

SWOMM 2013

*“Sustainable tourism and accessibility
in mountains areas”*

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Balancing Summer and Winter Tourism in a One-planet Mountain World

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Mountain Centre, University of Savoy

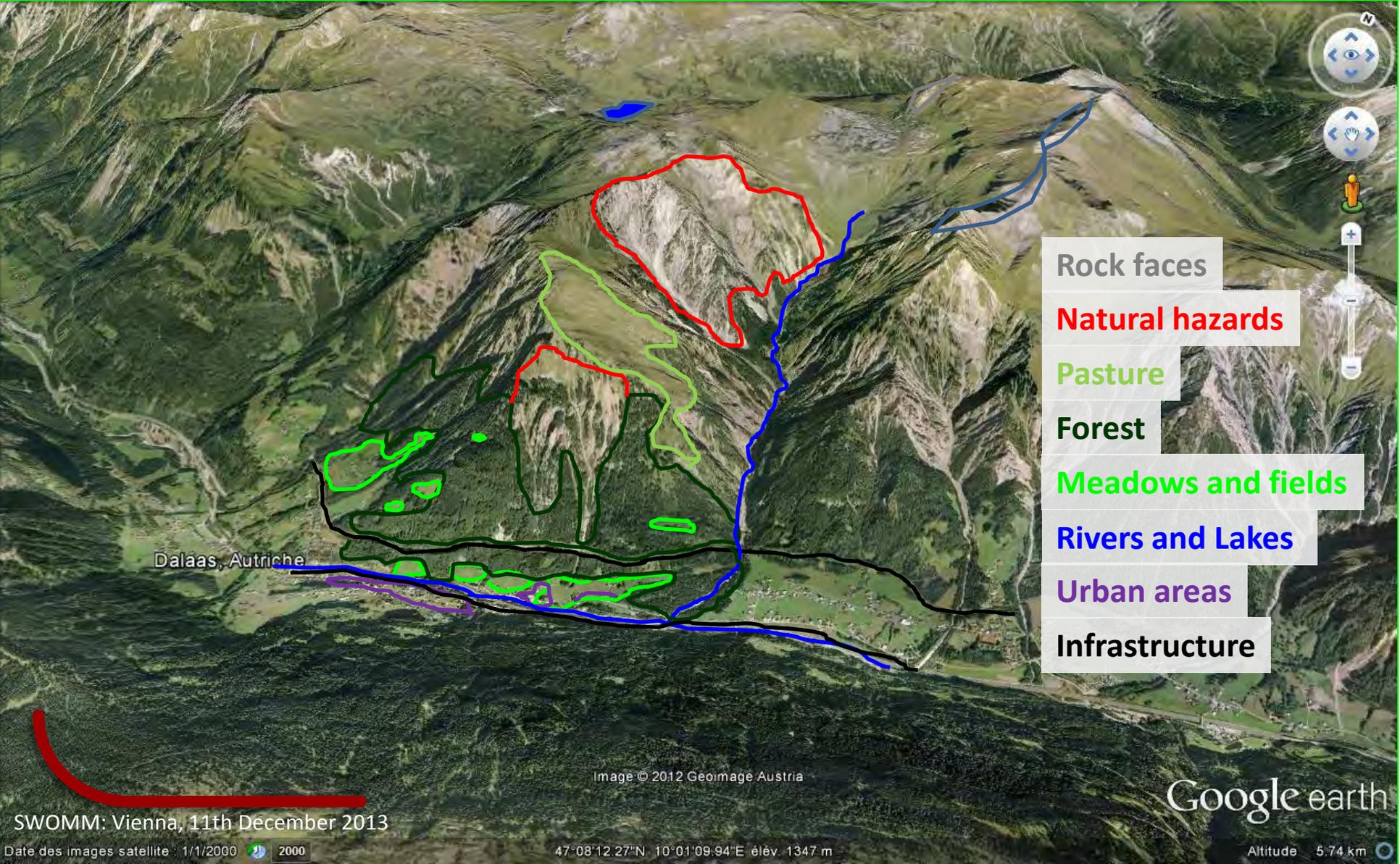
Challenges of Sustainable Tourism

“If the Alpine Space is to serve as a living space for the next generations of mountain people and as a recreational space for a wide variety of population, then claims of interest have to be adjusted to the ***productivity of the natural balance*** i.e. socio-economic development has to be brought into a ***regionally-differentiated equilibrium of ecological resilience***”

Swiss MAB Project, Bruno Messerli 1978



Let Tourism benefit from fragmented Mountain Landscape and Vice Versa !



- Rock faces
- Natural hazards
- Pasture
- Forest
- Meadows and fields
- Rivers and Lakes
- Urban areas
- Infrastructure

