheses concerning the aspect and typologies that tourist awards for mountain destinations could assume will be analysed here. The categories found below represent the outcome of a study and collection of good practice conducted on experts, tourist operators, local administrations and other constituencies and stakeholders in regions all across the Alps – and in strict cooperation with the members of the Sustainable Tourism WG and experts from NGOs, universities and research institutions.

3.1 Concession of a generic Award to Alpine Tourist Destinations

The award could be granted to tourist destinations by means of a call for proposals.

For a proper assessment of the characteristics of the destinations being suitable to be awarded, a sound information on the “sustainability” of the destinations themselves would be of great support.

Under this point a view it seems advisable to develop and deepen studies and research on sustainability indicators (and on the ones being more suitable for application in mountain sites) in order to build a set of criteria to be met by the listed destinations.

Even though a comprehensive award to a destination (where different activities, styles and attitudes to sustainability are likely to coexist) shall take into account the local or regional economy (i.e. production, supply-chain, services, etc.) as a whole, the award could be extended to include also the private sector – namely tourist operators and other local stakeholders, e.g. in a following phase. However, destinations with wide tourist access or similar figures (e.g. seasonal peaks) could be facing bigger challenges to sustainability especially if using indicators such as occupancy rate, or land use by tourist infrastructures (e.g. ski domain, bike trails, etc.).

The decision to set up an award based on a scheme recognising and assessing the overall sustainability of a tourist destination requires to consider a composite set of characteristics of local tourism including overall quality, level of innovation and ecological or environmental quality – that need to be applied even to the private sector.

Measuring the performance of individual companies under specific respects, by running different sector-focused awards (or brands) at the same time could help identify good practices also within regions and destinations not qualifying as particularly sustainable in a wide sense. This approach could help collect lighthouse projects suitable to be spread about the whole Alpine region.

3.2 Award of a label or brand to Alpine Tourist Destinations

A possible solution could consist in awarding a label or a brand being easy to recognise for actual and potential visitors of the destination. The awarded destination may use it for promoting its tourist offer and facilities on the market, but also feel it as properly representing the type of tourism it actually offers.

The concrete conferment of a label or a brand should undergo a process of voluntary adoption of environmental management systems at the destination level, the application of voluntary norms and standards of quality and the involvement of third parties for verification, assessment and assurance on the quality of the implementation of standards, norms and management systems at the destination level.

Alternatively, a destination could also incentivise or promote the adoption of voluntary standards and norms by (a certain share of) local tourist operators, according to rules agreed upon and set at the level of the destination, or at another more suitable territorial level.

The label or brand could, in this case, be directly conferred to local tourist operators and businesses through a simplified procedure or by means of the standard process foreseen for a full certification scheme.

Some forms of support, technical assistance or incentive can also be put in place, depending on the context and resources available.

3.3 Adoption of a voluntary Charter for sustainable tourism



A voluntary management scheme as the European Charter for Sustainable Tourism in Protected Areas (ECST), that is widely applied in European and Alpine parks³, would provide a strong incentive to a participatory approach and a stricter cooperation among the interested subjects living in, and managing a given territory. In the case we discuss here the territory subject to the Charter would correspond to the tourist destination under inquiry, while usually the scope of application of ECST corresponds to the surface of a Park as defined by national or subnational law.



ECST is a practical *management tool* that enables a territory (in this case: a park or protected area) to develop tourism sustainably.

³ The European Charter Network now counts with 102 Sustainable Destinations from 16 countries involving a growing number of local tourism businesses as Charter partners, local and regional government authorities, NGOs and many more (EUROPARC 2018).

In the case of ECST, the parties cooperate with each other for developing a common strategy and an action plan to be applied especially in the territory under the legal jurisdiction of a park as defined by the law, but also beyond this border depending on the agreement among the involved territorial actors.

