

Hochschule
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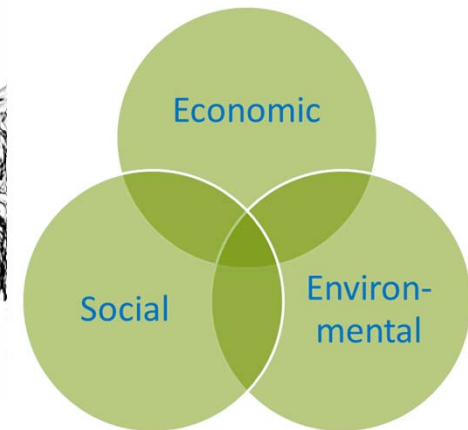
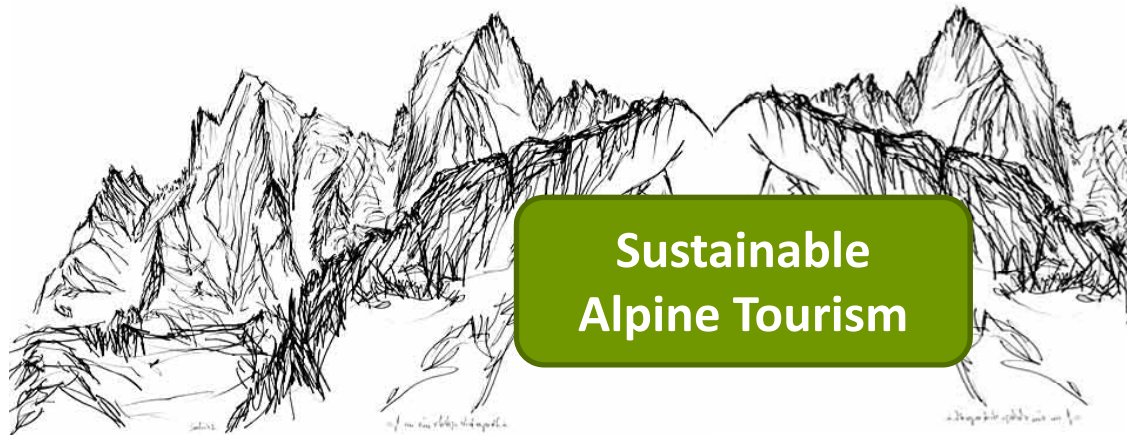
 Fakultät Tourismus

Konferenz
**Nachhaltiger Tourismus
in den Alpen**
> Zusammenfassung

Prof. Armin A. Brysch
Sonthofen, 8.6.2016

Summary (I)

Demand: 100 Mill. Tourists p.a.