Dalaas, Autriche

Image © 2012 Geoimage Austria

Google earth

SWOMM: Vienna, 11th December 2013

Date des images satellite : 1/1/2000 2000

47°08'12.27"N 10°01'09.94"E elev. 1347 m

Altitude 5.74 km

Development of Ski Resorts through Rail Infrastructure



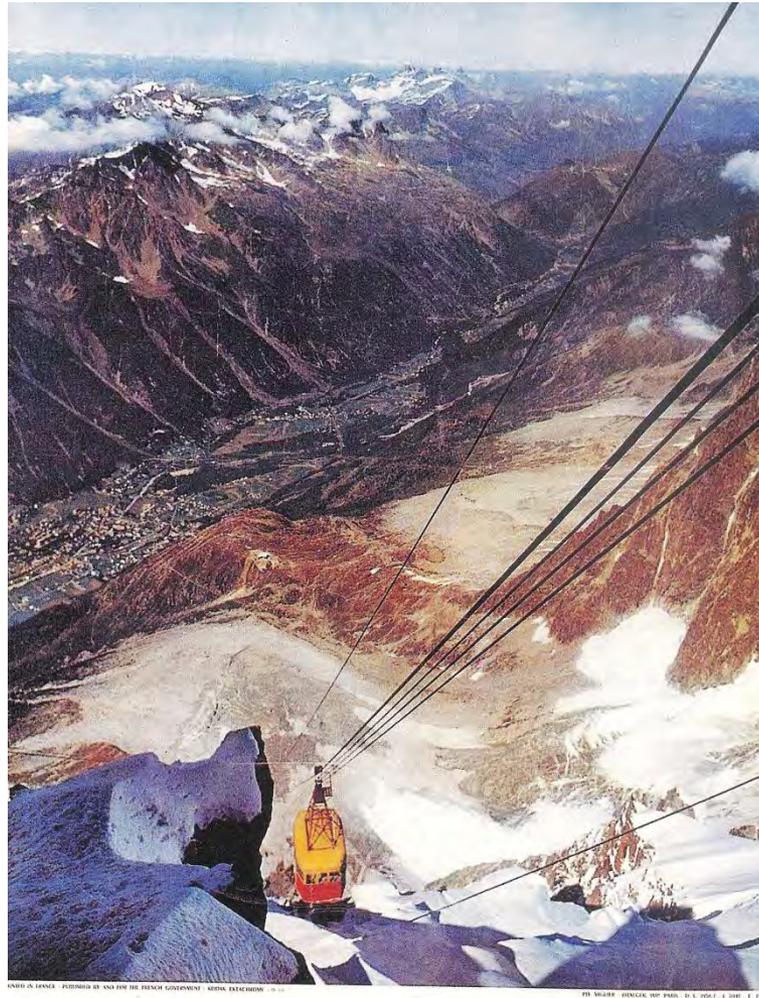
Chamonix 1860



Chamonix 1901

railroad

Vertical Connectivity by Cable Car



CHAMONIX-MONT-BLANC

LE TÉLÉPHÉRIQUE DE L'AIGUILLE DU MIDI, LE PLUS HAUT DU MONDE

FRANCE

Winter / Summer Image of Mountain Resort

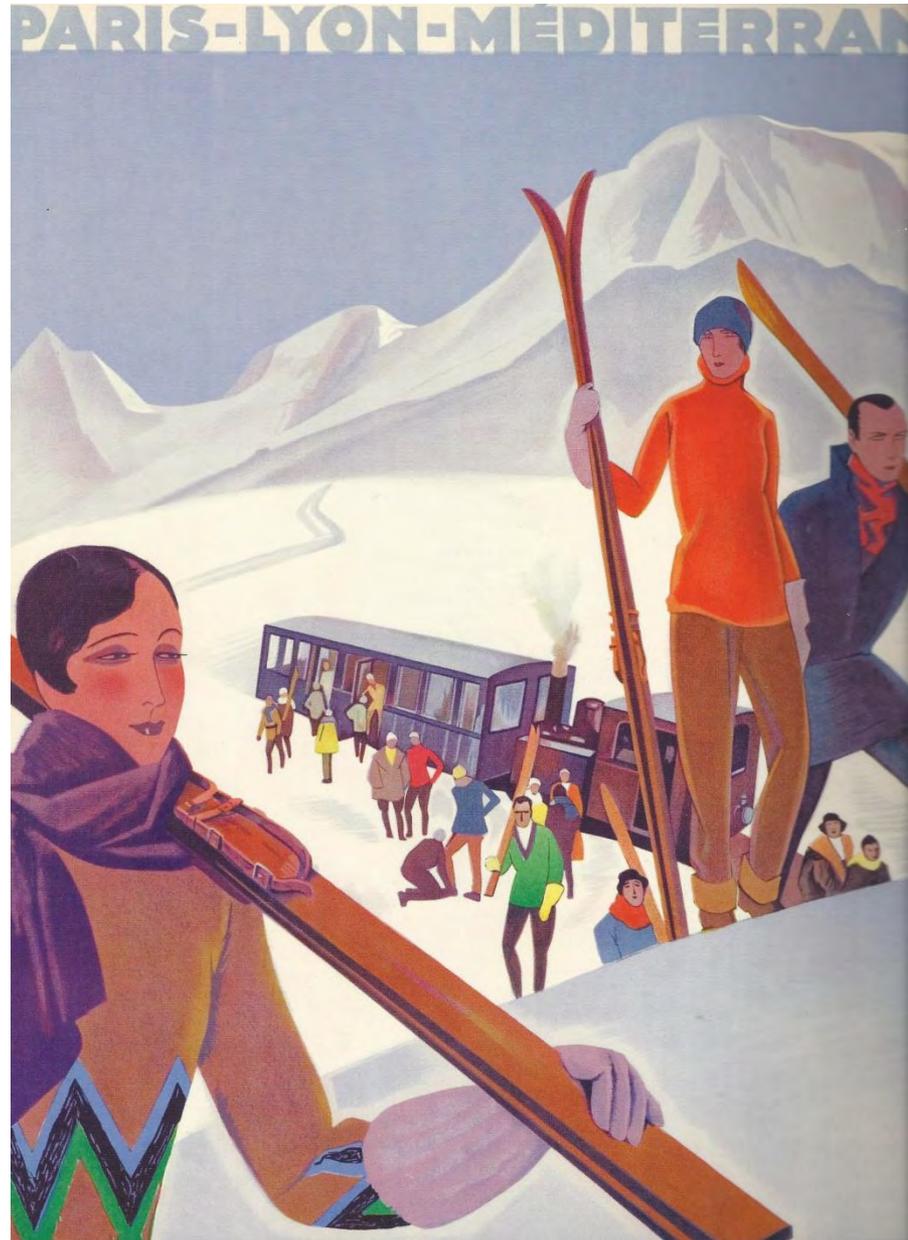


1948

Snow / Water Image of Mountain Resort



Arrival for Winter Sports with the Mont Blanc Railway



Broders 1930

Perfect Winter Fun – Marketing for Car Travel