It is worth noting how ECST provides a framework for starting and institutionalising a multi-stakeholder dialogue and decision making structure where businesses operating on-site as well as tour operators operating outside and towards the certified site hold a well-recognised role.

The core element of the “Charter” is working in partnership with all relevant stakeholders to develop a common sustainable tourism strategy and an action plan on the basis of a thorough situation analysis (ECST 2019).

A foreseeable outcome of applying a ECST-like tool would be a spur to local stakeholders’ participation in the process, independently from their specific interest in getting an individual certification for their business activity. Business behaviour in ECST-areas tends to be consistent to the management style applied on the territory under the Charter’s scope –individual businesses localised within the scope of application of ECST can apply for gaining the “Charter Award” in the second certification phase.

4. Sources

Forms on good practices and suggestions on awards, certification schemes, and other relevant initiatives, have been collected by the Parties to the Alpine Convention, the Observers and all the other contributors to this report.

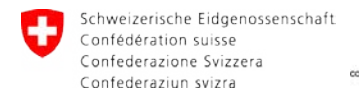
They provide detailed information on the investigated practices and can be made available to interested readers for more detailed research and analysis.

List of good practices and awards in the field of sustainable tourism

- Bandiera Arancione (Orange Flag) Touring Club Italiano (Italy)
- Borghi Sostenibili del Piemonte (Sustainable Villages in Piemonte Region) (Italy)
- European Capital of Smart Tourism (European Commission)
- Oscar Ecotourism (Italy)
- EDEN (European Destination of Excellence) Tourism award (European Commission)
- Sustainable and innovative tourism projects in the Alpine Region (Alpine Convention)
- Federal Award for sustainable tourism destinations (Germany)
- ITACA Sustainable Tourism Award (Italy)
- Tourism meets Agriculture (EUREGIO)
- Award Responsible Tourism Cristina Ambrosini (Italy)
- The Jakob Award for quality and excellence in tourism in the Alps-Adriatic region. (Slovenia)
- Clima Host (Alpine Convention) (Germany)



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ALPENWEITER TOURISMUS-MOBILITÄTSTAG JOURNÉE ALPINE DU TOURISME ET DE LA MOBILITÉ GIORNATA ALPINA DEL TURISMO E DELLA MOBILITÀ ALPSKI DAN TURIZMA IN MOBILNOSTI

