

Der Sog des Alpenraums in Zeiten der Krise: Wirkfaktoren, Wertschöpfung, Kooperationen

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Interreg
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ARGEALP
Die Alpen leben • Le Alpi vivono



Innovationsservice
für Salzburg

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

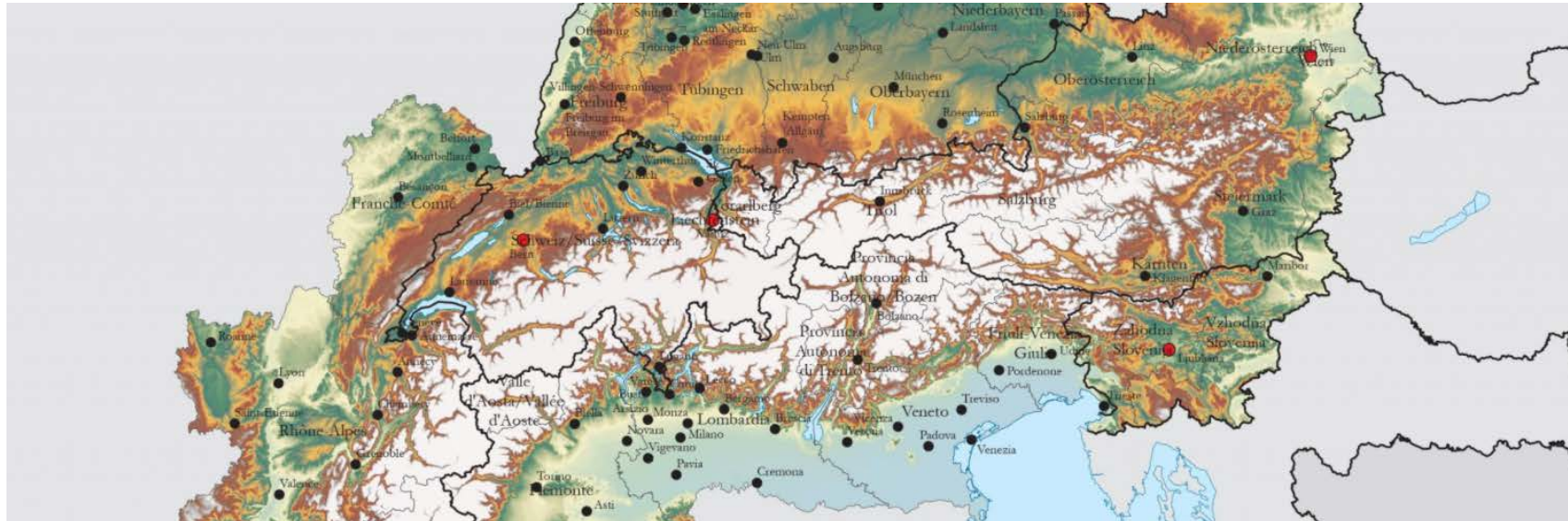
▪ **Driving factor „change“:**

- **travel behaviour** due to the pandemic
- **climate**, digitalisation, European Green Deal
- new (digital) customer centricity (needs, experience, journey)
- service and value creation **processes** (crowd sourced)
- shortage of **skilled workers**, new competences/ solutions 4.0/ image
- new holistic **regional** and **local** value creation: economic, social and ecological
- **social acceptance** of tourism, appreciation, attitude, hospitality as a distinguishing feature and quality factor



“What is lacking to meet the driving factors?”

- lack of sufficient transnational **networking**
- there are still clear **system boundaries**
- there is a need for new **approaches to networking** and interfaces
- **small-structured** tourism industry versus necessary critical masses



Need for action

- **Sustainable development** in tourism (global changes/climate change, use of regional resources)
- **Regional development** (tourism as connector and fulfilling societal functions (work-recreation, locals-guests).
- **Unequal distribution** of visitor in time and space and consequences for places and people
- **Labour shortage** (image, work-live balance, payment, succession planning in family businesses, competition with urban areas)
- **Digitalisation** (ongoing empowerment in tourism for both tourists and businesses)
- **Short-term adaptation** strategies (Covid 19, intercontinental tourists)



European Macroregional Strategies

- address **common challenges** faced by a defined geographical area
- benefit from **strengthened cooperation** contributing to achievement of **economic, social and territorial** cohesion.
- supported by the European structural and investment funds
- relating to **member states and third countries located in the same geographical area**