Czech Republic
Land of Stories

Der perfekte Winterspaß

nur 280 km
von Berlin entfernt

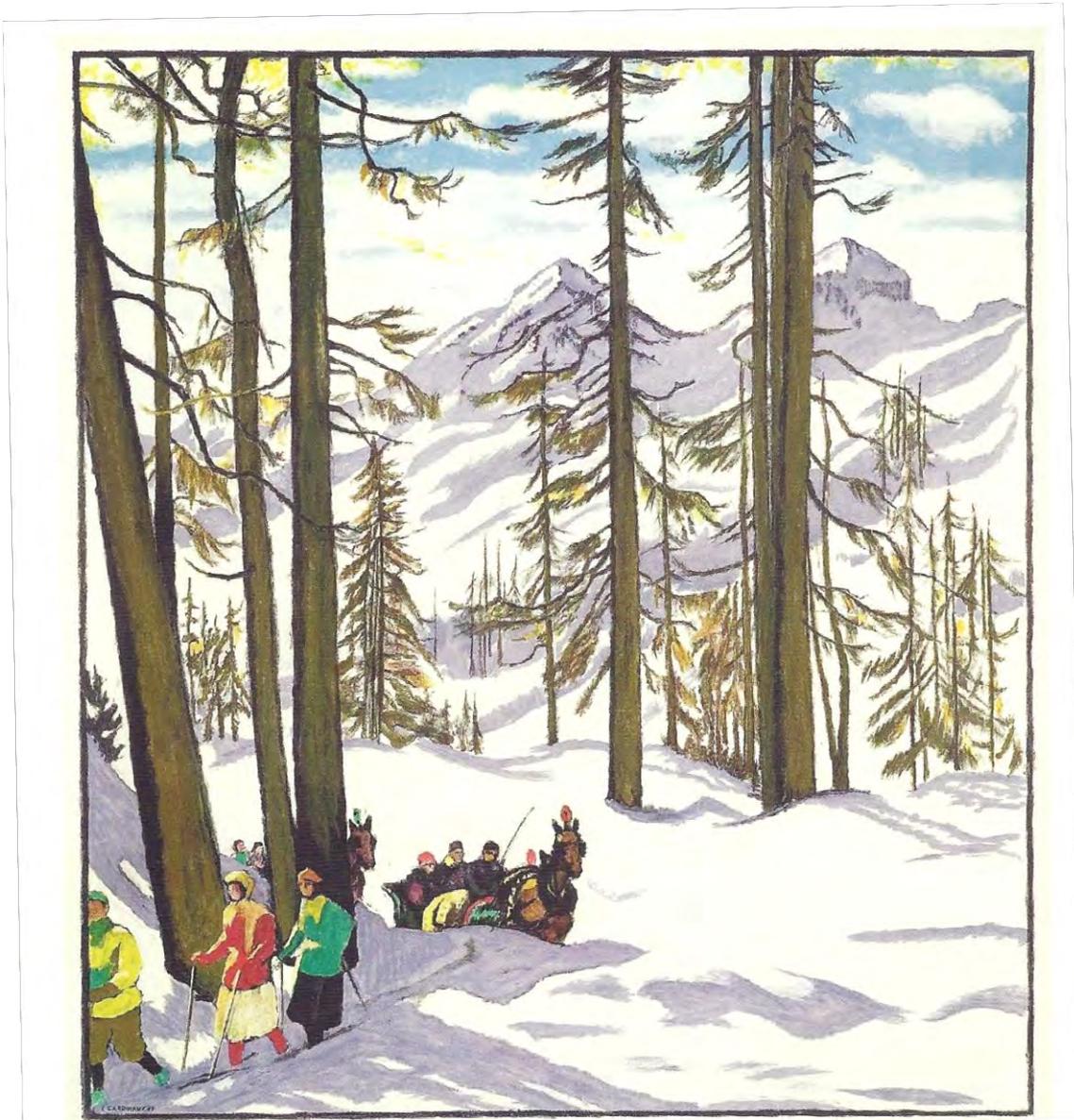
280 instead of 500 km in the car

Wer will schon mehr Zeit als nötig im Auto verbringen? Vor allem die Kleinsten möchten sich lieber auf der Piste als im Auto austoben. Daher ist die Entscheidung klar: lieber 280 als 500 km ins nächste Skigebiet fahren...

winter.czechtourism.com

Tschechien – zum Greifen nah!

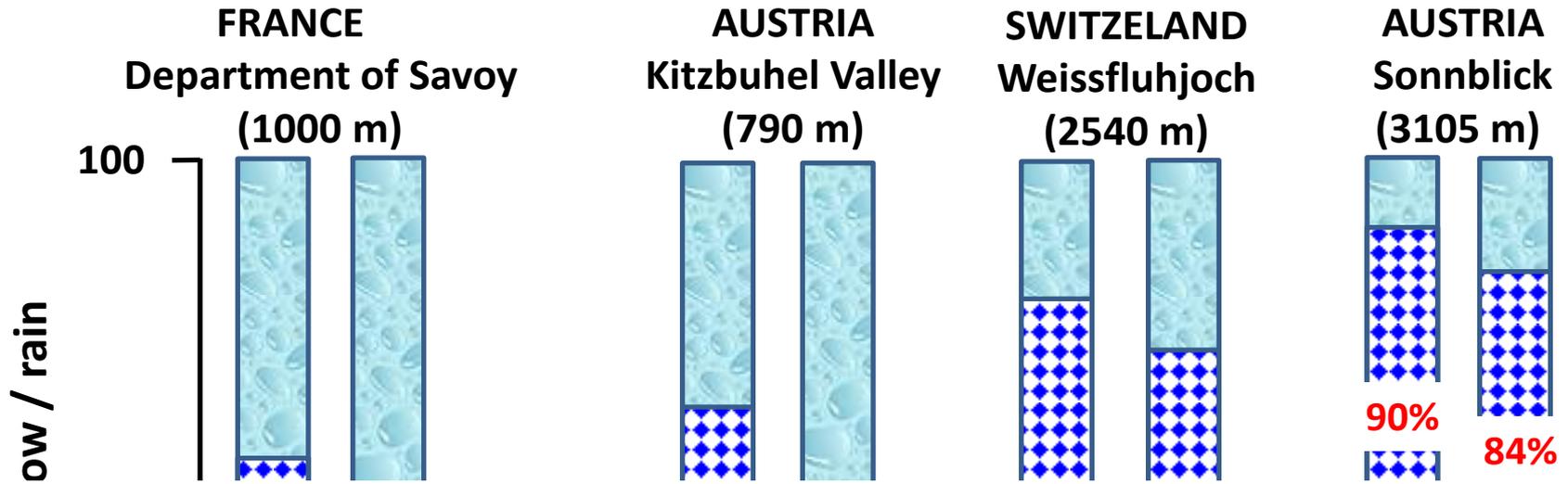
St. Moritz “Soft Winter Tourism”



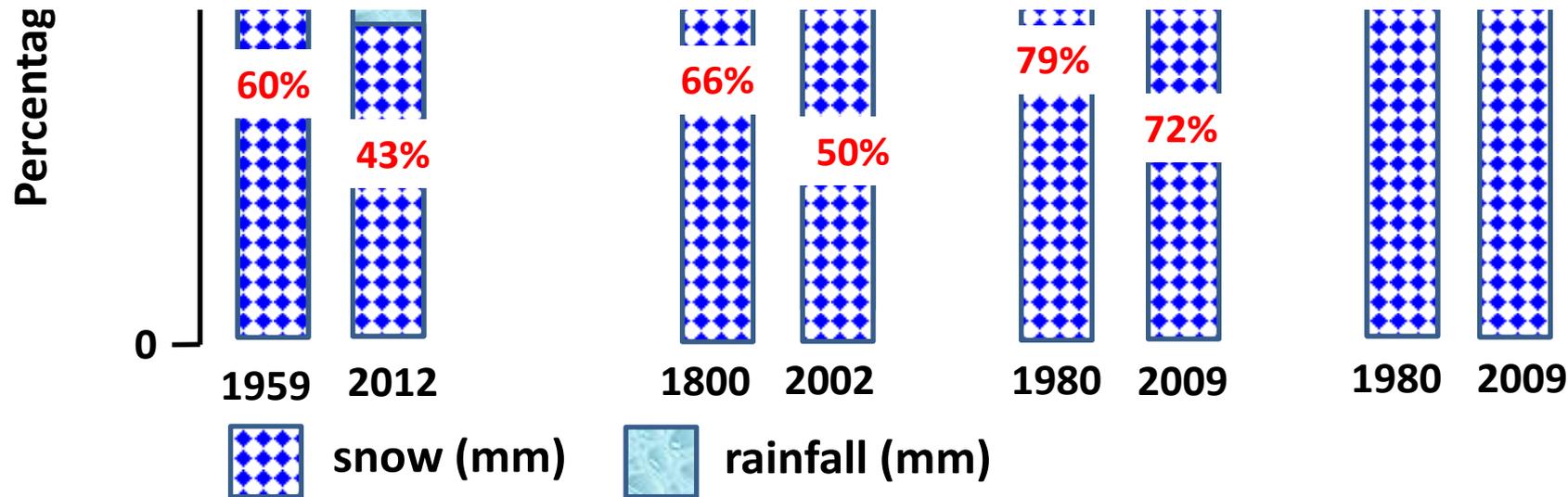
Cross-country skiing and wooden, horse drawn sleighs

Cardinaux 1918

How compatible is Tourism with Changing Climate ?