19. OKTOBER/OCTOBRE/OTTOBRE 2017, WERFENWENG



Programm	Programme	Programma	Program
<p>Vorabend 17:00 Uhr Treffpunkt Talstation "Dorfbahn Rosnerköpfl"</p> <p>"Erlebnis Werfenweng" - Kennenlernen der sanft mobilen Möglichkeiten in Werfenweng inklusive Abendessen - auf Einladung von Werfenweng und SalzburgerLand Tourismus</p> <p>***</p> <p>08:30 Uhr Registrierung</p> <p>09:00 Uhr Begrüßung</p> <p>09:30 Uhr Keynote "Touristische Mobilität von morgen", Widar von Arx, Hochschule Luzern</p> <p>10:00 Uhr Panel I "Im Portrait: nachhaltig mobile Tourismus-gemeinden", Moderation Katharina Mayer-Ertl, BMWFW (A)</p> <ul style="list-style-type: none"> Werfenweng (A) und Alpine Pearls, Peter Brandauer Vallée de Chamonix-Mont Blanc (F), Eric Fournier Braunwald - Gemeinde Glarus Süd (CH), Fridolin Luchsinger Naturpark Adamello-Brenta - Val Genova (I), Joseph Masè <p>11:10 Uhr Kaffeepause</p> <p>11:30 Uhr Panel II "Zug um Zug - Bahnreisen im Alpenraum", Moderation Ulrich Seewer, ARE (CH)</p> <ul style="list-style-type: none"> Rail Away (CH), René Kamer Fahrtziel Natur (D), Kathrin Bürglen Rail Tours (A), Eva Buzzi Gepäcktransport Scuol Samnaun Val Müstair (CH), Niculin Meyer <p>12:40 Uhr Mittagspause</p> <p>13:50 Uhr Impulsreferat "SchweizMobil - Das Netzwerk für Langsamverkehr", Fredi von Gunten</p> <p>14:10 Uhr Impulsreferat "Mobilitätscoach Tirol - Bewusstseinsbildung für Tourismusverbände und Vermieter", Katleen Johné</p> <p>14:30 Uhr Panel III "Gästekarten machen mobil", Moderation Robert Thaler, BMLFUW (A)</p> <ul style="list-style-type: none"> Bohinj Gästekarte (SLO), Klemen Langus Gästekarte Berchtesgaden Königssee (D), Franz Rasp Liechtensteiner Museums- und Erlebnispass (FL), Renate Bachmann Südtirol Mobilcard (I), Günther Burger <p>15:40 Uhr Zusammenfassung und Schlussworte durch Christian Baumgartner, CIPRA International</p> <p>16:00 Uhr Ende der Veranstaltung</p> <p>***</p> <p>Durch den Tag führt Claudia Kohl, Kohl & Partner GmbH</p>	<p>La veille 17h rendez-vous à la station inférieure de la télécabine «Dorfbahn Rosnerköpfl»</p> <p>«Expérience Werfenweng» - découverte de la mobilité durable à Werfenweng - à l’invitation de Werfenweng et SalzburgerLand Tourismus</p> <p>***</p> <p>08h30 Enregistrement</p> <p>09h Message d'accueil</p> <p>09h30 Exposé introductif «La mobilité touristique de demain», Widar von Arx, Hochschule Luzern</p> <p>10h Table-ronde I «Portraits de communes touristiques engagées dans la mobilité durable», Animation Katharina Mayer-Ertl, BMWFW (A)</p> <ul style="list-style-type: none"> Werfenweng (A) et Alpine Pearls, Peter Brandauer Vallée de Chamonix-Mont Blanc (F), Eric Fournier Braunwald - Gemeinde Glarus Süd (CH), Fridolin Luchsinger Parc naturel Adamello-Brenta - Val Genova (I), Joseph Masè <p>11h10 Pause-café</p> <p>11h30 Table-ronde II «Voyager avec le train dans les Alpes», Animation Ulrich Seewer, ARE (CH)</p> <ul style="list-style-type: none"> Rail Away (CH), René Kamer Fahrtziel Natur (D), Kathrin Bürglen Rail Tours (A), Eva Buzzi Transport de bagages Scuol Samnaun Val Müstair (CH), Niculin Meyer <p>12h40 Pause-déjeuner</p> <p>13h50 Présentation «SuisseMobil - le réseau pour la mobilité douce», Fredi von Gunten</p> <p>14h10 Présentation «Coach de mobilité au Tyrol (A) – sensibilisation des organisations touristiques et des hôtes», Katleen Johné</p> <p>14h30 Table-ronde III «Les cartes d’hôtes facilitent la mobilité», Animation Robert Thaler, BMLFUW (A)</p> <ul style="list-style-type: none"> Carte d’hôtes Bohinj (SLO), Klemen Langus Carte d’hôtes Berchtesgaden-Königssee (D), Franz Rasp Pass Musées et Loisirs du Liechtenstein (FL), Renate Bachmann Mobilcard Tyrol du sud (I), Günther Burger <p>15h40 Résumé et conclusion, Christian Baumgartner, CIPRA International</p> <p>16h Fin de la conférence</p> <p>***</p> <p>Animation de la journée : Claudia Kohl, Kohl & Partner GmbH</p>	<p>18 ottobre 2017, ore 17.00 