

3. Local resources

Resources and knowledge for more competitive ability in the alpine region

Production factors

Resources

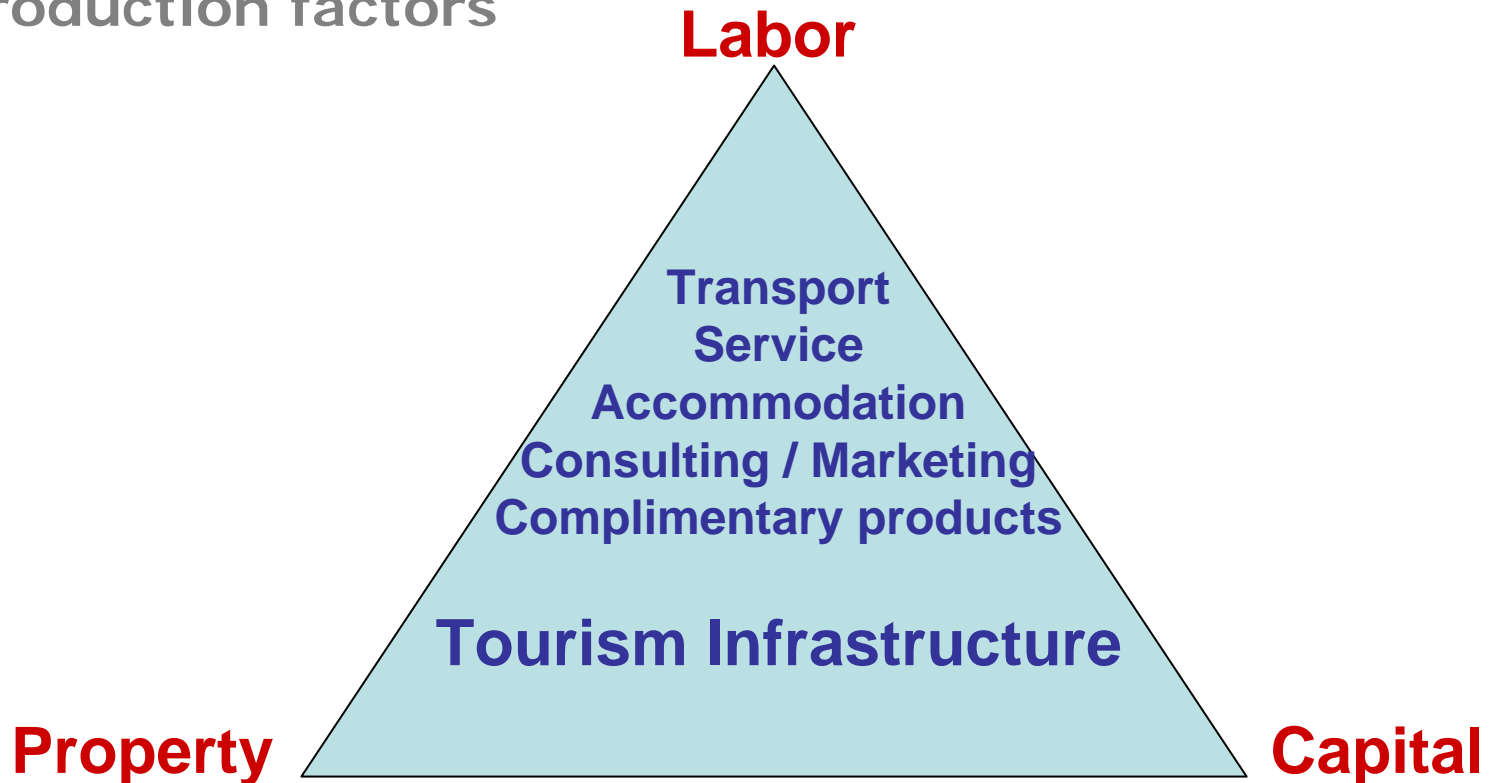
Clusters

Production Factors in Tourism

General Aspects

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Classical
Production factors