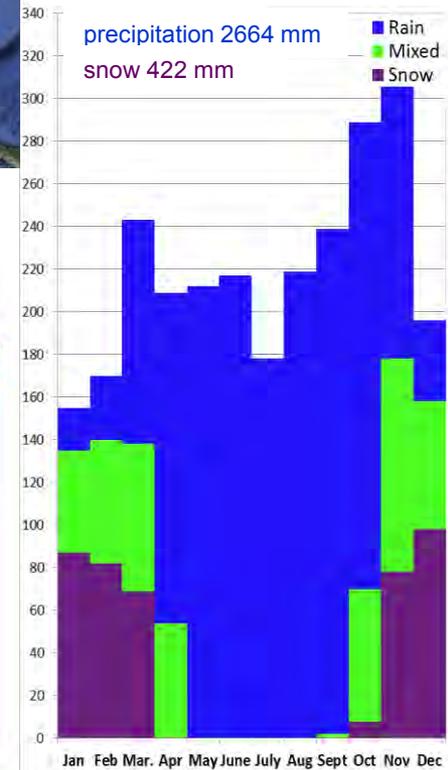
Moved from snow- to rain dominated regime at 1000 m since 2000 !



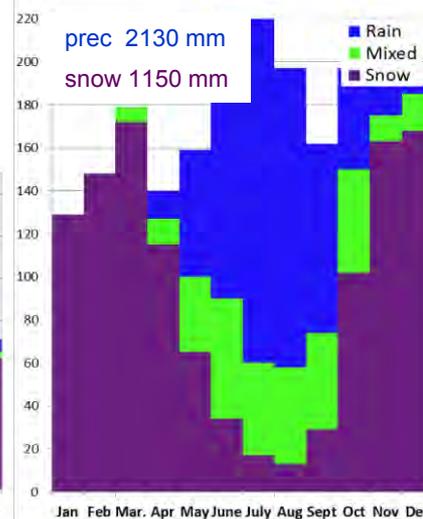
Comparison of Precipitation in Ski Resorts in the Alps



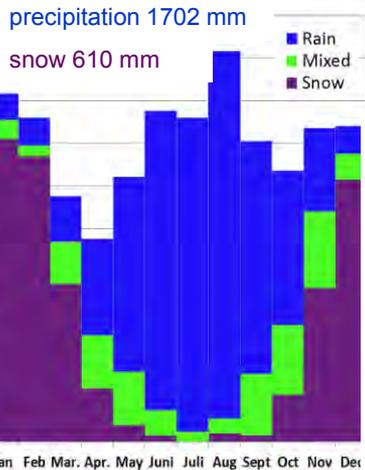
Kranjska Gora (812 m)



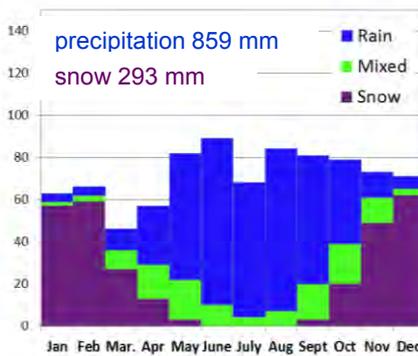
Villacher Alpe (812 m)



Chamonix (1460 m)



Zermatt (1625 m)



Green Labels for Alpine and other Mountain Tourism

- how green are they really ?
- who defines and attributes them ?
- do they exist for resorts without alpine skiing ?



Examples of Green Labels in the Alps / other Mountains



Les Rousses (2006)



FLOCON VERT
du développement durable

24/8/2009



© 2013 Google
Image © 2013 IGN-France

Google earth

Date des images satellite : 17/1/2006 2006

46°26'51.62"N 6°04'08.22"E élév. 1294 m

Altitude 2.68 km

Haute Savoie, French Alps

Les Rousses (2012)



Nordic Stadium Les Tuffes

Asphalting and Landscape Destruction



Brauneck Ski Area in summer, Bavaria

in equilibrium

During Construction of Snowmaking Reservoir



After Construction

lost equilibrium





Trekking in the Alps – respectful of the environment

- discovering of landscapes thanks to an immense network of **transboundary paths** interspersed with mountain huts
- only need to carry your personal belongings in a light pack
- food and bedding provided by mountain huts
- **itineraries of several days** or small family circuits
- **groups limited** to 8 people
- since 20 years the International Association of Mont Blanc Guides proposes **trekking that is respectful of the environment**
- **minimal use** of motorized transfers
- **rupture with “always more” model**

Mountaineering Villages (Bergsteiger Dörfer) – Soft Tourism in the Alps



Criteria:

- Soft mobility
- Self mobility
- High % of Natural Park or Protected Areas



Winter

- Snow shoes
- Ski tours and Nordic skiing

Summer

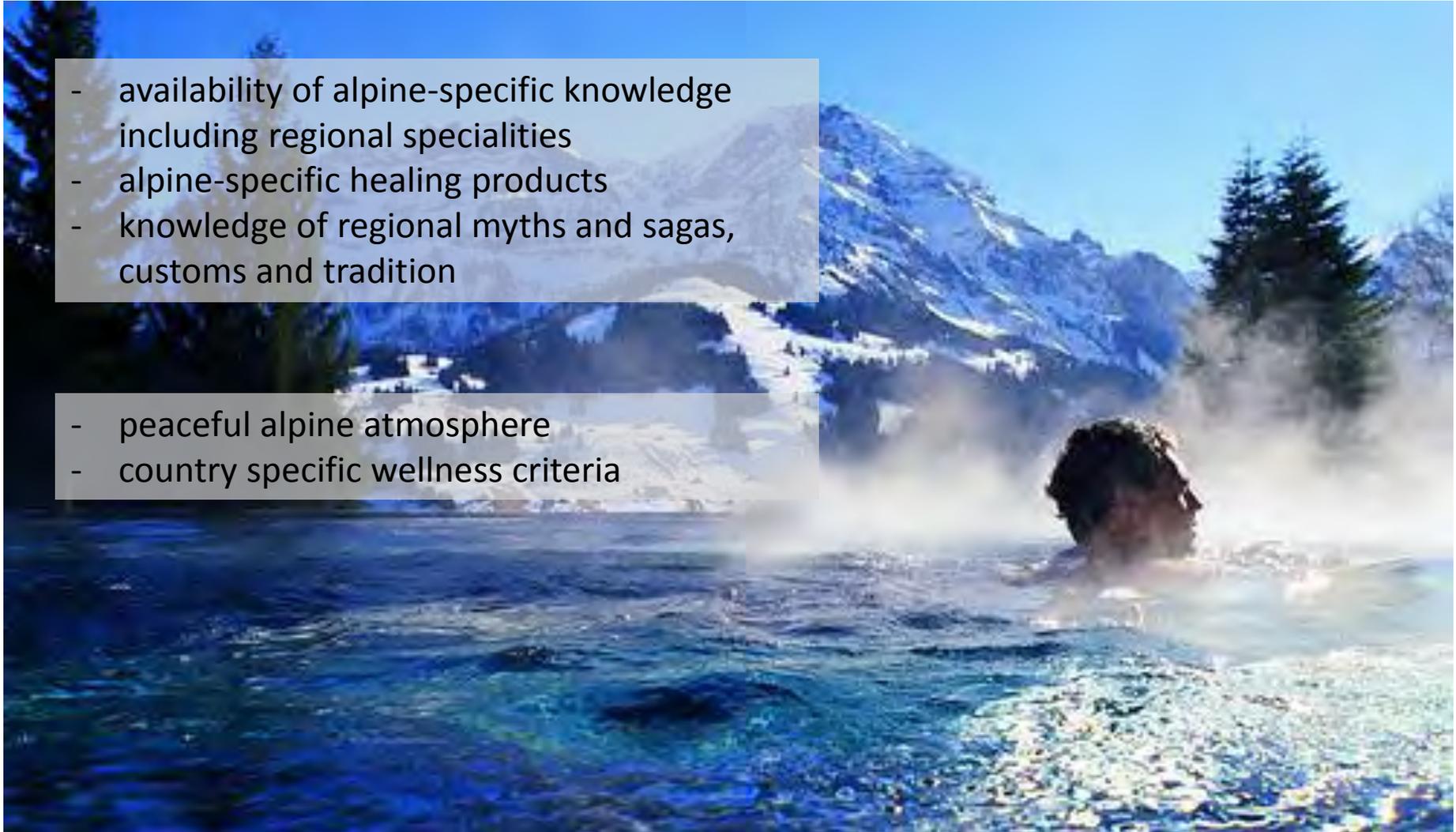
- Hiking and mountaineering
- Climbing
- Mountain adventure
- Art and culture
- Observation of wild animals

Alpine Wellness Label



Some Criteria

- availability of alpine-specific knowledge including regional specialities
 - alpine-specific healing products
 - knowledge of regional myths and sagas, customs and tradition
-
- peaceful alpine atmosphere
 - country specific wellness criteria



Only German-speaking alpine countries

Alpine Wellness Label



Alpine Character mirrored in architecture and equipment of houses. The hotels distinguish themselves by their idyllic location, embedded in wonderful natural landscapes as well as the use of specific local products from regional agriculture.



Alpine Health. In order to achieve alpine health the power of nature is combined with the most modern medicinal healing methods . This medically supervised offer is adapted according to “medical wellness” to the needs of the guests.



Alpines Care. Enjoy the healing forces from local natural products in cosmetics, massage and their applications in the culinary fields. Let yourself be spoilt by the Gifts of the Mountains.



Alpine Fitness . Alpine Fitness encompasses supervised activities and exercise courses in fresh air as well as regular fitness checks. Whether through mountain biking and walking en in the summer or snow-shoeing and Nordic skiing in winter: nature forms an impressive coulisse for unforgettable moments.

Cross-country Skiing in Bauges Geopark (France)



Discovering Archeology on Snow Shoes

Stoanernen Mandl (Stone Men), S. Tyrol, Italy

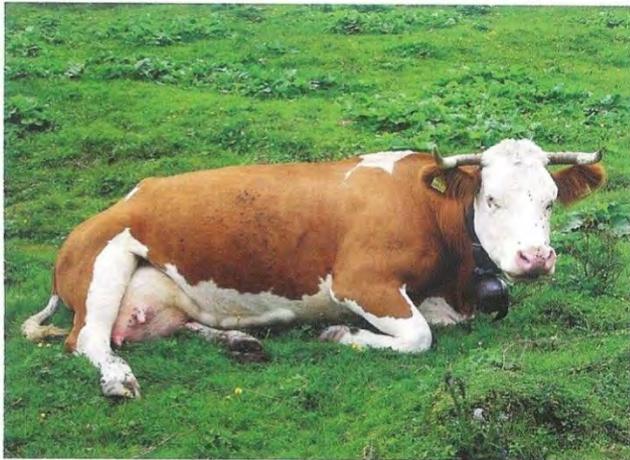


Strengthening Agri-tourism

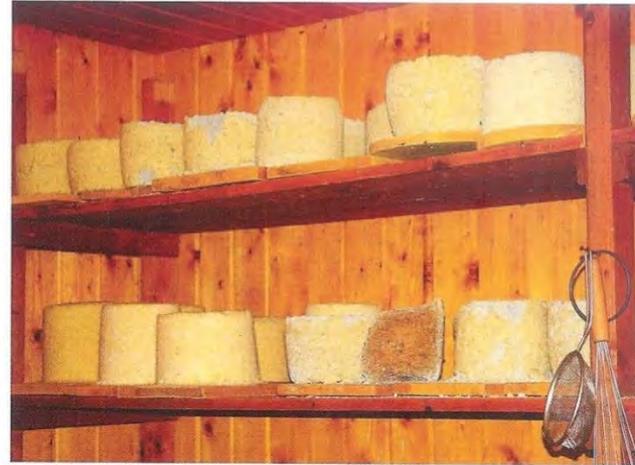
Milk and cheese products in picturesque setting (Austria)



Schrabacheralm. Diese Alm am Weg zur Planneralm wird vorbildlich bewirtschaftet. Eine kleine, moderne Sennerei wurde vor kurzem eingerichtet.



Kuh auf der Schrabacheralm



Der Käse muss mehrere Wochen im hygienischen Käsekeller der Schrabacheralm reifen, um sein kräftiges Aroma zu erhalten.



Almjause auf der Schrabacheralm. „Roggenblättln“ und „Bauernkräpfen“, „Steirerkäse“ und „Buttermilch“ schmecken hier oben besonders gut.

