

EUSALP Perspectives for sustainable tourism

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Main objectives of EUSALP policies

COHESION

- > Including all types of regions in the activities implemented by the EUSALP: mountain and valley regions, rural plains, suburban areas, cities, metropolises
- > Encouraging cooperation between cities, valley and mountain areas

FOR YOUNG PEOPLE

- > Improving the focus of EUSALP activities for the benefit of young people in the Alpine region
- > Increasing the participation of young people in its activities



Main objectives of EUSALP policies

PRAGMATISM

- > Complementing existing coordination with:
 - cross-border and transnational cooperation
 - local rural development cooperation.
- > Ensuring continuity with previous chairmanships

CONCRETE

- > Focusing the EUSALP's work on specific activities with tangible results
- > Promoting the work of the EUSALP as a basis for European, national and regional public policies



EUSALP French Presidency 2020-2021

PARTICIPATION

Involving regional alpine players in preparing the chairmanship: municipalities, developers of European projects, authorities in charge of European funds, NGOs, civil society, Alpine and Jura mountain range committees, the Conseil national de la montagne (French national mountain council)

Launching and organization of the events linked to HEALPS2 (partner: Association des routes des villes d'eau du massif central).

EMBEDDING

> Arguing in favour of an ambitious cohesion policy
> Improving the inclusion of the strategic aims in European, national and local public policies, and further activating the different funds and programmes of the latter for the purposes of implementing the strategy



Developing Year Round Sustainable Tourism

Innovation Salzburg, Auvergne Rhone Alpes
General Objective:

- Accelerate the transition of Alpine tourism to an ecological and all-season model, by supporting its actors and encouraging them to cooperate on a local and European scale
- Providing an impetus to speed up the Alpine tourism transition towards an environmentally friendly model



Developing Year Round Sustainable Tourism

"Tourism is a complex work of art that creates holiday experiences and offers quality for the guests"

- a. Sustainable development in tourism
 - climate change, regional resources, circular economy, Green Deal
- b. Regional development
 - tourism as connector, fulfilling societal functions, local value creation
 - social acceptance of tourism (overtourism, local population)
- c. Labour shortage
 - image, work-life balance, new competences, succession, rural-urban
- d. Digitalisation
 - ongoing empowerment for tourists and businesses
- e. Short-term adaptation strategies
 - Covid 19, intercontinental tourists



AG2 Subgroup on Tourism has been working:

- o to develop a knowledge base and exchange knowledge on how to successfully initiate tourism innovations, products and processes based on natural resources.
- o To create knowledge-driven innovation in Alpine health tourism on evidence-based natural health resources.
- o To improve the access of tourism enterprises to innovation knowledge by shaping the transfer process from scientific theory to application.
- o To initiate service innovation processes in the field of tourism by integrating scientific evidence and addressing new customer groups.
- o To create a better understanding and develop models as well as harmonize regulation in the Alpine region for the smart and sustainable use of natural Alpine resources.
- o Sustainable exploitation of Alpine natural health resources and cultural heritage (e.g. re-evaluation of traditional medical heritage).
- o To position the Alpine space as a healing environment for urban populations
- o To develop year-round sustainable tourism
- o Accelerate the transition of Alpine tourism to an ecological and all-season model, by supporting its actors and encouraging them to cooperate on a local and European scale.



Key figures



3,200
PARTICIPANTS

- 2,000 people joined live via the online platform
- 1,200 people attended the conference in person



203
EXHIBITORS /
SPEAKERS

- 100 SPEAKERS:
 - 6 topical workshops
 - 2 plenary conferences
 - 15 partner conferences
- 103 EXHIBITORS



4
MOUNTAIN
RANGES

- Alps
- Jura
- Massif Central
- Pyrenees



1
JOINT
DECLARATION



29
REGIONAL
WORKSHOPS

Collective intelligence
regional workshops



39
INITIATIVES

Transition
initiatives
in mountain
communities

The **General Assembly on the Transition of Mountain Tourism** (Sept 2021) has made it possible to :

FEDERATE AND FOSTER DIALOGUE

- Initiate a dialogue between many mountain stakeholders who were not used to consulting each other
- Make the debate accessible to as many people as possible

RAISE AWARENESS

- **Explore the** issues mountain regions must address and the challenges of transition
- Make visible and share existing initiatives with the Initiatives Village

ENGAGE AND PLAN AHEAD

- Give the floor to all the actors of the territory
- Encourage territorial dynamics for a concrete implementation of the transition with territorial workshops

General Assembly partners are listed in appendix

Findings and outcomes

Economic and tourism model transition

- Revaluation of the economic base
- Offer and clientele adaptation
- Systemic approach with all stakeholders

Resource and environmental management

- Common management and preservation strategy (environment vs tourist over frequentation)
- Education and awareness raising