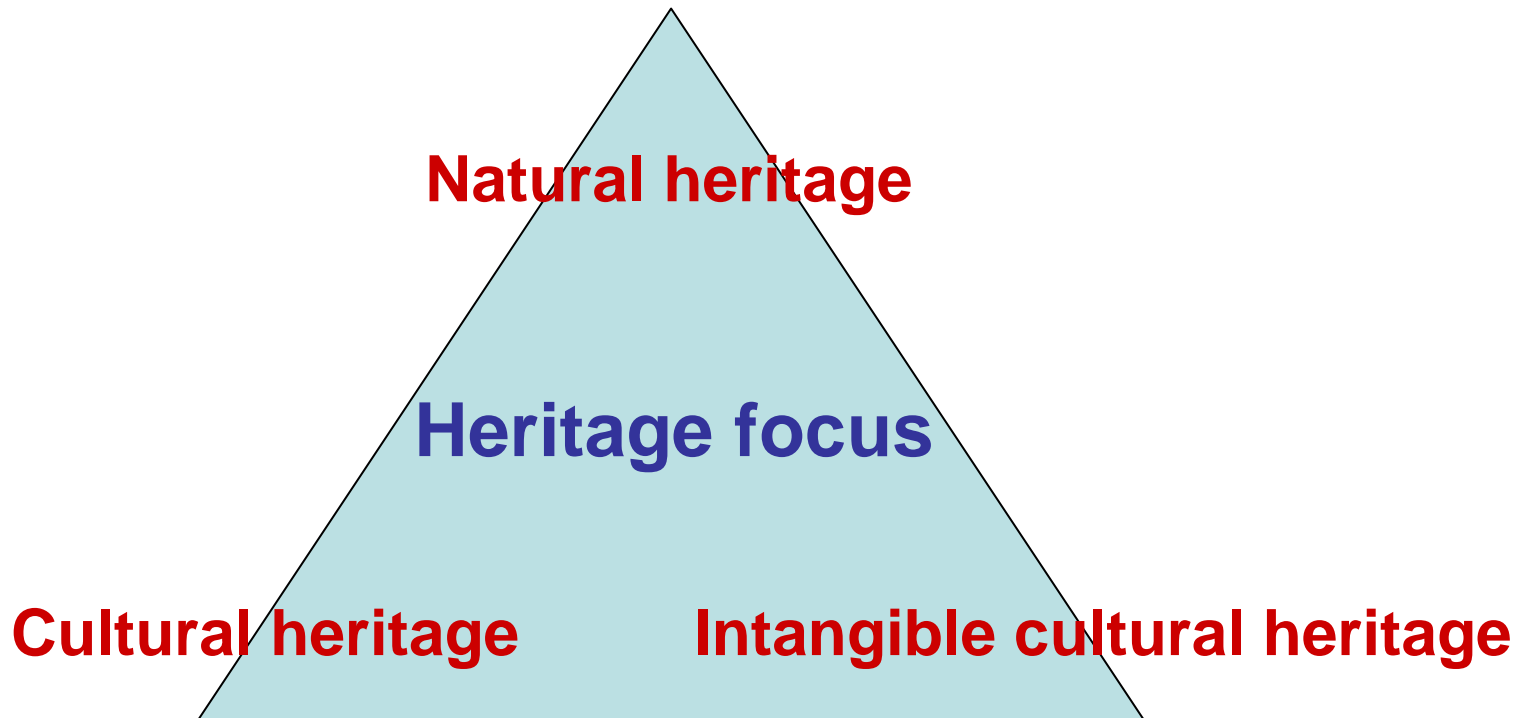
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Production factors
in Tourism



