



Challenges and opportunities of Alpine Tourism in the light of the Alpine Convention

Dr. Christian Baumgartner

- International Commission for the Protection of the Alps:
Commission Internationale pour la Protection des Alpes
- NGO, founded 1952 in Rottach-Egern/DE
- Branches and members in all alpine countries
- ‚Co-mother‘ of the Alpine Convention;
active observer organisation

THE ALPS



WE STAND FOR ...



Bild: Heinz Heiss

Protection of the Alps
+
(Good) Living in the Alps
=
Sustainable Development
of the Alps



Biodiversity and Landscape



Bild: Guillaume Laget

Climate Change Tourism



Bild: Miha Krofel

Transport and Mobility



Bild: Guillaume Laget

Social Innovation



Bild: Miha Krofel

ALPINE POLITICS



YOUTH PARTICIPATION



- Shaping Tourism Politics
- Implementation Projects
- Monitoring



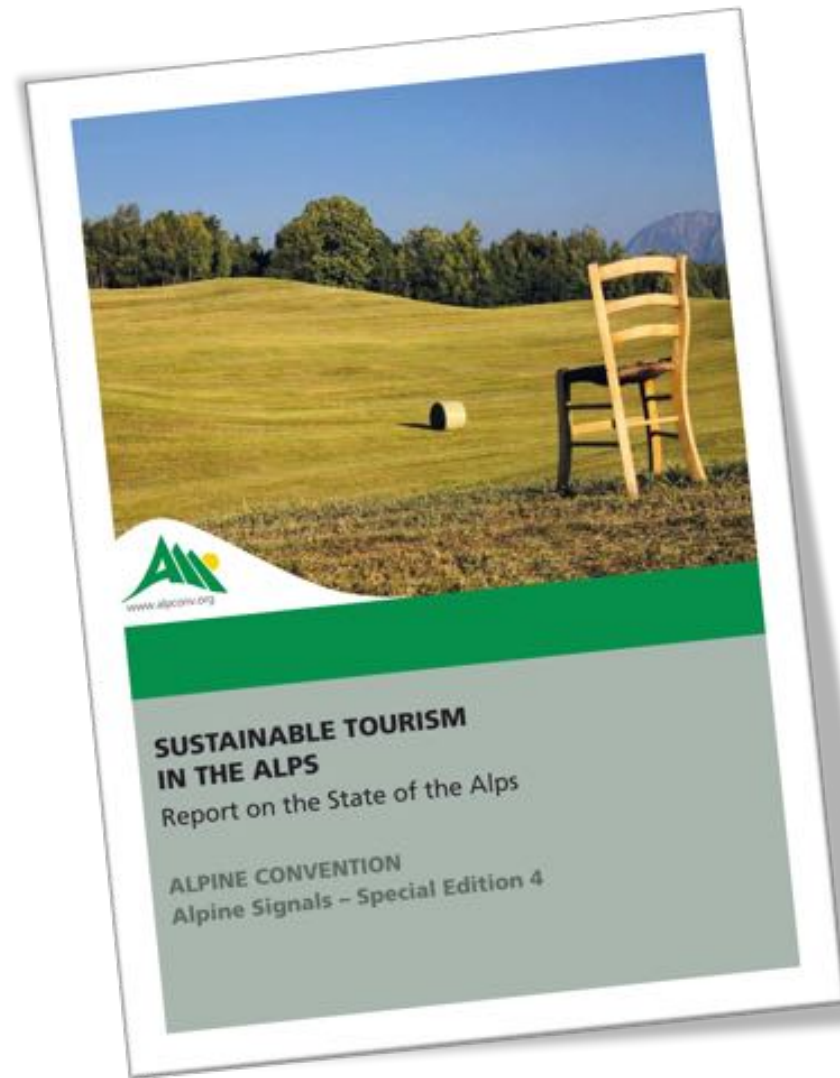


- The Tourism Protocol of the Alpine Convention
- Report of the State of the Alps (RSA)4:
Sustainable Tourism



