How to make the Alps a more competitive tourist destination?

Workshop 1 results

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Identified challenges for the Alps?

- Conversion of traditional tourism sector to „sustainable" tourism system

- Overcoming external „mega"-driving forces: climate change, availability and prices of energy, demography, more and more spare natural resources

- Missing clear profile in field of health competence as well as wellness tourism

- Many regions monostructured in tourism but without real unique selling proposition (USP)

- Mostly tourism is not the future perspective to young high educated local people – single sided tourism development will lead to strong brain drain effects – additional strategies needed

What potentials of the Alps were singled out that could allow meeting these challenges?

- Great variety of local resources (nature, landscape, cultural heritage) to combine unique products

- Large source markets around the Alps including the metropolitans

Subfield health and wellness

- Long lasting experiances in field of health / medicine based on unique local cure

  but core aspects of health are not a matter of tourism

What are the needs for action in tourism?

- Getting a better understanding of tourism as a node in a sustainable regional development approach – tourism needs regional resources and actors

- Ensuring basic quality of tourism products along all steps of the entire tourism service chain

- Improvement of knowledge base about source marktes and target groups

Subfield „sustainable tourism"

- Setting up an implementation oriented definition of „sustainable" tourism

- Step by step conversion of insustainable tourism offers especially in mass tourism also considering regional and local transport

Which recommendations could be done to the European programmes and the policy makers?

- potential for transnational actions in tourism based on ERDF regulations relativly small ➔ widening potential by a priority **„innovation and competitivenes in a future service society"**

- Considering the interlinkages between the mountain areas and the metropolitans must be part of a (macroregional?) strategy **„improving the interrelations between Alps and their metropolitans"**

- Giving young high educated people an Alpine perspective **„improving framework conditions for innovation and startup of business for qualified alpine population"** e.g. opening a future programme to private actors especially SME clusters

- Conversion of tourism (and other services) towards **sustainability** is a **key issue** to safeguard the future economic and social living conditions of the alpine population