3. Local resources

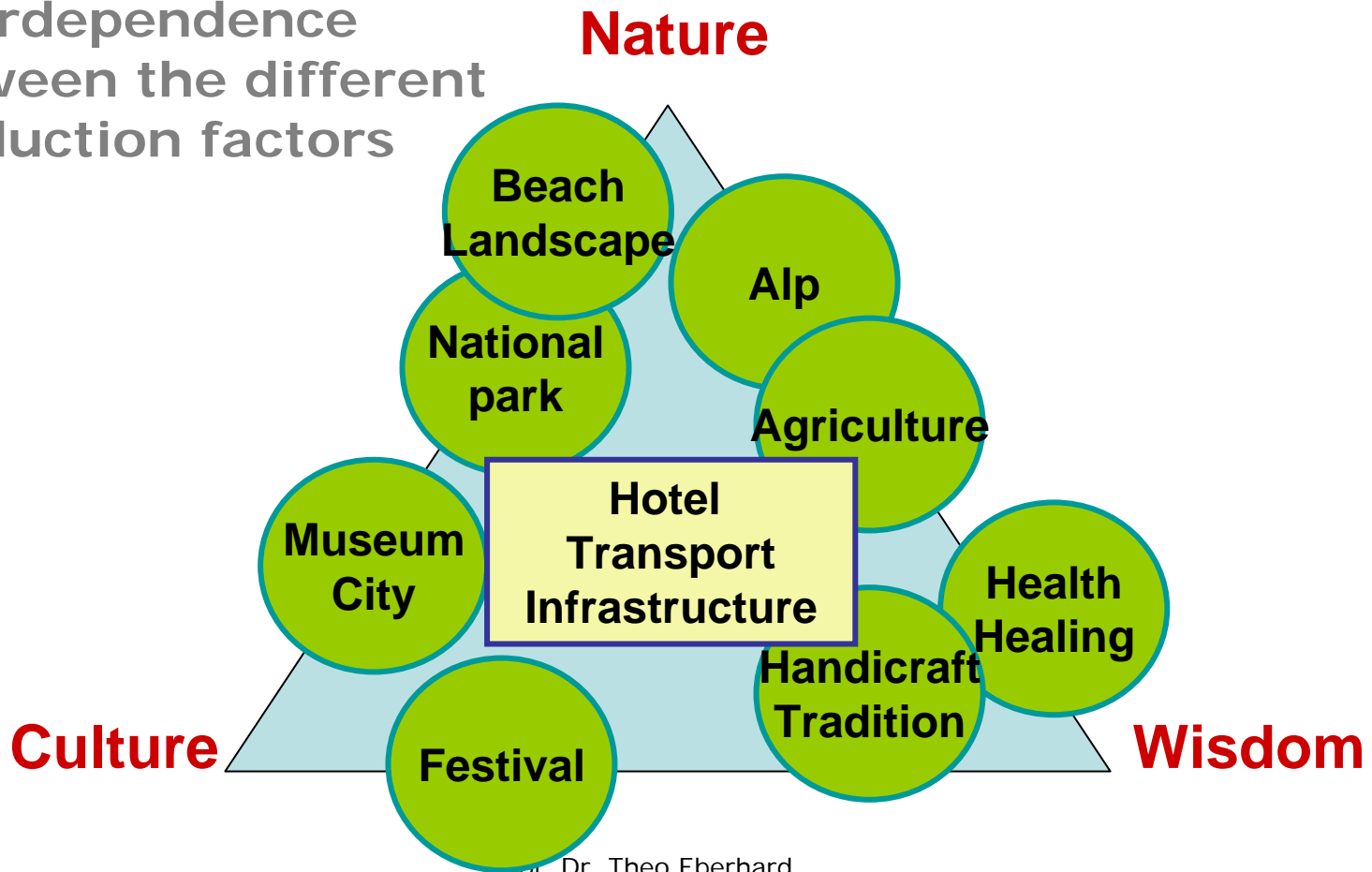
UNESCO World heritage



