2nd workshop
I-LivAlps "Winter Tourism in the Alps - capture the change"
Lecco, 3 September 2016

Decision-making for sustainable winter tourism

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Decision – making in alpine winter tourism

Decision – making for alpine sustainable winter tourism is a complex issue:

- Different types of activities
- Different types of destinations in the Alps
- Different levels of tourism planning/regulations
- Different components of the tourism service chain

Different ideas of winter tourism

Source: Permanent Secretariat of the Alpine Convention; www.alpina-tour.com
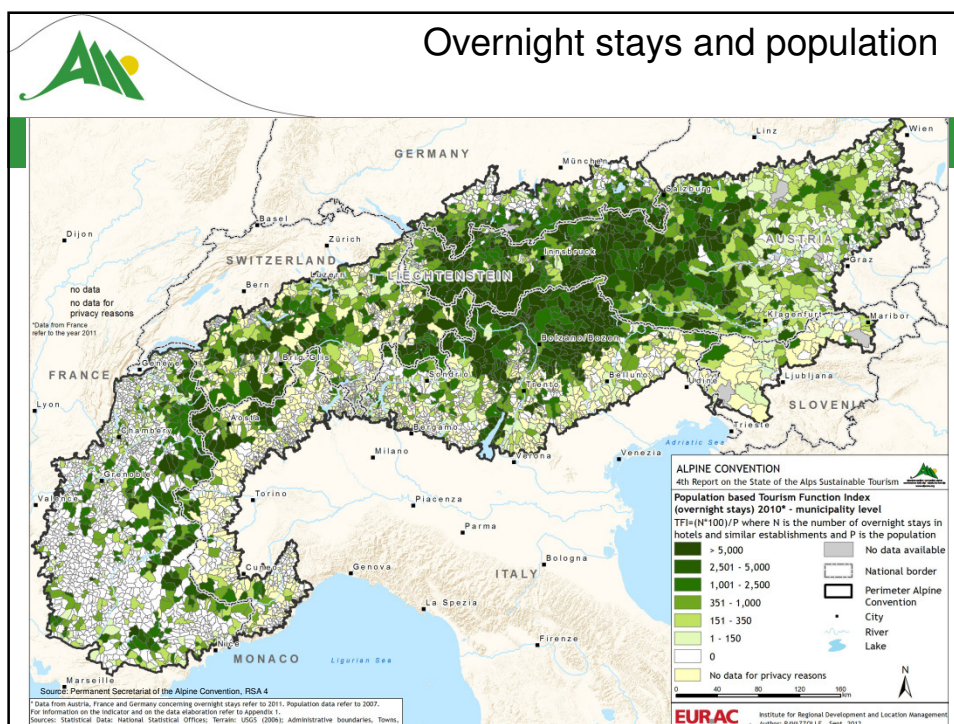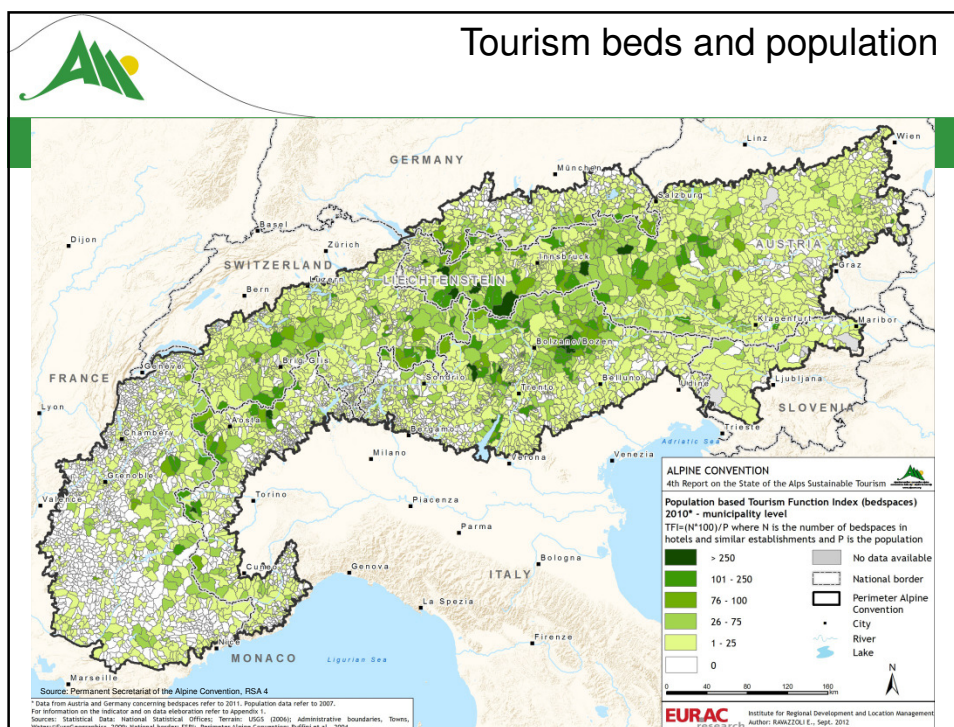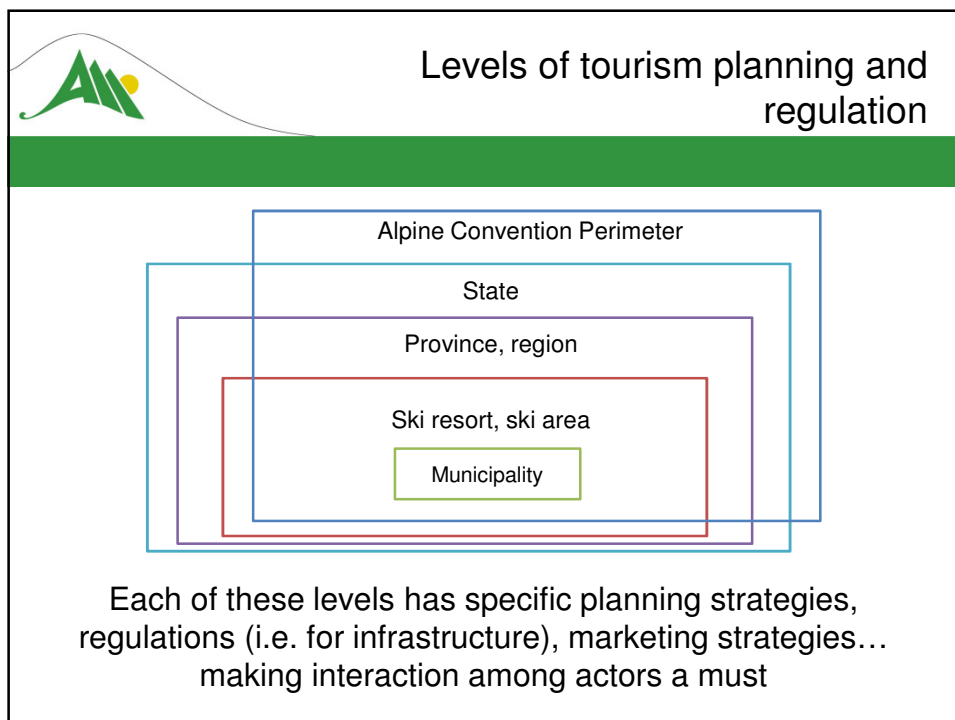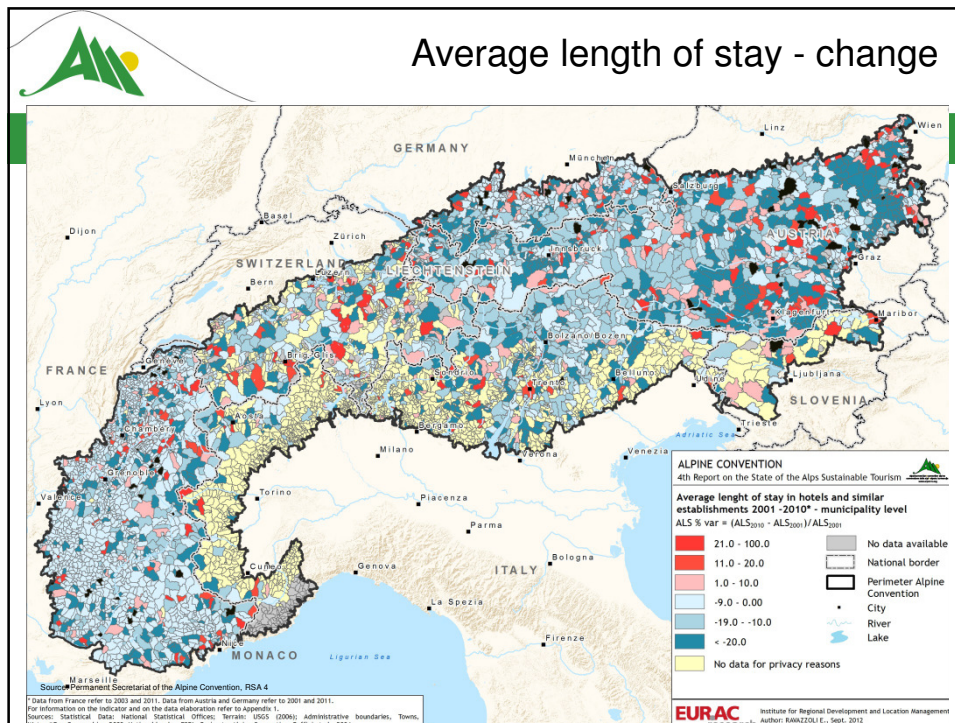
Winter tourism or winter tourism*s*?