Strengthening Local Agricultural Products

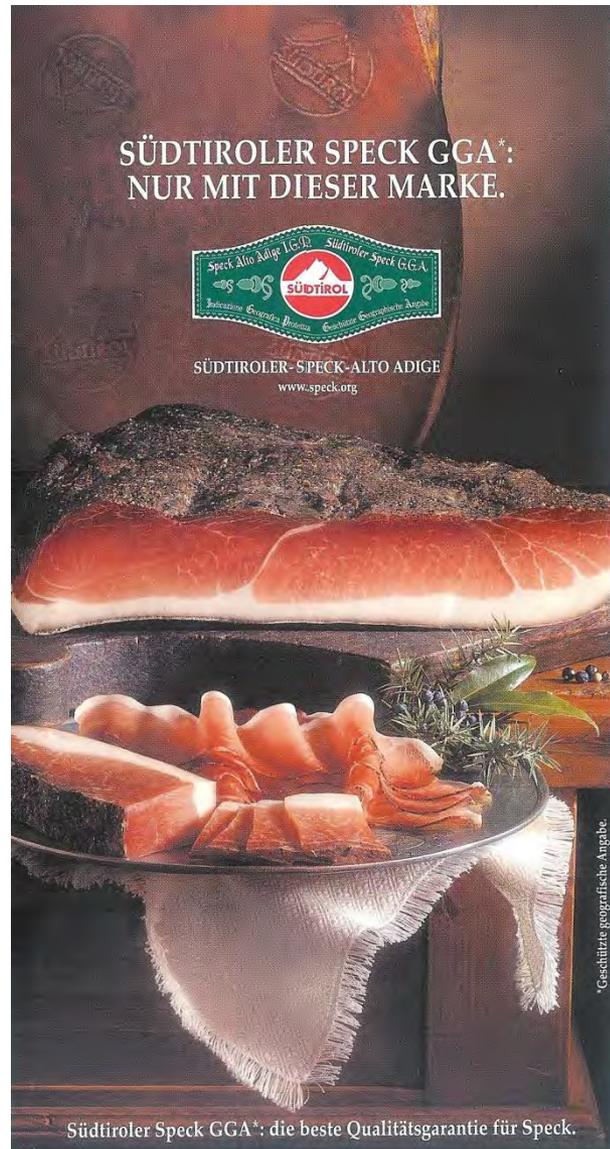
Butter, handmade, artistic design (Salzburg, Austria)



Mandl 2003

Strengthening Local Agricultural Products

Ham, Product of Controlled Origin, S. Tyrol, Italy



SÜDTIROLER SPECK GGA*:
NUR MIT DIESER MARKE.

Speck Alto Adige I.G.P. Südtiroler Speck G.G.A.
Indicazione Geografica Protetta Consorzio Tutela Speck Alto Adige

SÜDTIROLER-SPECK-ALTO ADIGE
www.speck.org

*Geschützte geografische Angabe.

Südtiroler Speck GGA*: die beste Qualitätsgarantie für Speck.

Development of Agricultural Labels



Cheese

- **AOC (Controlled Origin)**
- **90% local hay**
- **local landscape protection**
- **increases biodiversity**

Strengthening Food Products in Fertile Valleys



wine



Asparagus in Terlan, S. Tyrol

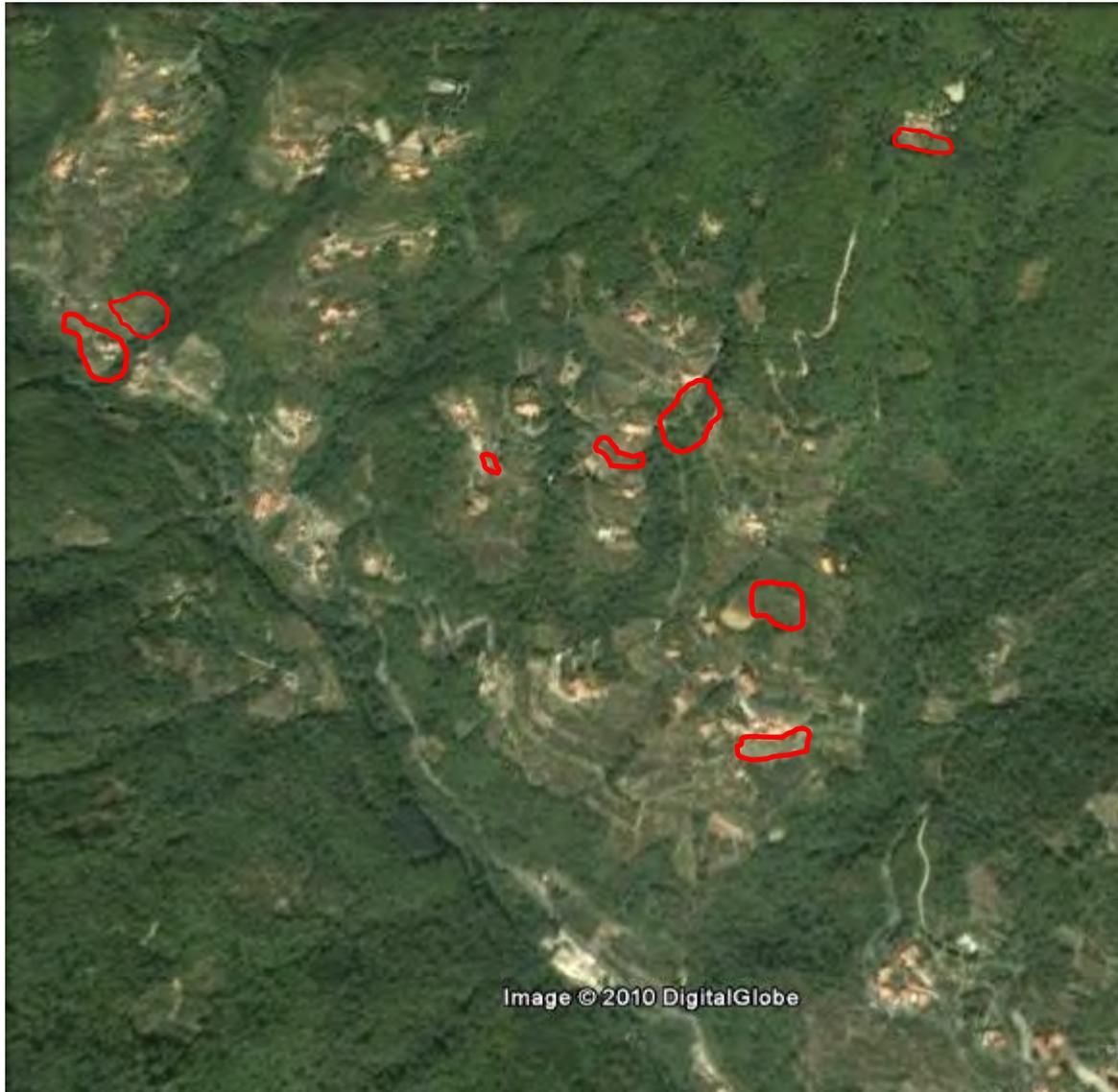
Agri-tourism (> 50 % self-sufficient)