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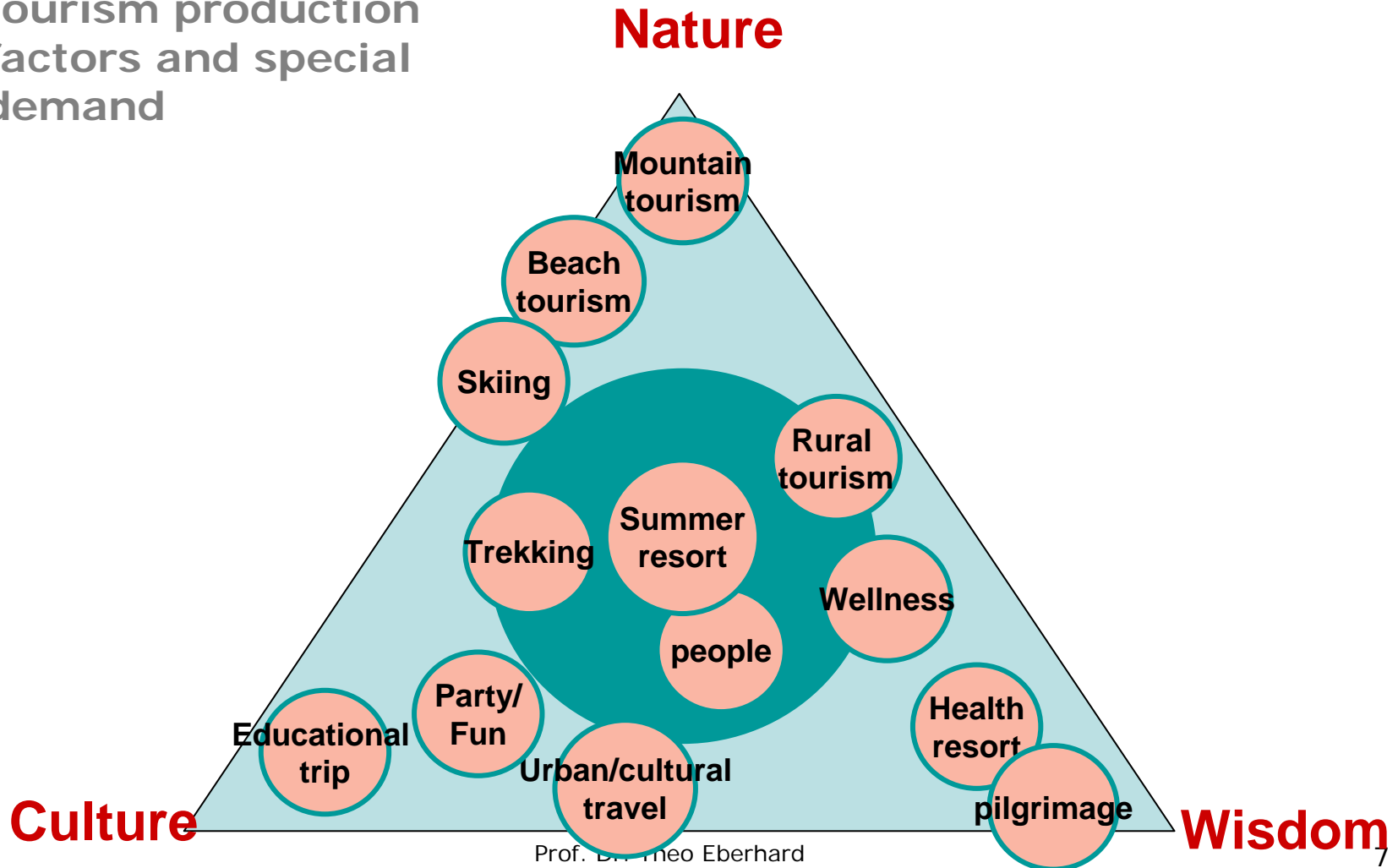
Partnership in destination

