



**CIPRA**  
Prihodnost  
v Alpah

# **Upravljanje z obiskom in prometom v gorskih območjih**

**Jernej Stritih**



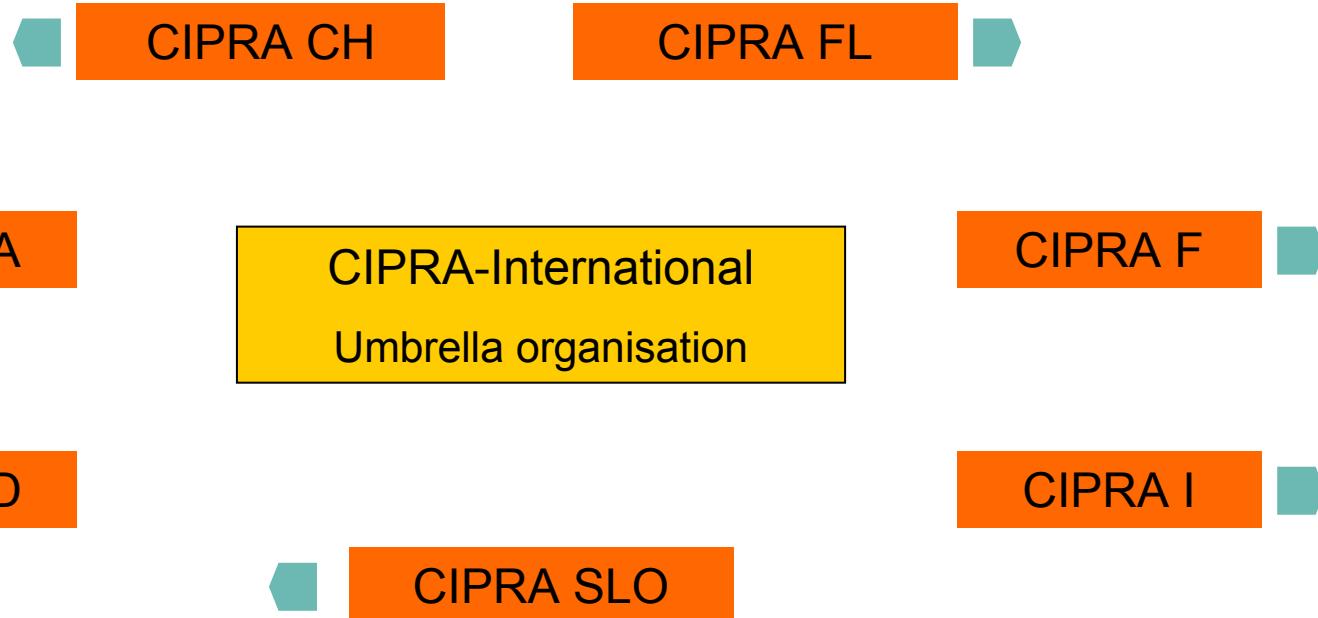
# **Commission Internationale pour la Protection des Alpes**

**Founded in 1952**





# CIPRA in the Alps



7 national branches

More than 100 member organizations



# Projects promoting a sustainable development in the Alps



Alpine Reports



# Communication

The collage displays five issues of the CIPRA Info magazine from December 2000, each in a different language:

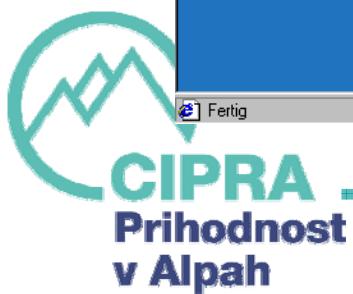
- French Edition (St. 59 - December 2000 - version française):** Features a snowy mountain peak with a rising sun.
- German Edition (Nr. 59 - Dezember 2000):** Features a green mountain landscape with a single tree.
- Italian Edition (Nr. 59 - Dicembre 2000):** Features a green mountain landscape with a single tree.
- Slovene Edition (St. 59 - December 2000 - Slovenska izdaja):** Features a green mountain landscape with a single tree.
- Czech Edition (Alpe Ökonomie v okolí):** Features a green mountain landscape with a single tree.

Each cover includes the CIPRA logo and the text "Commission Internationale pour la Protection des Alpes". The bottom left corner of the collage features the CIPRA logo with the text "CIPRA Prihodnost v Alpah".