Rialto, Finale Ligure, Italy (500 m a.s.l)

de Jong 2010

Re-use of old Agricultural terraces



- olives
- wine
- stone fruit
- vegetables

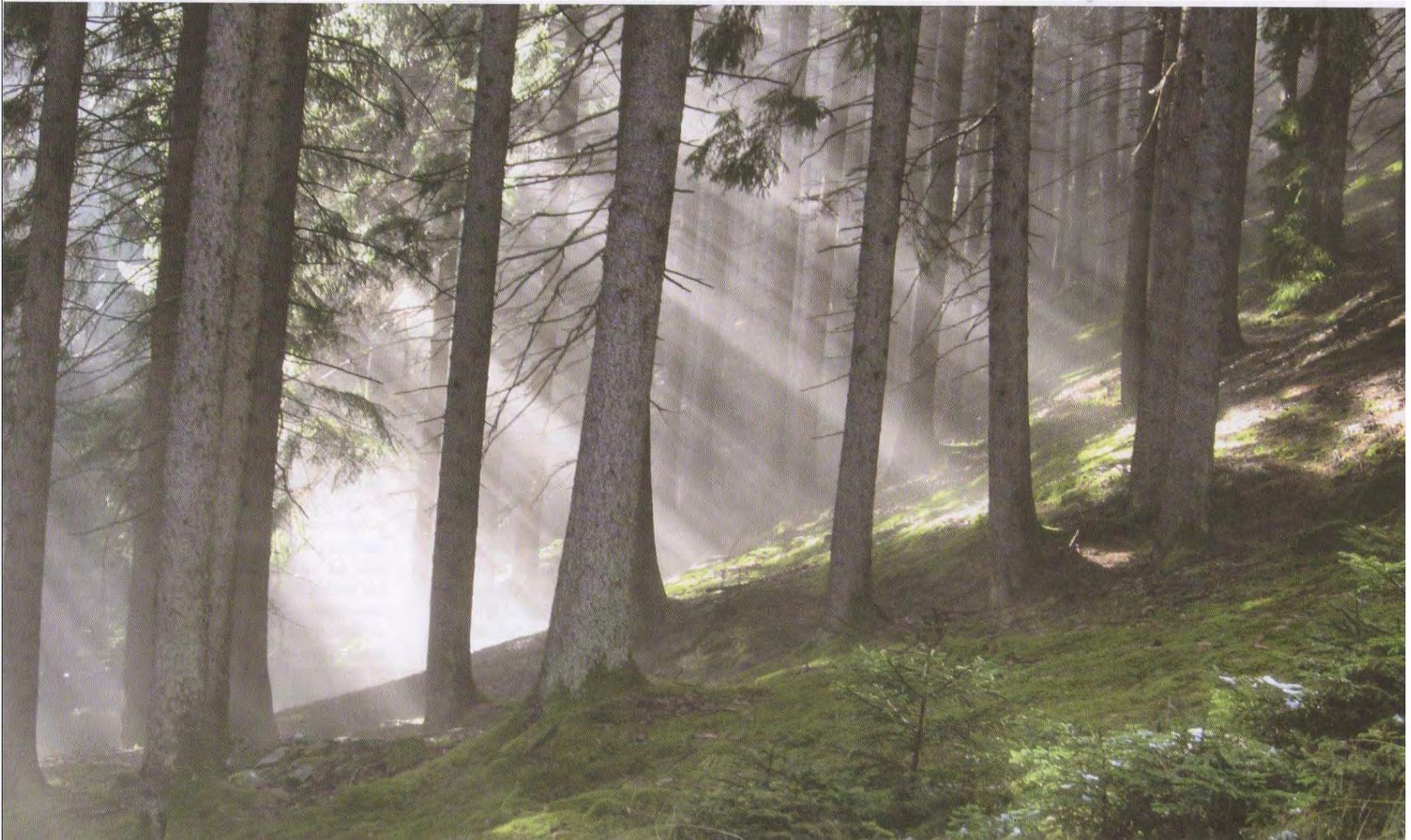
Innovation and Re-invention



Horse-riding and manure creation



Forests for Relaxation und Education



(Tappeiner et al 2008)

Importance of Water for Summer Tourism



Swiss Alps

Toggenburg Tourismus

Attractiveness of Wetlands



Vallée de la Clarée, French Alps

Photo: de Jong 2009

Educational Mud Path in a Wetland



Switzerland

Toggenburg Tourismus

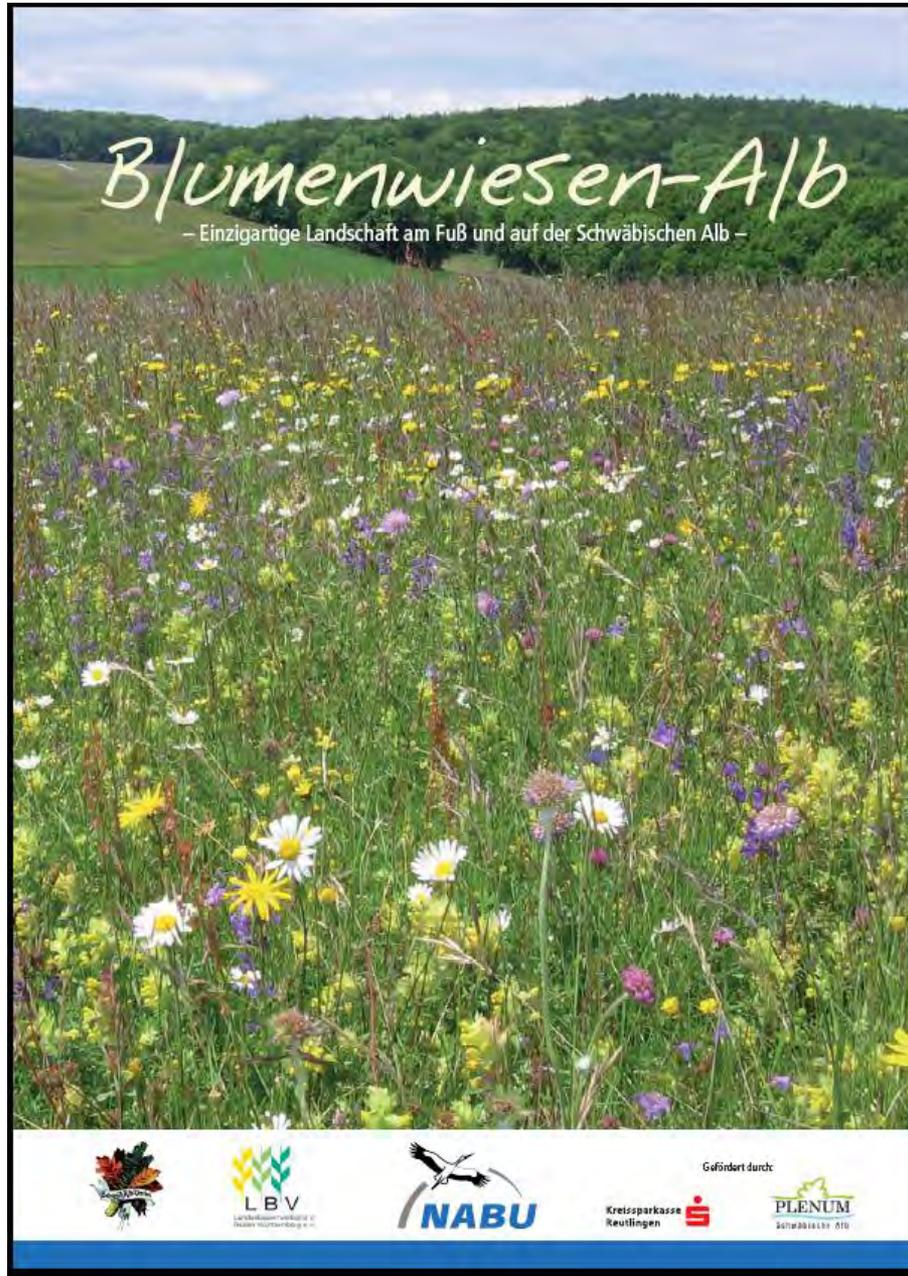
Well-being with Kneipp Water Cure



Tirol, Austrian Alps

Photo: de Jong 2009

Competition for Meadow with highest Biodiversity



Mountain Flower Festival (Austria)