Interdependence
between the different
Production factors



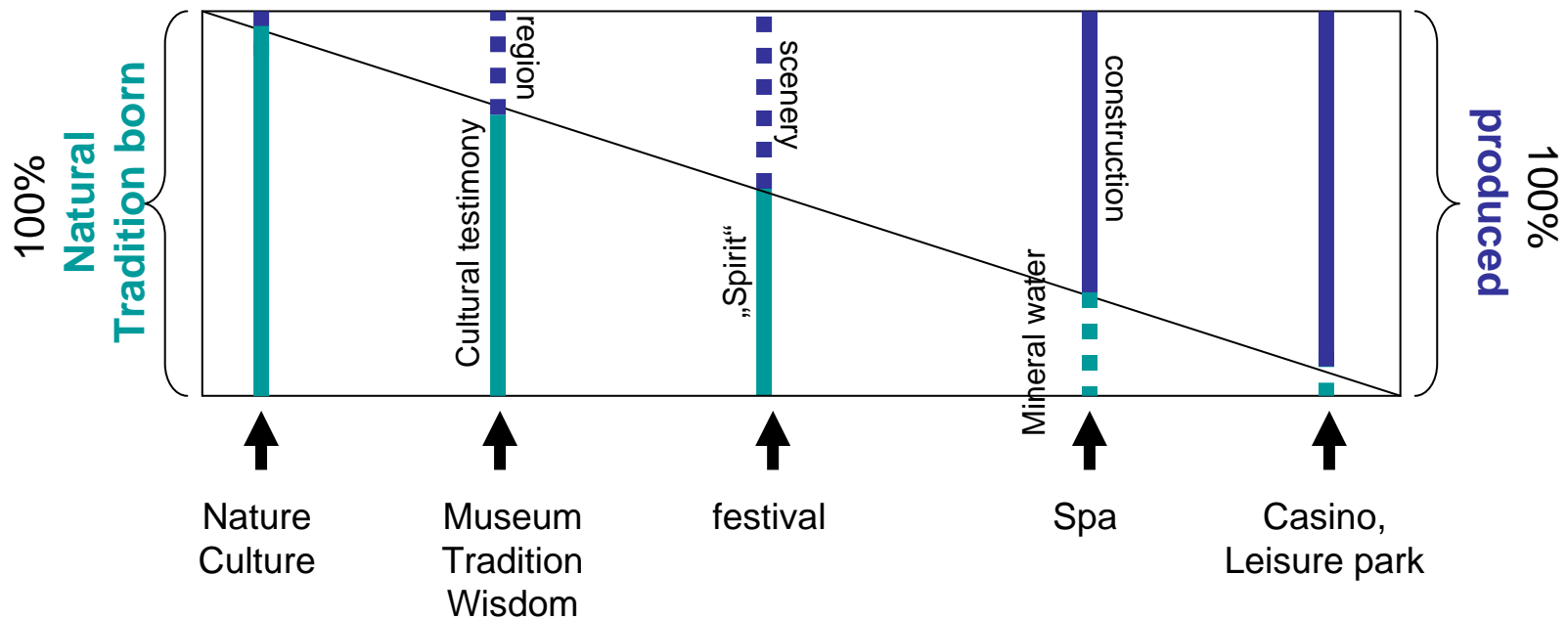
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tourism production
factors and special
demand