Report of the State of the Alps (RSA)4: Sustainable Tourism

- Comparison of the legal framework and policies of the alpine countries
- New data collection
- New typology of Alpine tourism
- Strength and weaknesses, challenges

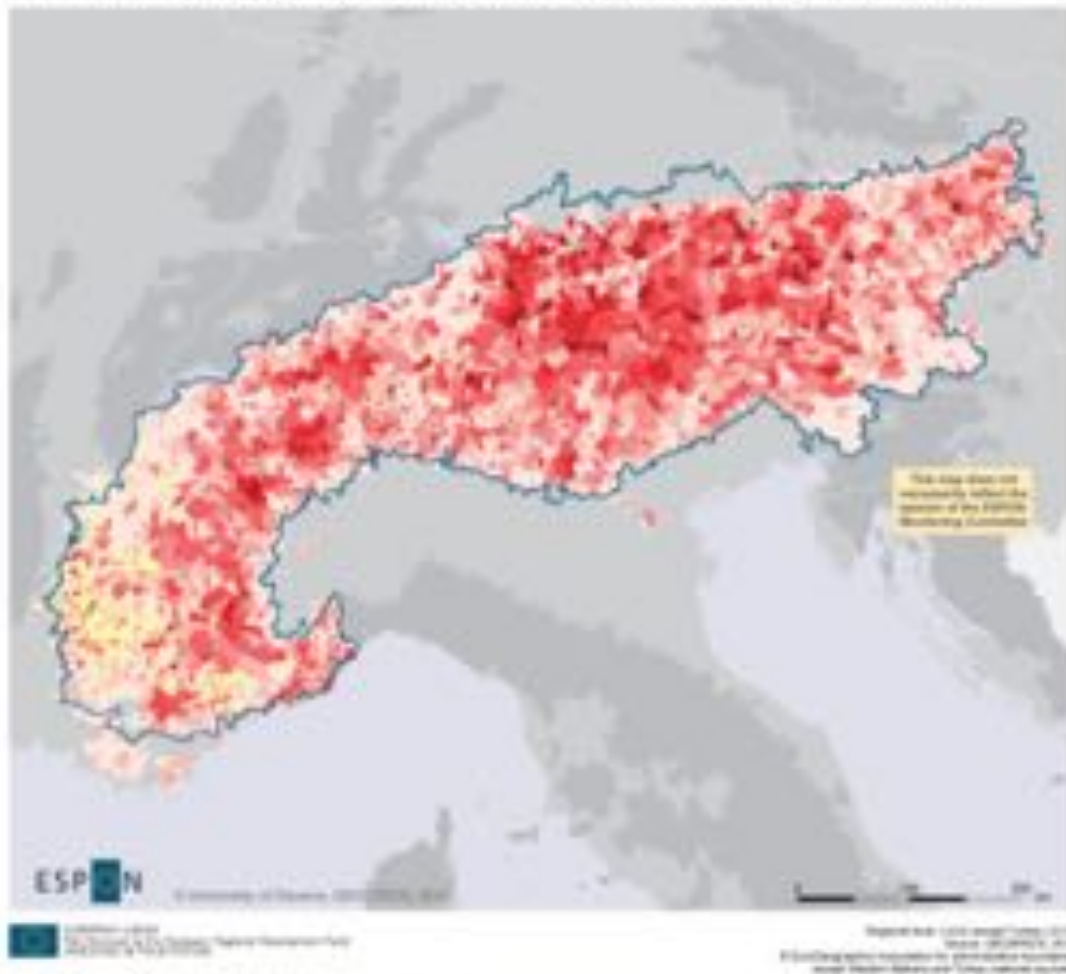


ADJUSTING THE ROLE OF TOURISM IN THE ALPINE ECONOMY

- Thus, the economy of only 10% of the municipalities, representing 8% of the Alpine population, is based on tourism
- 46% of the beds are concentrated in 5% of the municipalities (WG Demography and Employment of the Alpine Convention (Price & Debarbieux 2011, p.8)
- 37% of Alpine municipalities have no tourist beds (Tappeiner et al. 2008, in Price & Debarbieux 2011 p.8).
- In conclusion, tourism brings a significant contribution to the economy of the Alpine region - around €50 billion yearly (Agrawala, 2007), but there are large regional and local differences. For this reason economic tourism impacts should be analysed at municipality level.



