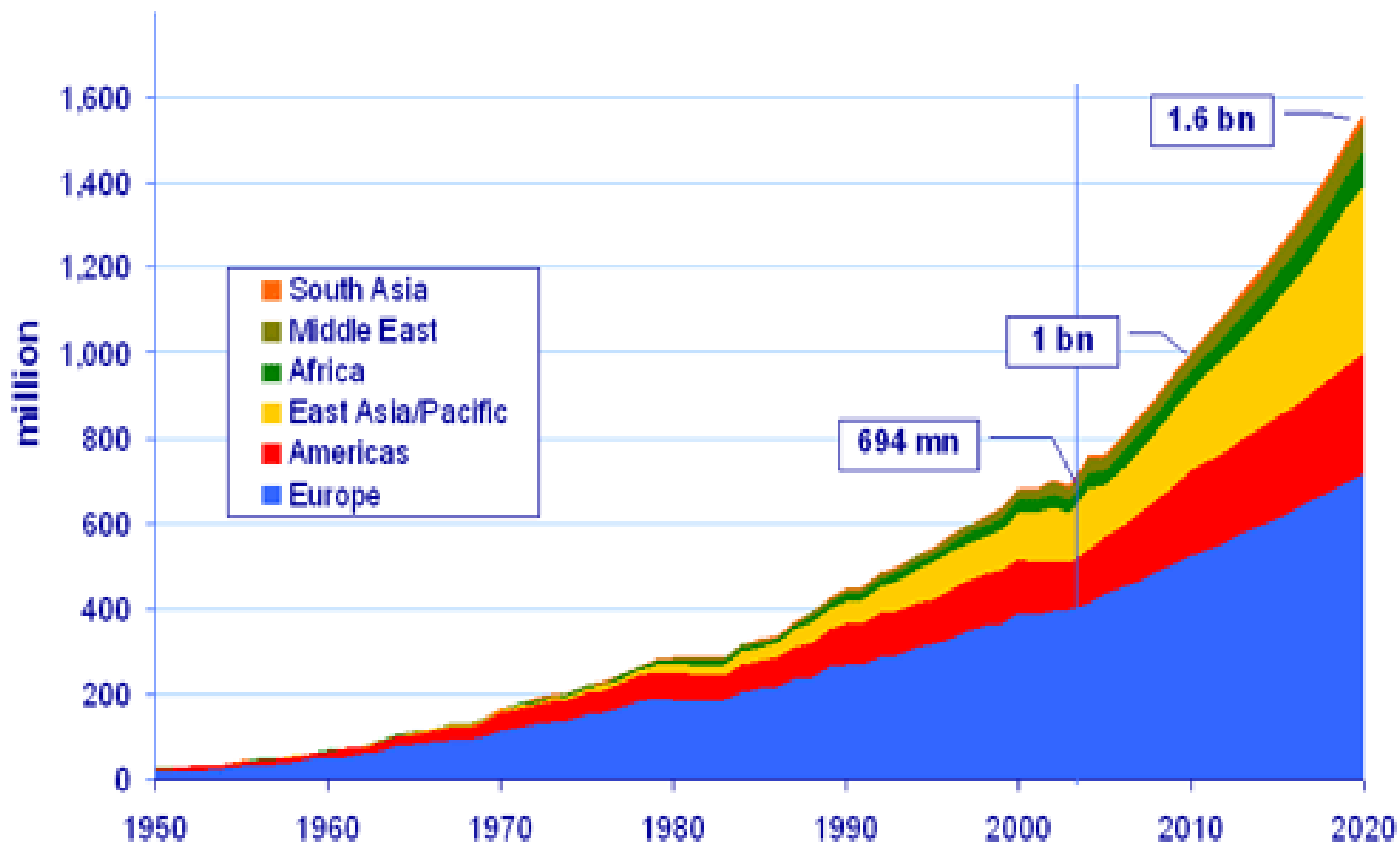


**Alpine Space Forum:
Pooling Potentials for Competitiveness
Ljubljana, Slovenia, 27-28 September 2011**

**Workshop 1 Tourism: How to make the Alps a
more competitive tourist destination?**

Welcome to the Workshop!





Global structural change



Demographic change



Climate change



Energy prices



Foto: http://www.energieberatung-lampertheim.de/html/body_erneuerbare_energien.html

Natural resources



Questions to discuss

What can be done to make sustainable Alpine tourism more competitive? (i.e. new offers, ICT, health) What could be possible niches and how could they be exploited?

How to shape the profile of the Alps as a top healthcare destination of Europe?

What are the needs of the consumers, economic actors and policy makers?

How can alpine regions/territories and the population better benefit from tourism?

How can transnational cooperation help regions to better work together on tourism?

Key note speakers

Prof. Umberto Martini, University of Trento (I)

M. Georges Ribièrè, Ministry of Ecology, Energy,
Sustainable Development and the Sea (F)

Prof. Mario Jooss, University of Applied Sciences
Salzburg (A)

Prof. Thomas Bausch, University of Applied Sciences
Munich, Faculty of Tourism (D)

Facilitator: Prof. Dominik Siegrist, CIPRA International
& University of Applied Sciences Rapperswil (CH)