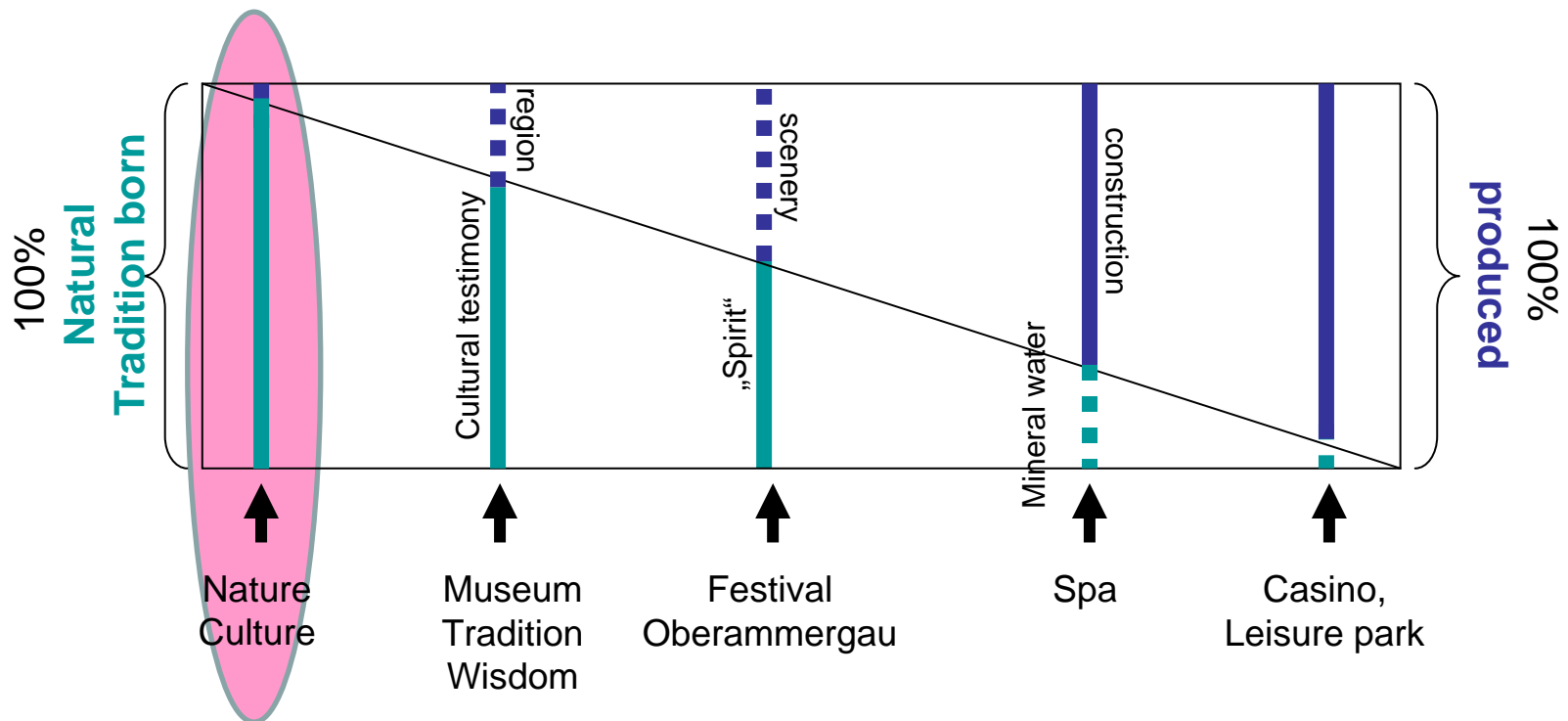
3. Local resources

Demand mix between infrastructure and tradition/natural born attractors



3. Local resources

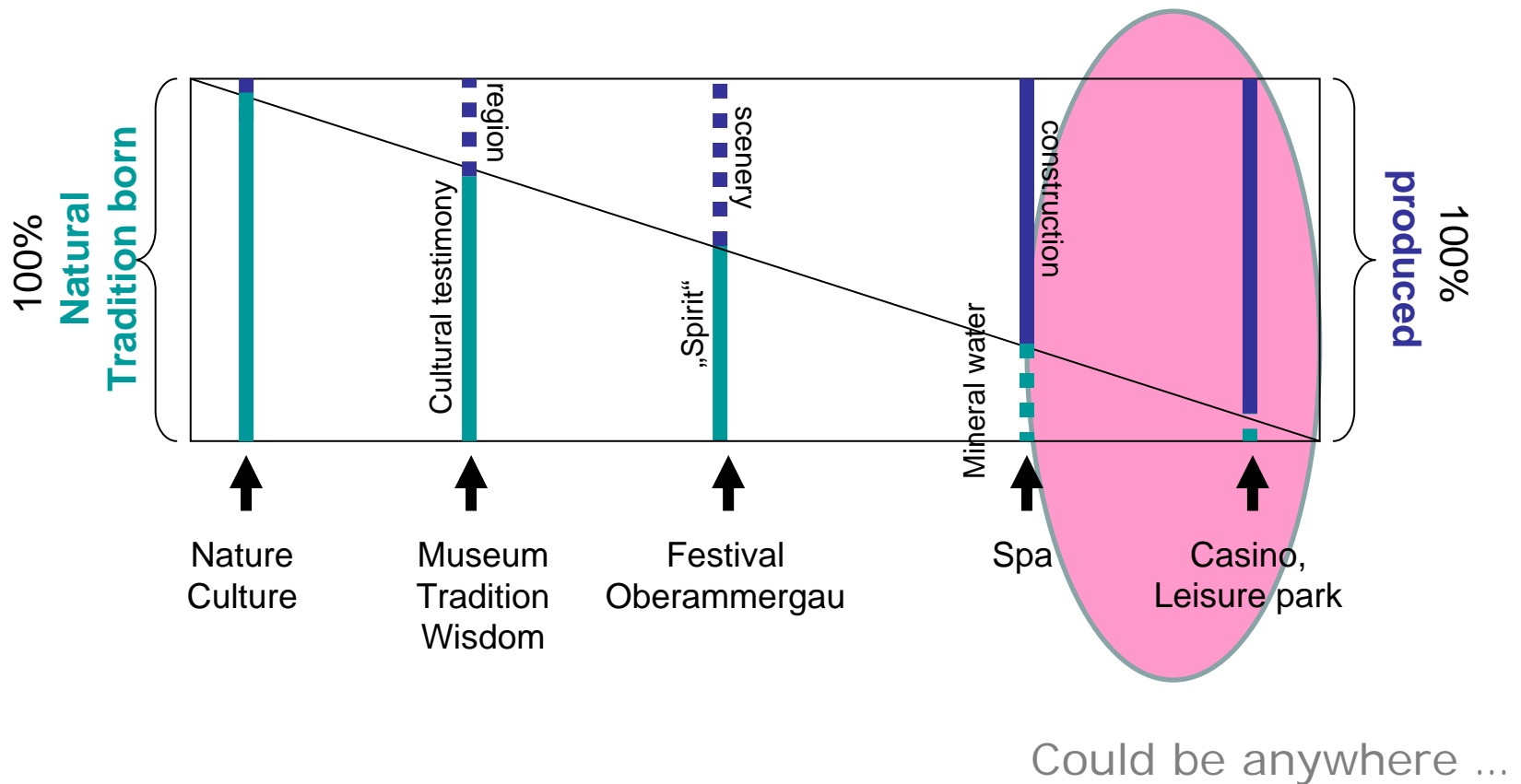
Demand mix between infrastructure and tradition/natural born attractors



Pure nature is not enough, can be substituted by the Rockies ...