There are many tourism destinations in the Alps and they are not all the same:

- Tourism offer and intensity vary largely
- The average length of stay is not homogeneous
- Some destinations are more winter-dependent than others

Already in the '90s approximately 46% of all accommodation establishments were concentrated in only 5% of Alpine municipalities (RSA 4)

Tourism beds and population

Overnight stays and population

Average length of stay - change

Levels of tourism planning and regulation

Each of these levels has specific planning strategies, regulations (i.e. for infrastructure), marketing strategies… making interaction among actors a must
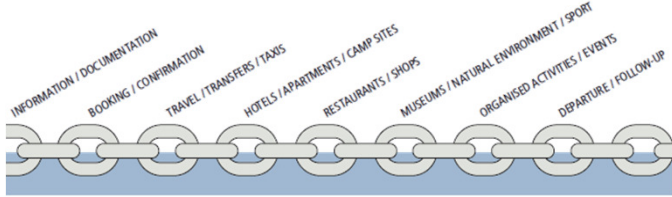
The tourism service chain

Not only there are different types of winter tourism, but also the tourism offer is composed by different aspects:

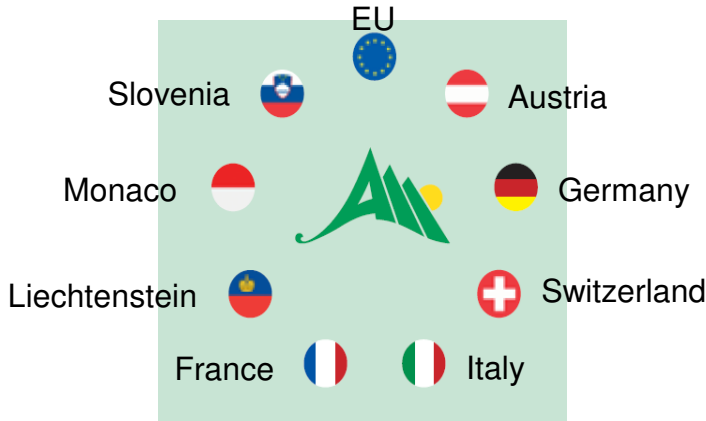Source: Permanent Secretariat of the Alpine Convention, RSA 4

Challenges for decision - making

- One single concrete strategy does not work – need to adapt to the single destinations' characteristics
- Cooperation among administrative and planning levels
- All aspects of the service chain have to be taken in consideration, this means:
  - Cooperation among the sectors involved