Proportion of employment in hotels and restaurants



Proportion of gainfully occupied persons working in hotels and restaurants



Proportion of employment in hotels and restaurants:
Regional level: LAU2

(Source: GEOSPECS, 2011, (C) EuroGeographic Association for administrative boundaries)

WORKING IN TOURISM



Comparing different indicators of the local importance of tourism

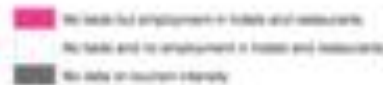


ESPON

Source: ESPON, 2011. Source: EuroGeographics Association, 2011.

Residuals from linear regression of tourism intensity (number of beds/10k.) and proportion of persons working in hotels and restaurants

Deviations from regression model including LAU2 with beds only



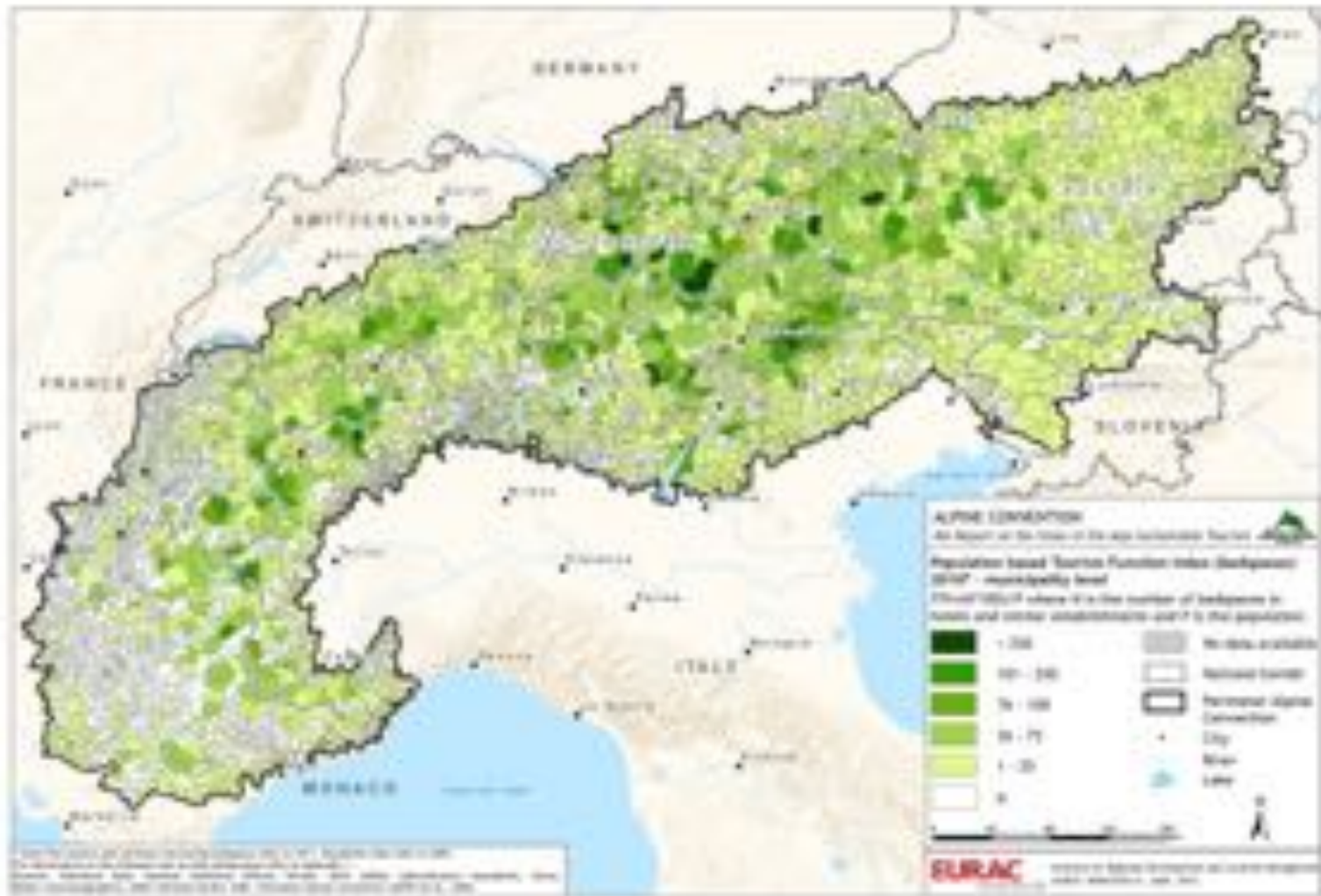
Comparing different indicators of the local importance of tourism:
Regional level:
LAU2