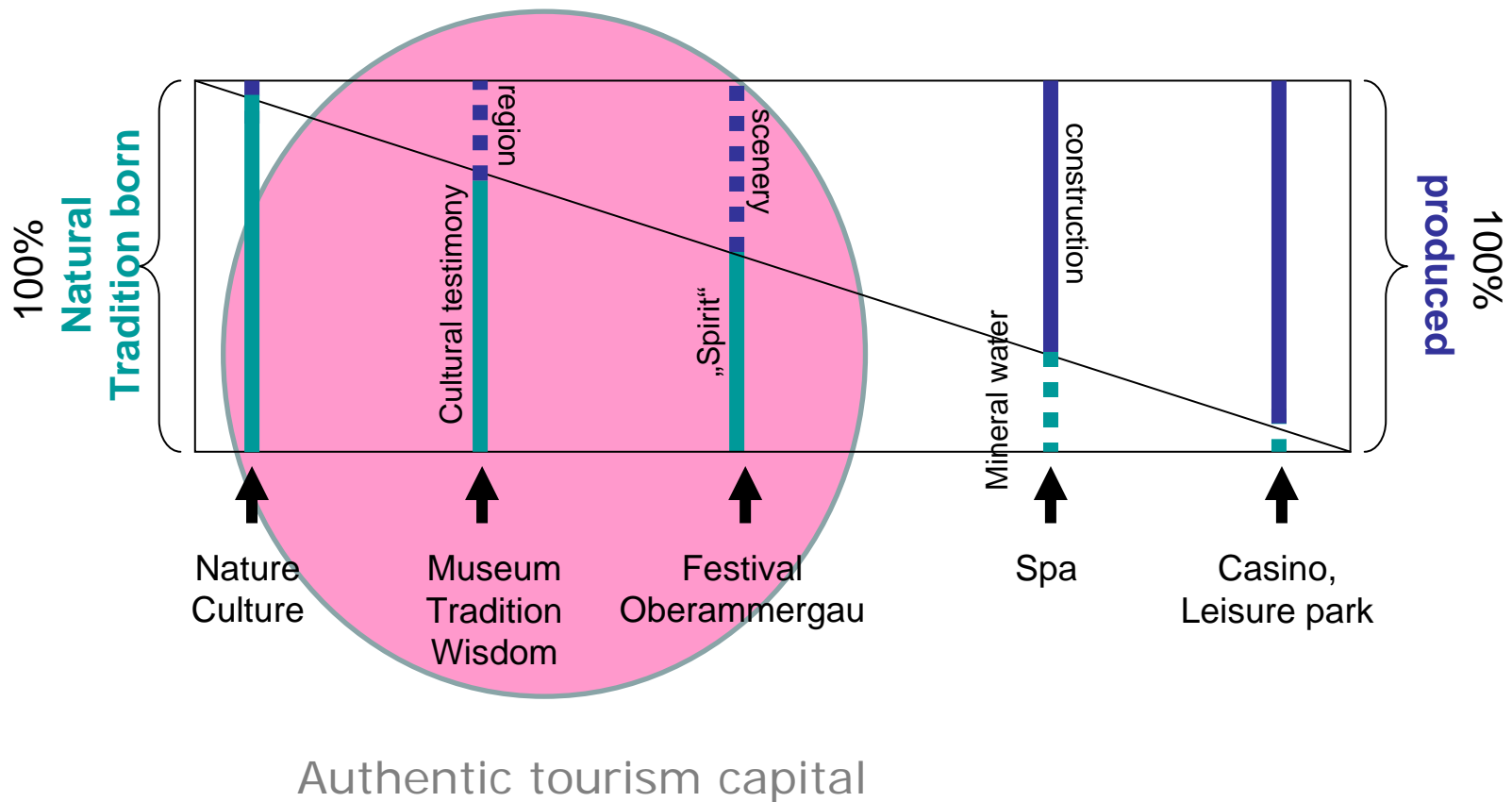
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Demand mix between infrastructure and tradition/natural born attractors



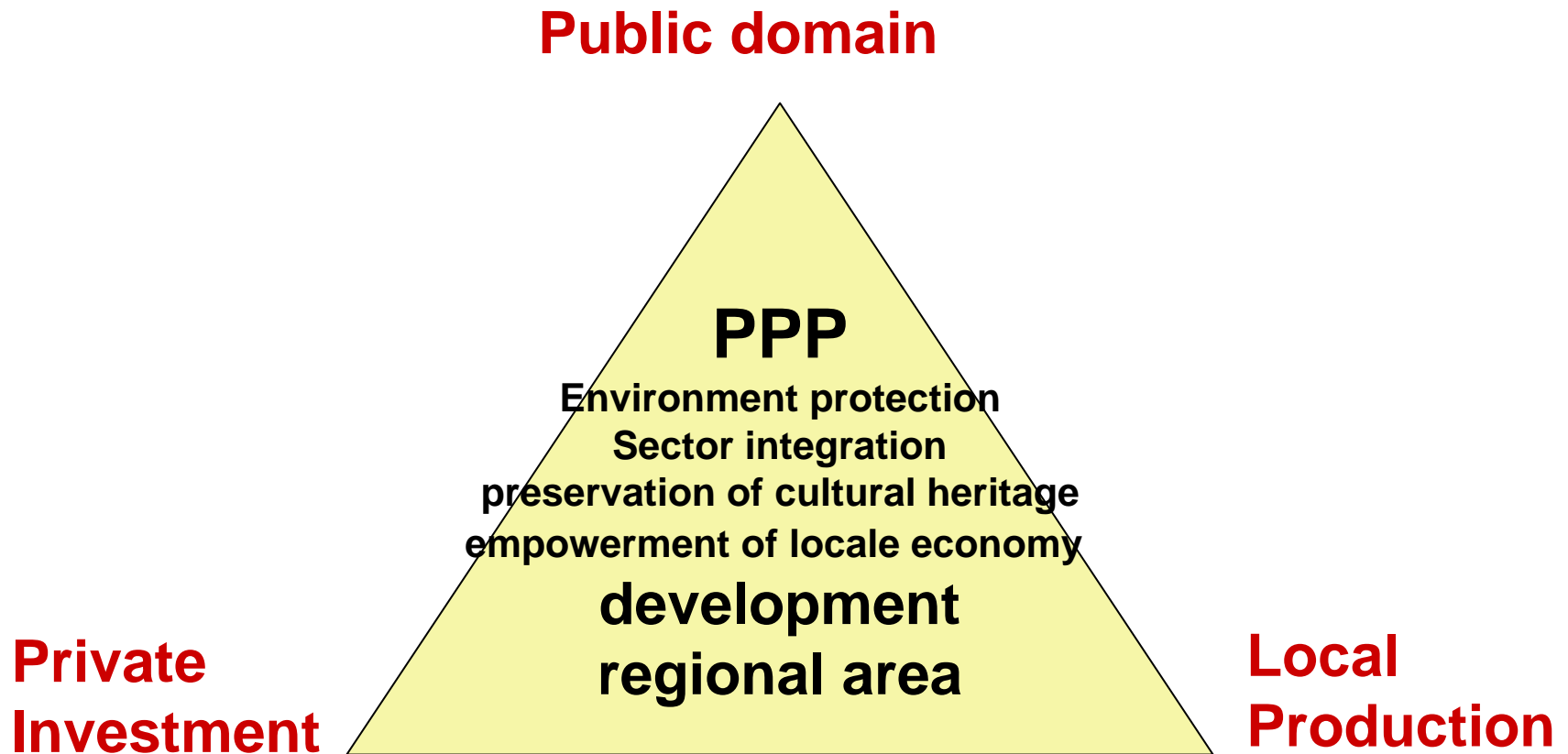
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Demand mix between infrastructure and tradition/natural born attractors