ritrovo presso la stazione di valle della cabinovia "Dorfbahn Rosnerköpfl"</p> <p>"Esperienza Werfenweng" – scoperta della mobilità sostenibile a Werfenweng - su invito di Werfenweng e di SalzburgerLand Tourismus</p> <p>***</p> <p>08.30 Registrazione</p> <p>09.00 Saluti di benvenuto</p> <p>09.30 Intervento introduttivo "La mobilità turistica del domani", Widar von Arx, Hochschule Lucerna</p> <p>10.00 Prima Tavola Rotonda "Ritratto: comuni turistici con una mobilità sostenibile", Moderatore Katharina Mayer-Ertl, BMWFW (A)</p> <ul style="list-style-type: none"> Werfenweng (A) e Alpine Pearls, Peter Brandauer Valle di Chamonix-Mont Blanc (F), Eric Fournier Braunwald - Gemeinde Glarus Süd (CH), Fridolin Luchsiger Parco Naturale Adamello-Brenta - Val Genova (I), Joseph Masè <p>11.10 Pausa caffè</p> <p>11.30 Seconda Tavola Rotonda "Viaggiare in treno nelle Alpi", Moderatore Ulrich Seewer, ARE (CH)</p> <ul style="list-style-type: none"> Rail Away (CH), René Kamer Fahrtziel Natur (D), Kathrin Bürglen Rail Tours (A), Eva Buzzi Trasporto bagagli Scuol Samnaun Val Müstair (CH), Niculin Meyer <p>12.40 Pausa pranzo</p> <p>13.50 Intervento "SuisseMobil – la rete per la mobilità dolce", Fredi von Gunten</p> <p>14.10 Intervento "Coach per la mobilità Tirol – maturazione della consapevolezza da parte delle organizzazioni turistiche e degli ospiti", Katleen Johné</p> <p>14.30 Terza Tavola Rotonda "Le carte ospiti rendono mobili", Moderatore Robert Thaler, BMLFUW (A)</p> <ul style="list-style-type: none"> Card ospiti Bohinj (SLO), Klemen Langus Card ospiti Berchtesgaden-Königssee (D), Franz Rasp Liechtensteiner Museums- und Erlebnispass (FL), Renate Bachmann Mobilcard Alto Adige (I), Günther Burger <p>15.40 Sintesi dei lavori e saluti finali a cura di Christian Baumgartner, CIPRA International</p> <p>16.00 Conclusione della Conferenza</p> <p>***</p> <p>I lavori della giornata saranno moderati da Claudia Kohl, Kohl & Partner GmbH</p>	<p>Predvečer ob 17.00 Zbor na spodnji postaji vaške vzpenjače "Dorfbahn Rosnerköpfl"</p> <p>"Doživetje Werfenweng", namenjen spoznavanju oblik mehke mobilnosti in večerja v avstrijskem Werfenwengu. Dogodek organizirata občina Werfenweng in SalzburgerLand Tourismus.</p> <p>***</p> <p>08.30 Registracija</p> <p>09.00 Pozdrav</p> <p>09.30 Uvodno predavanje "Turistična mobilnost v prihodnosti", Widarja von Arxa, Hochschule Luzernu</p> <p>10.00 Okrogla miza I "Fokus: trajnostno mobilni turistični kraji in občine", Moderatorica Katharina Mayer-Ertl, BMWFW (A)</p> <ul style="list-style-type: none"> Werfenweng (A) in Alpine Pearls, Peter Brandauer Chamonix-Mont Blanc (F), Eric Fournier Braunwald v občini Glarus Süd (CH), Fridolin Luchsinger Naravni park Adamello-Brenta - Val Genova (I), Joseph Masè <p>11.10 Odmor</p> <p>11.30 Okrogla miza II "Vlak za vlakom – potovanje z železnico na območju Alp", Moderator Ulrich Seewer, ARE (CH)</p> <ul style="list-style-type: none"> Rail Away (CH), René Kamer Fahrtziel Natur (D), Kathrin Bürglen Rail Tours (A), Eva Buzzi Gepäcktransport Scuol Samnaun Val Müstair (CH), Niculin Meyer <p>12.40 Kosilo</p> <p>13.50 Predavanje "SchweizMobil - Švicarsko omrežje za počasni promet", Fredija von Guntena</p> <p>14.10 Predavanje "Mobilitätscoach Tirol - ukrepi za osveščanje turističnih združenj in najemodajalcev v Avstriji", Katleen Johné</p> <p>14.30 Okrogla miza III "Učinek posebnih vozovnic za goste na spodbujanje mobilnosti", Moderator Robert Thaler, BMLFUW (A)</p> <ul style="list-style-type: none"> Kartica gost Bohinja (SLO), Klemen Langus Kartica gost Berchtesgaden-Königssee (D), Franz Rasp Kartica muzej in izkušnje Liechtensteiner (FL), Renate Bachmann Mobilcard Južna Tirolska (I), Günther Burger <p>15.40 Povzetek dnevnih dogodkov in zaključni nagovor Christiana Baumgartnerja, CIPRA International</p> <p>16.00 Zaključek</p> <p>***</p> <p>Moderatorica prireditve: Claudia Kohl, Kohl & Partner GmbH</p>