The Alpine Convention

International treaty for the protection and sustainable development in the Alps

EU

Slovenia

Austria

Monaco
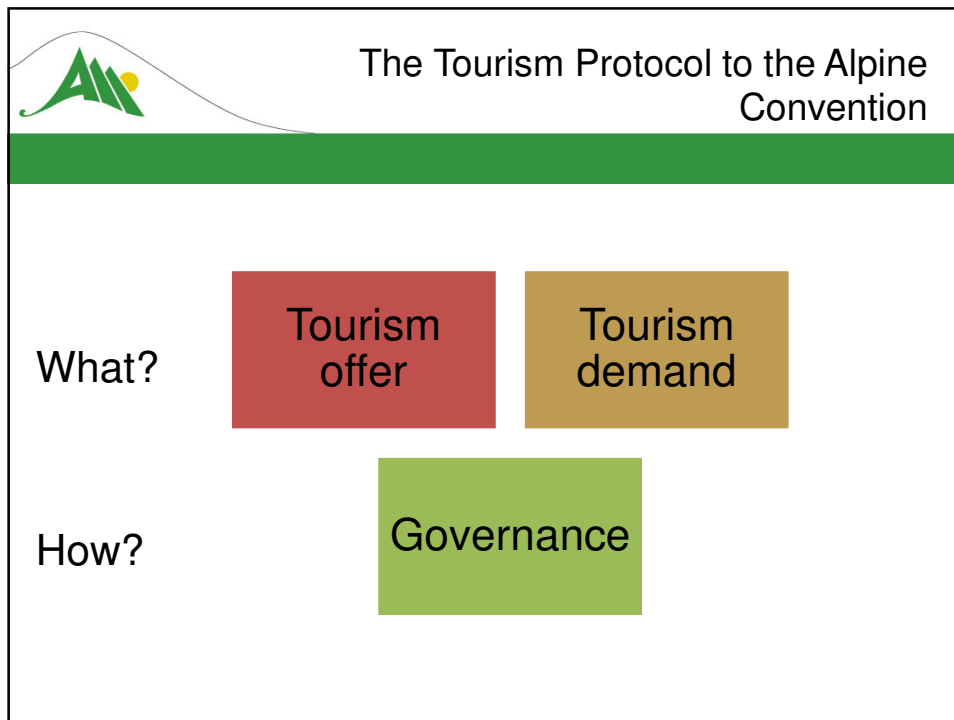
Germany

Liechtenstein

Switzerland

France   Italy

The Tourism Protocol to the Alpine Convention

Gives a **legal** and **transnational** framework for **orienting** decision – making in sustainable (winter) tourism

Objective: contribute to sustainable development in the Alpine region within the existing institutional framework by encouraging environmentally-friendly tourism […] which takes the interests of the local population and tourists into account

- Transnational instrument for cooperation
- Aims at giving general orientations that can be applied and adapted to the single Alpine destinations
- Refers to all-year tourism with specifications for winter tourism (art 12 and 14)

The Tourism Protocol to the Alpine Convention

What?

Tourism offer	Tourism demand

How?

Governance

The Tourism Protocol to the Alpine Convention

Tourism offer

- Promotion of quality in the tourism offer: amenities in countryside and natural areas, architecture and diversity
- Natural limitations to development, which should be adapted to the specific environment and available resources
- Accommodation policy: take in account the little space available and promote restoration, modernisation and quality
- Definition of a policy for controlling outdoor sporting activities, especially in Pas, in order to avoid causing damage to the environment

The Tourism Protocol to the Alpine Convention

Tourism offer: winter

- Ski lifts: policy going beyond safety and economic needs but responding also on ecological requirements and landscape
- New authorisations will be subjected to disused ski lift dismantlement and no longer used areas returning to nature
- Ski slopes: development, maintenance and use should blend into the natural surroundings as much as possible
- Development affecting the landscape should be avoided
- National legislation may authorize the use of artificial snow

The Tourism Protocol to the Alpine Convention

Tourism demand

- Demand should be spread out more effectively in times and location
- De-seasonalisation (cooperation on staggering holidays and extending holiday seasons)
- Encourage measures to reduce the dependence of motorized traffic in tourism demand and to promote access by public transport
- Evenly disperse and accommodate tourists for guaranteeing sustainability, particularly in protected areas

The Tourism Protocol to the Alpine Convention

Governance

- International cooperation: eliminate barriers to international cooperation between relevant competent bodies, especially in cross-border areas
- Promotion of coordination and cooperation between institutions and regional and local authorities in the stages of preparing and implementing policies and measures
- Take in account the objectives of other policies such as transport, agriculture, forestry, protection of environment and nature

Summarizing: lessons learnt from the Tourism protocol

Decision-making is complex and needs:
- Adapting general principles to the vocation and characteristics of each winter destination, respecting the natural and cultural context
- Involving different sectors in order to generate local value chains
- Establishing a dialogue among different administrative levels involved in planning and regulation of winter infrastructure and activities
- Involving the local population, as well as tourists

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Thank you Grazie Danke
Merci Hvala!

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