3. Local resources

Regional integration of different players in tourism:
factors of success (organization)



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Clusters (networks) for authentic alpine tourism in al global tourism world:

Religious background:

- traditional / religious performances like Oberammergau, Erl, Škofja Loka ...
- pilgrimages (like Caminos de Santiago, Jakobswege)
- abbey, cloister and convent
- processions (Corpus Christi at lake Hallstatt)

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Clusters (networks) for authentic alpine tourism in al global tourism world:

Secular background:

- traditional trades routes (Saumpfade), historic
- early railway systems, modern times
- castles, palaces
- traditional inns and guest houses
- food atlas of the alpine region
- museums

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Clusters (networks) for authentic alpine tourism in a global tourism world:

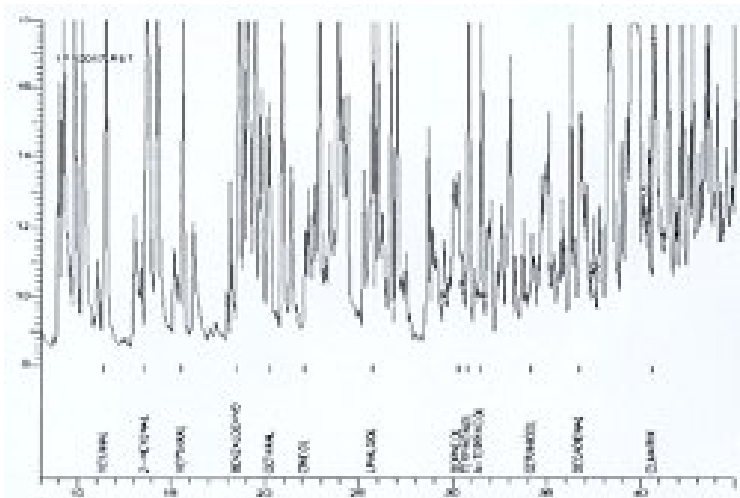
Health background:

- alpine based traditional wisdom on medical plants
- alpine based traditional wisdom on medical applications (Kneipp)
- cluster of health regions

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Example: **Hay treatment**

Application offered at some hotels



Up to 80 different medical herbs are detected in alpine hay

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Clusters (networks) for authentic alpine tourism in a global tourism world:

Organizational possibilities:

- international trusts (national trust, UK), public, PPP
- private networks, marketing cooperation, retail
- cooperative organizations, production

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Conclusion:

Organizational needs:

Tourism depends more than other branches on PPP

- infrastructure, transnational communication, laws
- low integration of market players
- low ROI
- multi-professional need in education

Organizational possibilities:

- bundling authentic alpine themes
- creating efficient transnational organizations
- **marketing for the hole region in a global economy!**

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Thank you ...