fröhlich & echt! **AUSSEERLAND**
SALZKAMMERGUT
Narzissenfest
Kleine Zeitung Narzissenfest in Kooperation mit OÖN & SN

5. Juni 2011

White Narcissus

Flower Festival embedded in Mountain Landscape



White Narcissus Artistic Cat (Austria)

Preserving Biodiversity on Alpine Meadows



White Narcissus (Bad Mittendorf, Grimming, Austria)

Villach Case Study (Austria)



1998 Artificial Snow is to be developed in Dobratsch to maintain skiing

2000 A citizen movements “Protect the Dobratsch” is initiated.
The idea of a Nature Park Dobratsch is born.

2002 The Nature Park Dobratsch is opened. Ski lifts are dismantled

2012 10 years Nature Park Dobratsch is celebrated.
Special emphasis is put on “Dobratsch Spring Water”.
The Park has received 2 awards and works closely with local communes
The new summit hut has been opened, only accessible by foot

Dobratsch Spring Water in Villach



Planneralm, Austria

Ski Area without Artificial Snow

Planner Alm
Styrian Nature Snow Idyll



Advantages

- people do not ask for artificial snow
- people love the feeling of natural snow
- energy and water savings contribute to green economy and climate change mitigation

Disadvantages

- cannot open in the pre-season
- cannot open when no snow
- no financial support

Photo: Planneralm

Planneralm, Austria

Nocturnal Snow Activities without Snowmaking

Planner Alm
Styrian Nature Snow Idyll



Photo: Planneralm

Planneralm, Austria

Summer Tourism in symbiosis with Winter Tourism

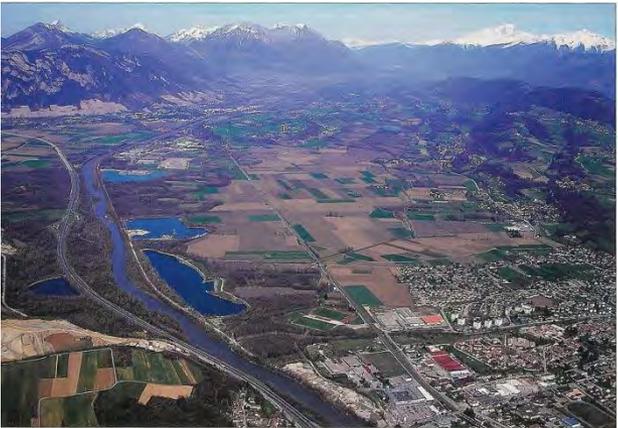


Planneralm
Natur, wohin du blickst.

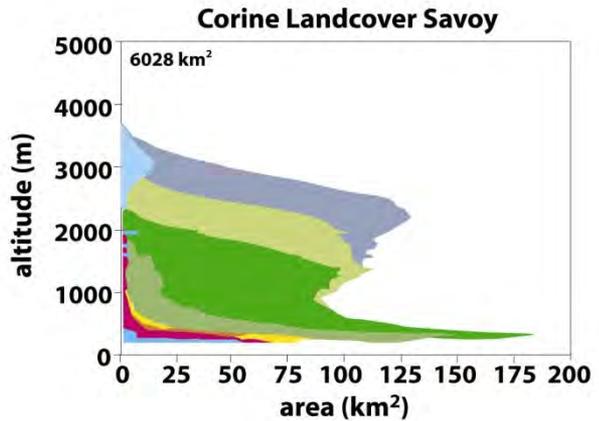
Photo: Planneralm

Adapt Tourism to Altitudinal Land Use Distribution

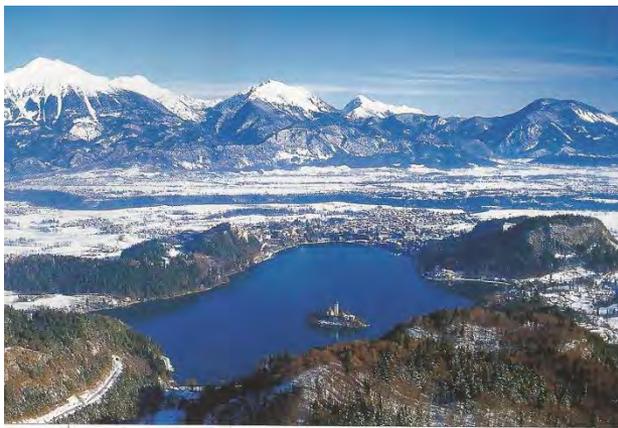
Savoy (France)



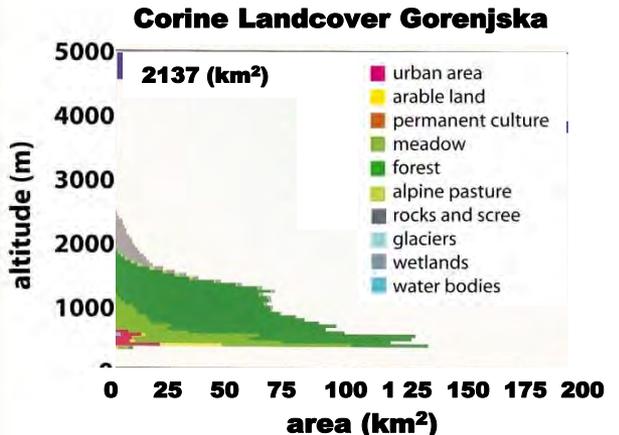
Pontcharra im Isèretal ist umgeben von den Ausläufern der Chaîne de Belledonne und dem Vanoise Massiv



Gorenjska (Slovenia)



Blick über Bleder See und Save auf die Karawanken, Veliki Stol/Hochstuhl (2.237 m) ganz links



CONCLUSIONS

- summer and winter tourism need to maintain a **dynamic equilibrium of resources** in space and time
- sustainable tourism should benefit from, promote and protect **eco-productive regions**
- mobility should be **adapted and limited** according to altitude and remoteness
- tourism should be **responsive** to climate and associated land cover change
- green **labels** and tourism **regulations** require much **stronger scientific evaluation**