Mobility

- Management of tourist flows - public transport
- Structuring the use of bicycles

Governance

- The role of the inhabitants and tourism actors in the decisions
- The place of cooperation, trust and sharing

Housing

- Regulation of secondary houses (C2C housing offer)
- Access to housing and jobs for local people



Transtat Alpine Space Project: Objectives

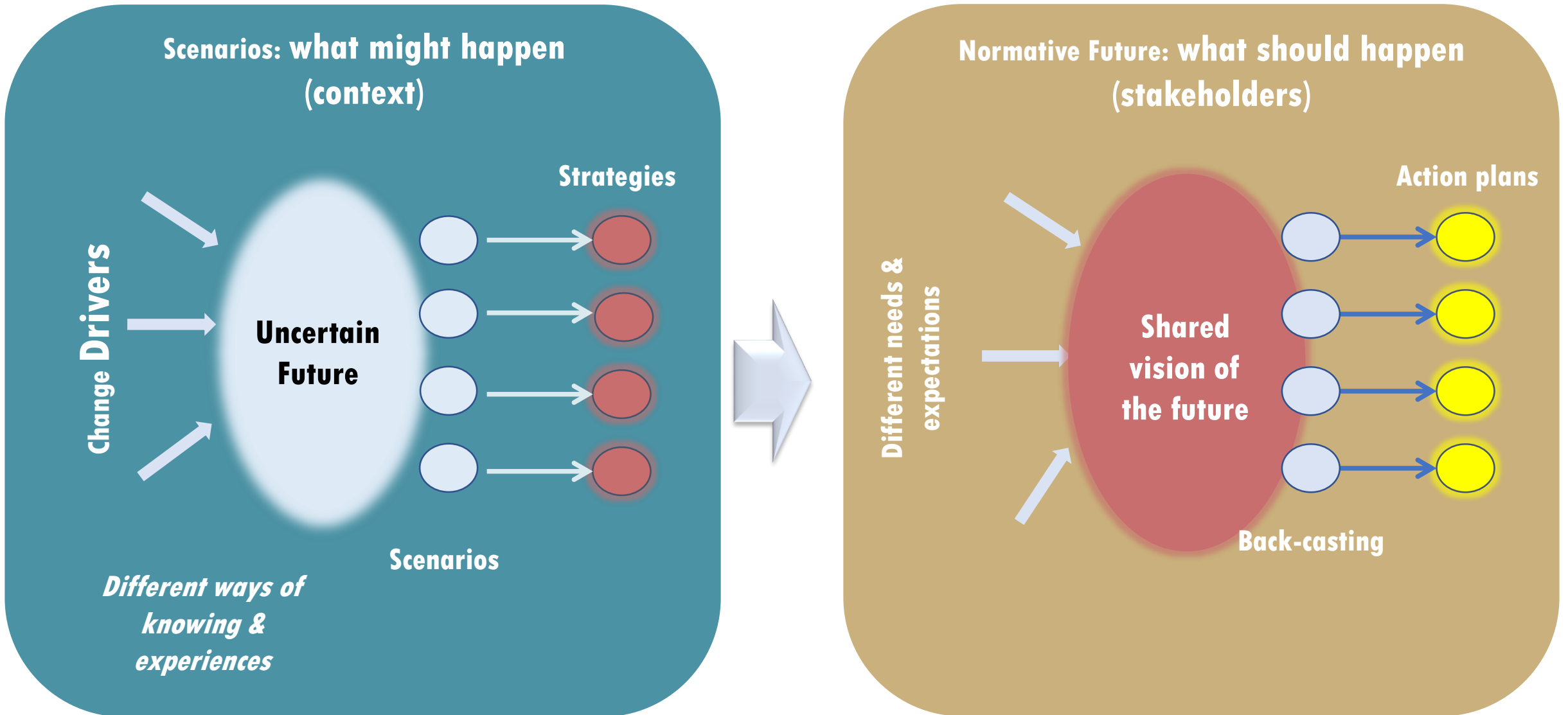
- **to facilitate the adoption of co-constructed transition processes in Mountain Resorts (MR), understood as ski resorts and their territory.**
- **to promote the implementation of new touristic, economic, social and environmental development models to enhance a lively future in alpine mountain areas.**
- **to create a network of resorts and territories committed to transitions on the scale of the Alpine region.**

Outputs

- **Mapping/Overview on natural resources** in the EUSALP that serve as basis for health touristic initiatives.
- **Establishment of transnational knowledge and community base** to support future development of regional initiatives
- **Development of model destinations** combining resources and know-how, organizing knowledge transfer and developing value chains. These models do function as best-practice example on EU-level.
- **Launch of a network of mountain resorts** in transition



Participative Transition Process





Have a look at the project website
www.alpine-space.eu/healps2

and follow us



HEALPS2