(Source employment data: GEOSPECS (ESPON: Geographic Specificities and Development Potentials in Europe), 2011, Source tourism intensity data: Alpine Convention, (C) EuroGeographics Association for administrative boundaries)

WORKING IN TOURISM

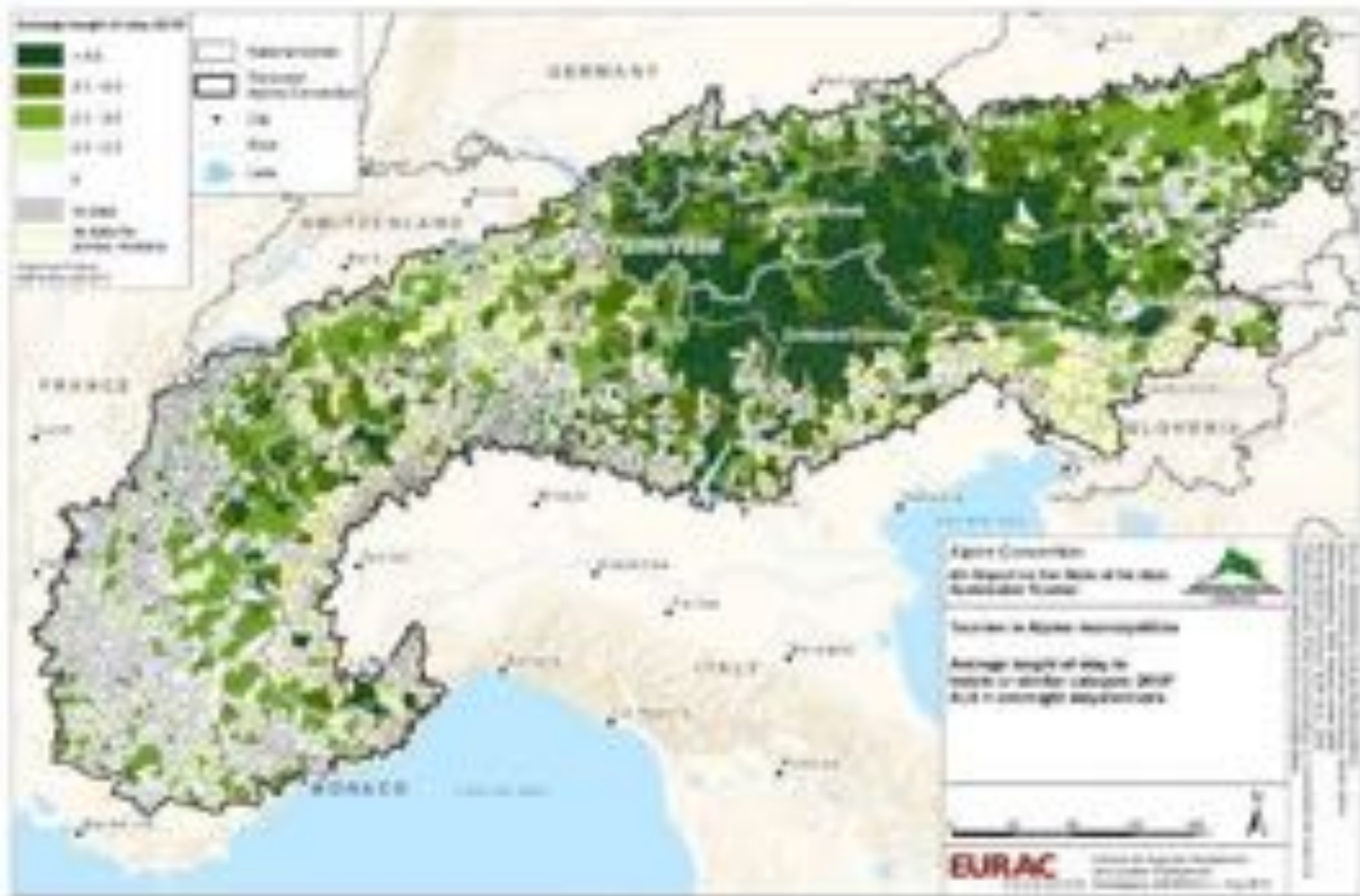


TOURISM INTENSITY – NUMBER OF BEDS



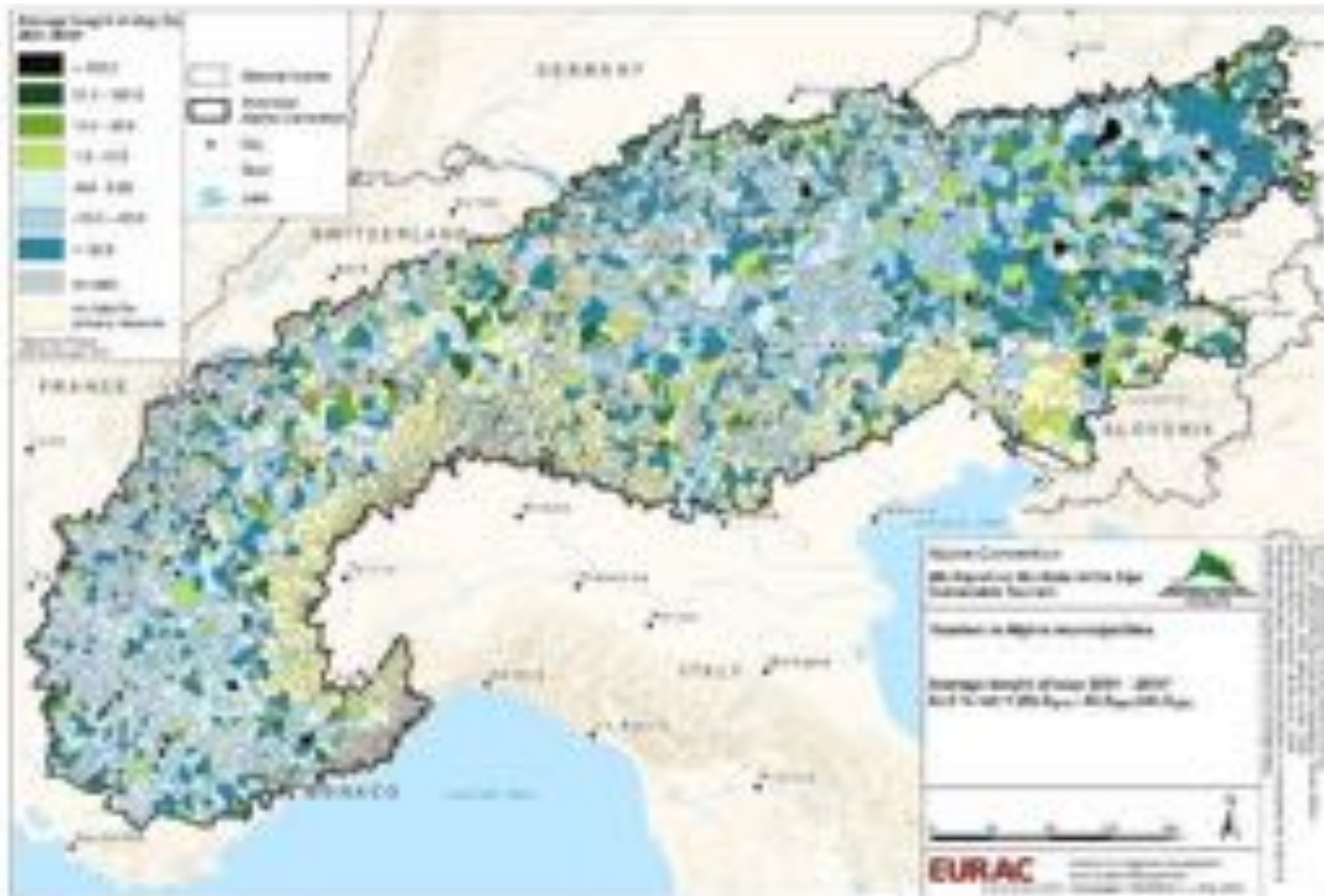
Tourism Intensity: beds in hotels and similar establishments per population

