

HEALING POWER OF THE ALPS

BAD HOFGASTEIN, SALZBURGER LAND REGION (AT)



Friday, October 8th, 2021

10:00 – 11:15 Opening

Elisabeth Köstinger – BMLRT;
Daniela Gutsch, Federal State of Salzburg;
Alenka Smerkolj – Alpine Convention;
Lydia Gruber and Arnulf Hartl – Paracelsus Medical University Salzburg
Lola Uña Cárdenas – World Travel and Tourism Council

**11:15 – 11:45 Keynote 1: Post-covid change towards more sustainable tourism?
Reflections from the perspective of consumers and politics
Christian Baumgartner – University of Applied Sciences of the Grisons/CIPRA**

12:00 – 13:30 Impulse statements and panel discussion
Harald Pechlaner – EURAC;
Veronika Widmann – ALPARC;
Christina Pichler – PMU;
Gernot Znidar – SalzburgerLand Tourismus

**14:30 – 15:15 Keynote 2: The pull of the Alpine Space in times of crisis:
Impact factors, value creation, and cooperations
Arnulf Hartl, Paracelsus Medical University Salzburg
Bernhard Lehofer, EUSALP Subgroup Health Tourism and
ITG – Innovationservice für Salzburg**

15:15 – 16:45 Impulse statements and panel discussion
Roland Lymann – Lucerne University of Applied Sciences and Arts;
Marion Vansingle & Eric Brut – AROVEMAC Royat;
Petra Hilsenbeck – Health Manager, Garmisch-Partenkirchen;
Gabi Strohmer – Hotelière, Merano.

Chair: Renate Erdheim, Paracelsus Medical University Salzburg



SEE MORE INFORMATION AT [HEALING-ALPS.EU](https://healing-alps.eu)

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Saturday, October 9th, 2021



09:30 – 10:00 HEALPS² Presentation, introduction of the Midterm-Conference.
Christina Pichler – HEALPS² lead manager, Paracelsus Medical University

10:00 – 10:45 Keynote 3: Generating sustainable growth through regional value chains in Alpine regions
Franz Fischler – former president of the European Forum Alpbach and former EU-Commissioner for Agriculture

10:45 – 12:15 Impulse statements and panel discussion
Sonia Barani – AlpBioEco;
Michael Bischof – Paracelsus Medical University Salzburg;
Danilo Ceh – REGIOSTARS winner 2019 and lead project manager, Ptuj;
Aleksander Dolenc – Regional developer, Slovenia;
Camillo de Pellegrin – The Mountaineering Villages (tbc);
Veronika Holzer – BMLRT.

13:15 – 15:15 HEALPS² Transnational Stakeholder Workshop: Agriculture & Tourism / Impulse Statement Thomas Guggenberger, Raumberg-Gumpenstein

- Working group tourism, Alpine pasture & health:
Johanna Freidl & René Zechner – PMU
- Working group tourism, forest & Health:
Michael Bischof & Kathrin Mühlhauser – PMU
- Working group tourism, health promoting agro-products: Julia Saller – LfL, Roland Lyman – HS Luzern

Regional and Alpine resources of nature and their importance in health tourism

Ulrike Köstler – Platform Healing Power of the Alps;
Gerd Meier zu Köcker – Cluster Agency Baden-Württemberg;
Michaela Noseck-Licul – Documentation Center for Traditional and Complementary Healing Methods, and AGEM;
Sophie Waldmann – Education Officer at UNESCO Biosphere Lungau

15:15 – 15:30 Closing words
François Boissac – Director of the Tourism Section, Conseil régional, Auvergne-Rhône-Alpes

Chair: Renate Erdheim, Paracelsus Medical University Salzburg



After the event:

- Visit to the Spa and Health Center Gasteiner Heilstollen
- Visit to the Gastein healing springs

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