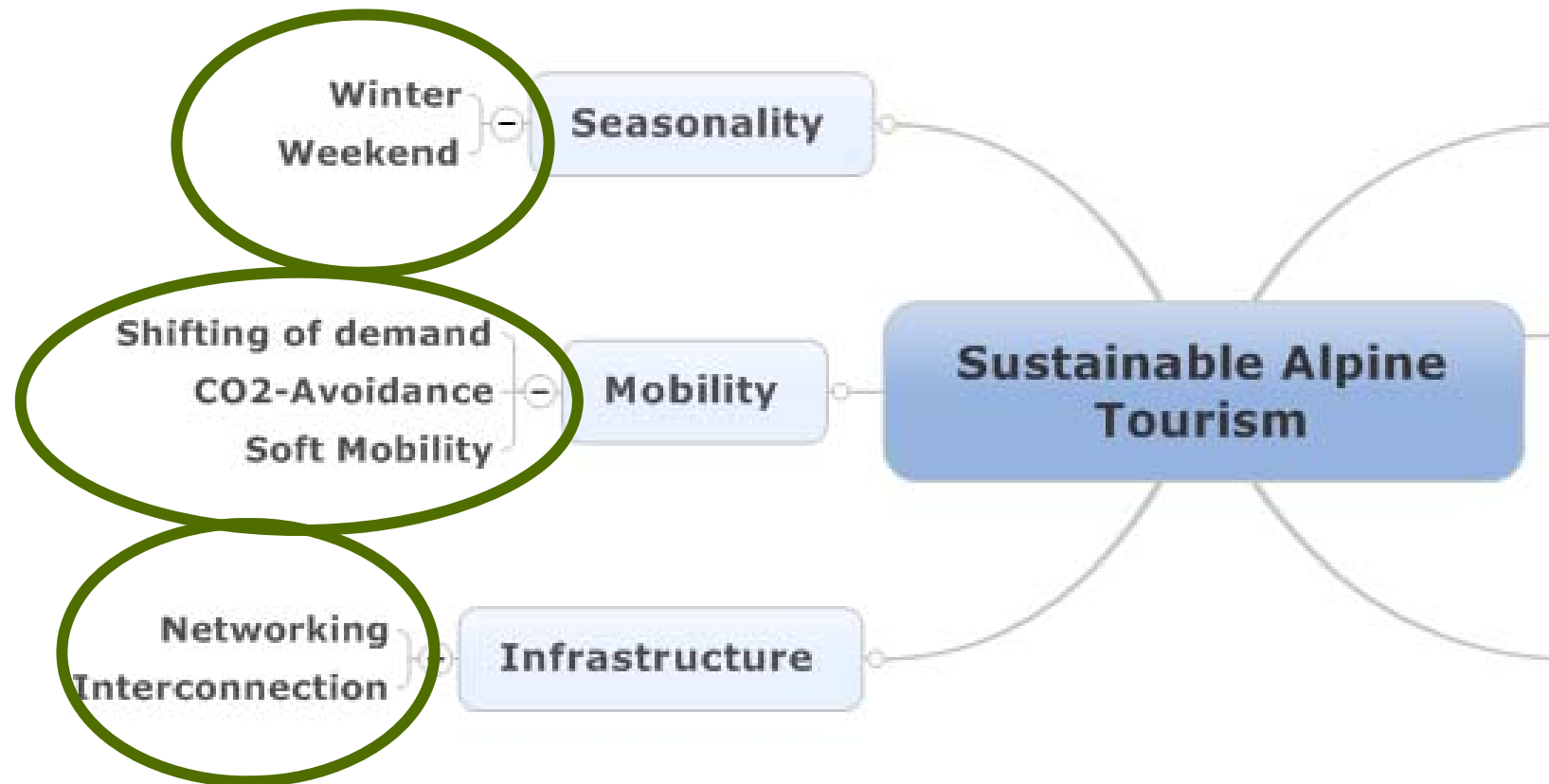


Supplier

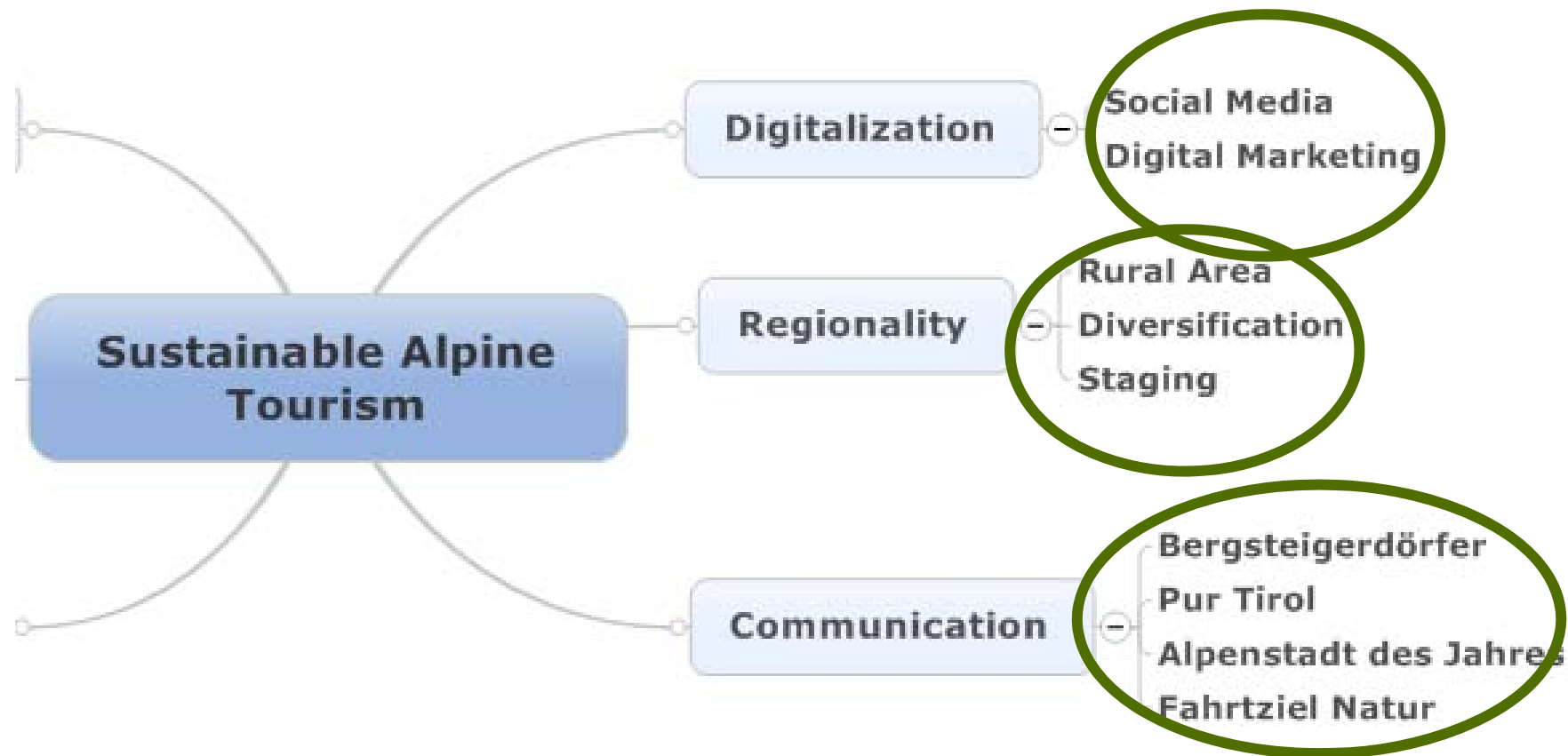
Summary (II)



Summary (III)



Summary (IV)



Summary (V)

Demand: 100 Mill. T

- Different motives (in winter focus on sport), *landscapes and nature* strong for international guests
- Challenges: land consumption, seasonality, traffic, clima change

- Wide range of different products, services and projects
- Pure/slow - staged/fast

**Sustainable
Alpine Tourism**

Supplier

- Innovative, sustainable services and products development
- Cross sectoral approaches
- Cooperation, networking

Summary (VI)

Conclusion:

- Understand diverse motives of tourists
- Focus on sustainable (cross sectoral) strategies
- Dare innovations and diversification (product development, service design, digitalization, cooperation etc.)
- Learn from good and best practices (21 Bergsteiger Dörfer, 18 Alpine Towns, EU EDEN initiative for promotion of sustainable tourism, Fahrtziel Natur etc)

Thank you...

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