TOURISM INTENSITY – LENGTH OF STAY



Tourism Intensity: Average length of stay – 2010, ALS = overnights/arrivals

TOURISM INTENSITY – LENGTH OF STAY (DEVELOPMENT)



Tourism Intensity: Average length of stay – % variation 2001-2010, ALS = overnights/arrivals

TYOLOGY – DIFFERENT ASPECTS

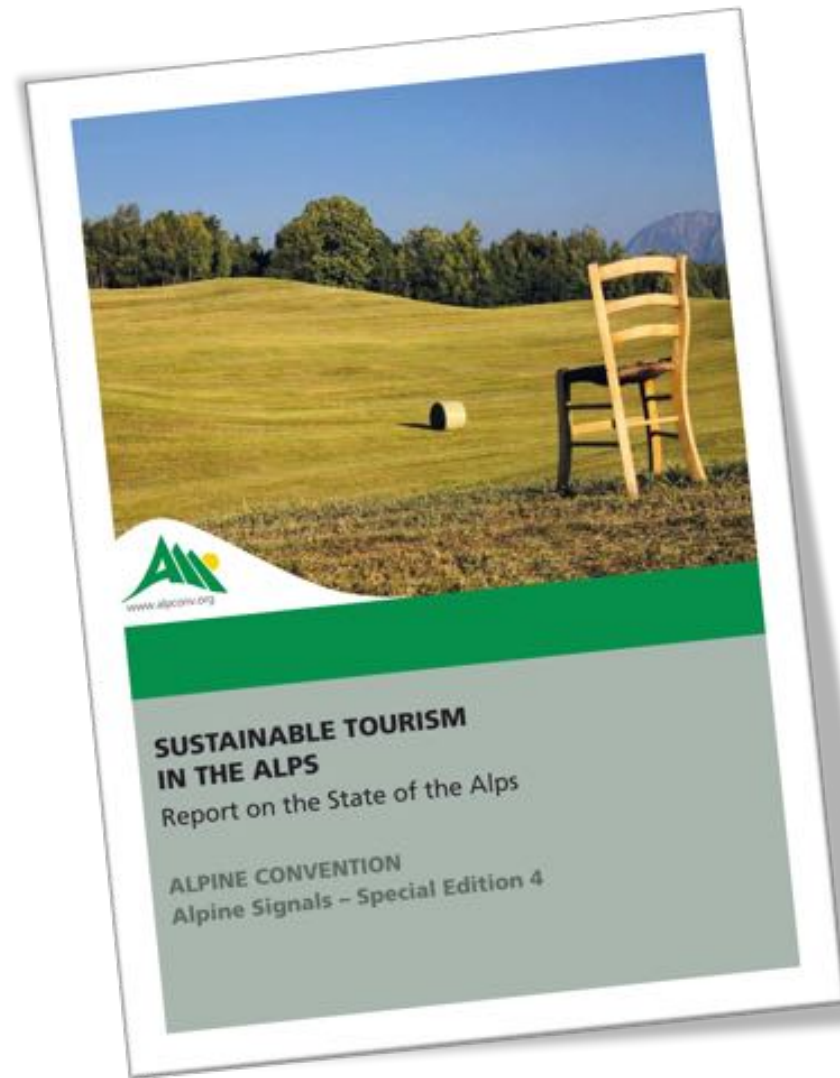
M	R	A	S	I	Type description	Type No
-	-	-	+	+	Summer season holidays at lakes and rivers	1
-	-	+	+	+	Summer season holidays at lakes and rivers / day trips out of metropolises	1
+	+	-	-	+	Health (and culture) based all season tourism in peripher mountain areas	2
+	+	-	+	-	Protected areas (national parks, biosphere reserves, ...), mainly summer	3
+	-	+	-	-	Alpine cities / larger central villages	4
+	+	+	-	-	Alpine cities with tourism specific additional resources	4
+	-	-	-	+	Mountain destination with balanced summer / winter season	5
+	+	-	-	+	Mountain destination with balanced summer / winter season + local attractor RN, RH or RC	5
+	-	-	+	+	Ski destination in high mountains / other key product linked to a season	6
+	-	+	-	+	Ski (winter) + hiking and lake side (summer) destination near to metropolises	7





