



27-28 September 2011  
Inverness, Highlands of  
Scotland

## Why sustainable active tourism?

Europe's mountain environments provide unique and diverse tourism venues with a range of well recognised products. Mountain entrepreneurs have continued to develop new tourism products that attract more and more people to mountain areas every year. However, the recent economic crisis, the impacts of climate change and strong competition combine to have a significant negative impact on mountain tourism.

One solution to overcome these challenges is the implementation of the concept of sustainable active tourism. Mountain communities have been instrumental in Europe's tourism history in developing their offer that has encouraged health, discovery, adventure and engaging with different cultures. The concept of sustainable active tourism blends these particular features tackling the various challenges.

Come and join us for this 2 days event in order to be sure that your ideas are being heard by major stakeholders in the sector! This conference will also be the first step in the elaboration of the Euromontana position paper on sustainable tourism in mountain areas.

## Euromontana - Who we are

Euromontana is the European multisectoral association for co-operation and development of mountain territories. It embraces regional and national mountain organisations throughout greater Europe, including regional development agencies, local authorities, agriculture organisations, environmental agencies, forestry organisations and research institutes.

Euromontana's mission is to promote living mountains, integrated and sustainable development and quality of life in mountain areas.

In order to achieve this, Euromontana facilitates the exchange of information and experience among these areas by organising seminars and major conferences, by conducting and collaborating in studies, by developing, managing and participating in European projects and by working with the European institutions on mountain issues.



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## Languages of the conference

English and French

## Participation fee

100€ / 90£ (85€/ 75£ for Euromontana members)

## Registration

To attend the conference your registration on-line will be required before the 15<sup>th</sup> of August 2011. Please register by using the link on our homepage [www.euromontana.org](http://www.euromontana.org)

## Accommodation

Conference organizers have reserved a limited number of rooms in different hotels at negotiated rates in Inverness. Please consult the list of hotels online and make sure you quote „Euromontana conference“ when making your reservation.

## How to get to Inverness?

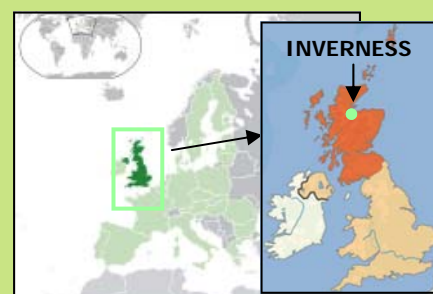
**By plane to Inverness:** Direct flight connections to Inverness from Amsterdam and London airports. From the airport a bus service to the city is available. International flight connections are available to Glasgow and Edinburgh.

## From Edinburgh or Glasgow to Inverness by train

Travel time to Inverness will take about 4 hours.

**Conference Venue:**  
Highland Council Headquarters  
Glenurquhart Road  
IV3-5NX Inverness

For more information  
[www.euromontana.org](http://www.euromontana.org)



## AGENDA

Tuesday 27<sup>th</sup> of September

9.00 Registration and coffee

### Morning: Introduction to the concepts

09.15 Welcome and introduction by: Highland Council Leader/Convener, Euromontana president

09.45 Key steps in designing EU tourism policy - maximising the potential of EU policies and financial instruments to achieve sustainability after 2013, DG Enterprise and Industry representative, Unit Tourism Policy Development, European Commission tbc

10.05 Austrian Tourism Strategy and the place given to the Alps, Austrian Federal Ministry of Economy, Family and Youth; Section „Tourism and historical objects“

10.30 Coffee Break



Wolf track laggan  
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### European policy impacts on tourism in mountains

11.00 How can European policy promote sustainability in mountain tourism? European Commission DG Environment, Unit C1 Sustainable Production & Consumption

11.25 Cultural tourism, Europe's history through mountain cultures - the importance of tourism in keeping unique cultures alive Cairngorm National Park, Ecosse

11.50 Adventure sports and sustainable management of mountain playgrounds - balancing survival of communities with the loss of mountain landscapes Norwegian Ecotourism— Høve Støtt, Norway

12.15 Introduction to the study tour workshops

12.30 Lunch

### Afternoon: 3 study tours and workshops organised jointly

Each workshop will incorporate visits to Scottish tourism facilities and a study tour, in addition to speakers' interventions. The study groups' participants will be each given a series of questions to answer and statements to debate throughout the time on the tour.

#### Work Study Group 1

Traditional mountain tourism innovating for the future: are new opportunities open to mountain communities to build on their existing tourism products and adapt their facilities and products to provide a sustainable and economically viable model for year round use?

#### Work Study Group 2

What tools and support do local communities need to lead and promote their own initiatives? What are the barriers that mountain areas face and what successful models and best practices are available to overcome these barriers to enable destinations to develop sustainable, year round

#### Work Study Group 3

Promoting the networking and the cultural values- What key features can mountain areas develop and how can communities promote their own culture/values in a common European heritage?

18.30 Return from study tours

20.00 Dinner (Inverness Townhouse)

Wednesday 28<sup>th</sup> of September

### Restitution of the results from workshops and policy recommendations

08.45 Welcome and coffee

09.00 Introduction to the day and the schedule of events

09.10 Feedback from the study-workshops by reporters

09.40 Policy proposals to foster sustainable tourism, Visit Scotland (tbc)

10.10 Comments on the spot from 2 tourism mountain-businesses

10:30 Coffee Break

### Round table and Closing

11.00 'Question Time Panel' with representatives of businesses, territorial entities, institutions and discussion with the audience

12.00 Conclusions and results of the conference

12.30 Closing remarks from the organisers and presentation of Euromontana action plan on sustainable tourism

12.45 End of the seminar, lunch

14.00 For Euromontana members only: General Assembly

17.00 End of the work, departure of the participants