PROGRAMMA preliminare

“Il ruolo della donna per lo sviluppo di un turismo sostenibile dei territori di montagna” *Sport & Turismo nella Carta di Cortina*

SESSIONE MATTUTINA

Tavola Rotonda

Sede delle Regole - Cortina d'Ampezzo
22 Agosto 2018

9:00 – 9:30	Registrazione
10:00 – 10:15	Saluti Istituzionali
10:15 – 10:30	Introducono -Mara Cernic, Presidente del Gruppo di Lavoro Turismo Sostenibile delle Convenzione delle Alpi -Carolina Sciomer, Membro Delegazione Italiana in Convenzione delle Alpi, referente Carta di Cortina
10:30 – 13:00	Intervengono: - Marianna Elmi, Vice Segretario Gen. Convenzione delle Alpi -Federica Corrado, Presidente di CIPRA Italia -Barbara Ehringhaus, Presidente di Pro-Mont-Blanc -Ester Cason Angelini, Direttrice Fondazione Giovanni Angelini-Centro studi sulla Montagna - Susanna Sieff, Sustainability Manager Fondazione Cortina 2021 - Valeria Ghezzi, Presidente ANEF (Associazione Nazionale Esercenti Funiviari) -Marcella Morandini, Direttrice della fondazione Dolomiti UNESCO -Anna Scuttari, ricercatrice presso il Centro per gli studi avanzati di EURAC RESEARCH
13:00– 13:10	Conclusioni

SESSIONE POMERIDIANA

Hotel Cristallo – Cortina d'Ampezzo
22 Agosto 2018

18:00

Registrazione

18:10 – 19:00

Saluto introduttivo - Gianpietro Ghedina, Sindaco di Cortina d'Ampezzo

Saluti - Marianna Elmi, Vice Segretario Gen. Convenzione delle Alpi

Proiezione filmato

Intervengono:

-Vannia Gava, Sottosegretario all'Ambiente

-Mara Cernic, Presidente Gruppo di Lavoro Turismo Sostenibile della Convenzione delle Alpi

-Marcella Morandini, Segretario Generale FONDAZIONE DOLOMITI UNESCO

-Valeria Ghezzi, Presidente ANEF (Associazione Nazionale Esercenti Funiviarì)

-Nadia Dimai, Maestra di sci, guida alpina

-Paola Coletti, Maestra di sci e assessore politiche educative giovanili

Conclusioni - Valerio Giacobbi, A.D. FONDAZIONE CORTINA 2021

Passaggio Carta Cortina – Carta Cimone - Flavio Roda, Presidente FIS
Luciano Magnani, Presidente Consorzio Cimone

Brindisi di chiusura

19:00 – 19:20

Concerto di chiusura

Con il patrocinio di