Report of the State of the Alps (RSA)4: Sustainable Tourism

- Comparison of the legal framework and policies of the alpine countries
- New data collection
- New typology of Alpine tourism
- Strength and weaknesses, challenges
- Discussion on the target group for recommendations





- The Tourism Protocol of the Alpine Convention
- Report of the State of the Alps (RSA)4:
Sustainable Tourism
- Working Group 'Sustainable Tourism'



Working Group: 'Sustainable Tourism' – lessons learnt

- Need for very clear mandate(s)
- Decision for members: ministries, experts; observers
- Clarity in procedure and liability of results
- Connecting with local experiences and case studies





- The Tourism Protocol of the Alpine Convention
- Report of the State of the Alps (RSA)4:
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- Working Group 'Sustainable Tourism'
- Other documents - e.g. Climate Action Plan - and events



Example: International Workshop on climate change and energy efficiency in tourism (Munich, 20-21.04.2016)

Aims:

- Exchange of experience between associations, politicians and hoteliers of the Alpine arch
- Get to know existing climate protection and energy efficiency initiatives in the tourism sector
- Identification of link points on a new alpine climate protection initiative in the tourism sector

Results:

- Better understanding of each others working tasks, problems and challenges
- Awareness raising and agenda setting with ready-made solutions for alpine tourism industry
- Exchange on field tested measures for climate protection in tourism industry
- Networking Networking Networking



Energieeffizienz und
Klimaschutz im Alpenraum

Efficienza energetica e tutela
del clima nell'arco alpino





- Via Alpina



Via Alpina

- 5 walking trails across the eight countries of the Alpine region, more than 5000km long and with 342 day stages
- International coordination at CIPRA Int.
- www.via-alpina.org describes all trails, with maps and additional information on accommodation possibilities.
- Intention was regional development along the route
- Still some opportunities for improvement



Via Alpina Network



- Via Alpina
- Bergsteigerdörfer ('Hiking Villages')



Bergsteigerdörfer (‘Hiking Villages’)

- Initiative set by Alpine Associations
- Clear Criteria e.g. on village character and image: *Mountaineering villages take care of the quality of building work. In particular they make sure that buildings and facilities fit into the typical appearance in terms of size, choice of material and design.*
- Consequences increase credibility
- Integration of local SMEs
- From Austria going international





- Via Alpina
- Bergsteigerdörfer ('Hiking Villages')
- SuperAlp!