# Communication

The screenshot shows the homepage of the CIPRA International website. The header features a large blue banner with the CIPRA logo, which consists of a white mountain peak icon inside a circle, followed by the word "CIPRA" in white. Below the logo, the text "CIPRA International" is displayed. The page is available in four languages: French ("Commission Internationale pour la Protection des Alpes"), German ("Internationale Alpenschutzkommission"), Italian ("Commissione Internazionale per la Protezione delle Alpi"), and Slovenian ("Mednarodna komisija za varstvo Alp"). Each language section has a "Bienvenue", "Willkommen", "Benvenuto", and "Dobrodošli" link respectively, each accompanied by a small mountain icon. At the bottom of the page, it says "Visitor Nr. 37698 Since: 1.1.1999". A navigation bar at the top includes links for Zurück, Vorwärts, Abbrechen, Aktualisieren, Startseite, Suchen, Favoriten, Verlauf, E-Mail, Drucken, Wechseln zu, and Links. A dotted line with arrows points from the word "www.cipra.org" to the URL field in the browser's address bar.





# **www.alpMedia.net**

- Online info service (4+1 languages)
- Fortnightly newsletter
- Calendar with events
- Policy documents
- Database
- 'Dossiers'



# The Alpine Convention



- An international treaty signed by Austria, France, Germany, Italy, Liechtenstein, Slovenia, Switzerland and the European Union
- Aim: protection and sustainable development of the Alps with the concerns of preservation and use also taken into consideration
- framework convention with protocols for its implementation (f. ex. nature protection, transport, energy, agriculture)
- 12 protocols planned, 9 finished



# **CIPRA and the Alpine Convention (AC)**

**Negotiations** of the AC: CIPRA is official observer

**Projects and publications** for the implementation of the AC.



# Projects promoting a sustainable development in the Alps

Community network

**Alliance in the Alps**

**CIPRA launched this network in 1995. Almost 200 communities from the entire Alpine region work together to implement sustainable development and to exchange information about their experiences.**

Community of  
Interests

**Alpine Town of  
the Year**

**CIPRA International is entrusted with the management and the communication work**



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# The project 'Future in the Alps'

'Disseminating knowledge –  
connecting people'

Knowledge transfer for  
sustainable regional  
development in the Alps





# Zakaj upravljanje obiska in prometa?

- Alpe so privlačne za obiskovalce in turiste
- Naraščajoče število obiskovalcev
  - Negativni vplivi na okolje, naravo, lokalno skupnost
  - Gneča, zmanjšanje privlačnosti
- Infrastruktura je pomembna, a ni dovolj
- Kakovost doživetja – privlačnost – dodana vrednost



# Cilji upravljanja

- Obiskovalcem omogočiti kakovostno doživetje, ne da bi pri tem ogrozili vrednote zaradi katerih so prišli
- Cilji upravljanja z obiskom in prometom
  - Dostopnost
  - Varnost
  - Interpretacija
  - Lokalne mreže dodane vrednosti
  - Nosilna sposobnost (naravna, socialna)
  - Preprečevanje in zmanjševanje negativnih vplivov



# Kdo je odgovoren?

- Deljena/skupna pristojnost različnih deležnikov:
  - Lastniki zemljišč in infrastrukture
  - Občine
  - Zavarovana območja
  - Turistična destinacija
  - Ministrstva: promet, okolje, razvoj podeželja
  - Nevladne organizacije: planinska, turistična društva..



# Izkušnje

- Zakonodaja ni predvidela potrebe po celovitem upravljanju
- Mnoga območja v Alpah so bila prisiljena v prevzem pobude
- Različna orodja:
  - zavarovana območja,
  - prometni režimi,
  - izboljšanje infrastrukture
  - ...



# Pristopi

- Celovitost upravljanja
- Motivacija obiskovalcev in domačinov
- Infrastruktura in storitve mobilnosti
- Stroški in koristi



# Vsebina delavnice

- Predstavitev konkretnih izkušenj
- Ekskurzija: Vrata in Planica
- Skupine:
  - Mobilnost in javni prevoz
  - Upravljanje obiska
  - Upravljanje destinacij
  - Komunikacija z obiskovalci
- Izmenjava mnenj...