SuperAlp!

- 2008-2013 the Permanent Secretariat of the Alpine Convention organized SuperAlp!, the sustainable crossing of the Alps.
- A group of journalists of the world's top publications crossed the Alpine arc for ten days by sustainable means of transport alternative to private cars: by train, bicycle, electric bicycle, bus and on foot.
- The project aimed to raise awareness of the Alpine Convention as a "toolbox" for a balanced development and to communicate the possibility of mobility in the Alps by public transport that is regularly available in the area.





- Via Alpina
- Bergsteigerdörfer ('Hiking Villages')
- SuperAlp!
- The role of the Alpine Convention
 - Giving a 'label'
 - Internal communication and external media work
 - Door opener
 - Missing: impulses to come from national strategies to an Alpine strategy



MONITORING



CIPRA

The Compliance Committee

- Checking the implementation of the Tourism Protocol



The Compliance Committee

- Checking the implementation of the Tourism Protocol
- Individual Cases
 - Piz Valgronda
 - Interpretation of paragraph 6.3. tourism protocol



MONITORING



CIPRA

Piz Valgronda (2013)





Piz Valgronda (2013)

- Call to the CC by the CAA (observer org) if the permission for a cable car at the Piz Valgronda / Tyrol) infringes the tourism protocol:
 - Is Article 4 (1) (g) of the Tyrolean cableway and ski resort program 2005 fully implementing Article 6 (3) of the Tourism Protocol of the Alpine Convention?
 - Does the extension of an area already intensively used for tourism as described above comply with Article 6 (3) of the Protocol "Tourism" of the Alpine Convention?
 - Where is the balance between intensive and extensive tourism?
- Point of discussion:
 - Cross-border consultation with CH.
 - What is balanced intensive and extensive use?
 - What does 'care for' and 'seek to' exactly mean?
- Results:
 - The CC notes that the ski area in question is an area of strong touristic use
 - The CC welcomes the declaration made by Austria that Article 6 (3) should be applied by the competent authorities in all relevant cases.
 - The CC recommends that projects with cross-border impact meet the requirements of international consultations and cooperation.
 - CC should develop a document for clarification of Art 6 (3)





Interpretation of paragraph 6.3. tourism protocol

"The contracting parties undertake that in areas of high touristic usage a balance is pursued between intensive and extensive forms of tourism."



Interpretation of paragraph 6.3. tourism protocol

*"The contracting parties undertake that in **areas of high touristic usage** a **balance is pursued** between **intensive** and **extensive forms of tourism**."*

Results

- Contracting Parties are obliged to implement Article 6 (3) of the Tourism Protocol effectively and to ensure that this provision is observed in all relevant procedures. ... irrespective of whether or not the provision is directly applicable in the domestic laws.
- The provisions of Article 6 (3) are directly or indirectly relevant in planning and environmental protection procedures.
- Contracting parties are obliged to incorporate the relationship between intensive and extensive tourism forms into their decisions when planning, approving and implementing tourism projects. **They have room for consideration and discretion**. It is always a case-by-case decision, in which the project is to be regarded as a whole as well as the area with a strong tourist is to be regarded as a whole.



CONCLUSION



CIPRA

- Alpine Convention and tourism protocol is rather an enabler and supporter than implementer
- Tourism projects (in the spirit of the AC) can benefit
- Positive developments in the Compliance Committee, but still rather an instrument to clarify and set standards for future projects than a corrigendum to existing attempts for non-sustainable tourism projects.



CIPRA

Thanks a lot!

More information at
www.cipra.org

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