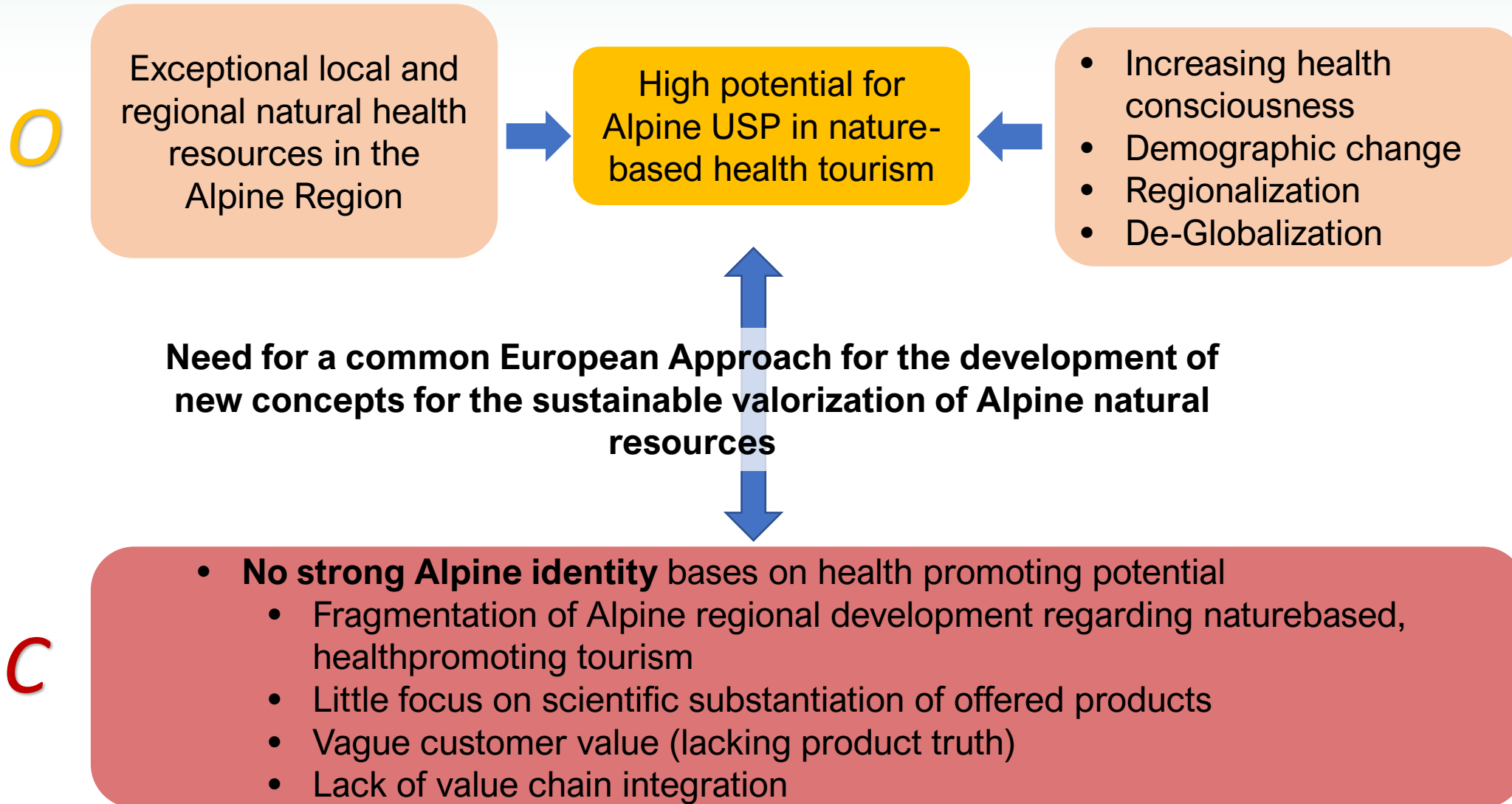


Need for action on Alpine level EUSALP

- **requirement to distinguish as competitive and innovative** by developing the knowledge and information society
- **demographic trends**, characterised particularly by the combined effects of ageing and new migration models
- **climate change** and its foreseeable effects on the environment, biodiversity and on the living conditions of its inhabitants
- **the energy challenge** which consists of managing and meeting demand sustainably, securely and affordably
- **specific geographical position** in Europe, as a transit region but also as an area with unique **geographical and natural features** which set the frame for all future developments



EUSALP AG2 Naturebased, health-promoting tourism



EUSALP AG2 Naturebased, health-promoting tourism

Transnational
interdisciplinary network



- **Knowledge Base**
 - regional initiatives (mutual learning)
 - integration in EU-governance und policy
- **Initiation of transnational projects**
 - Characterisation of Alpine health resources
 - Institutional knowledge database on scientific evidence
 - Regional and national support activities
 - Development of health tourism value chains
 - Development service innovation processes
 - Reassessment of medical heritage



Cooperation Examples



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septembre 2021



ÉTATS GÉNÉRAUX de la
transition du tourisme en
MONTAGNE

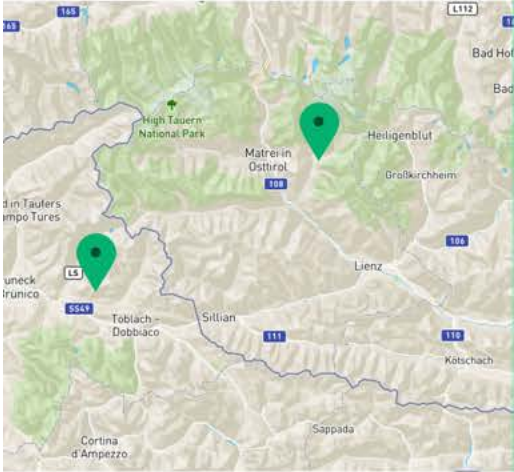
La transition au cœur des
territoires de montagne !

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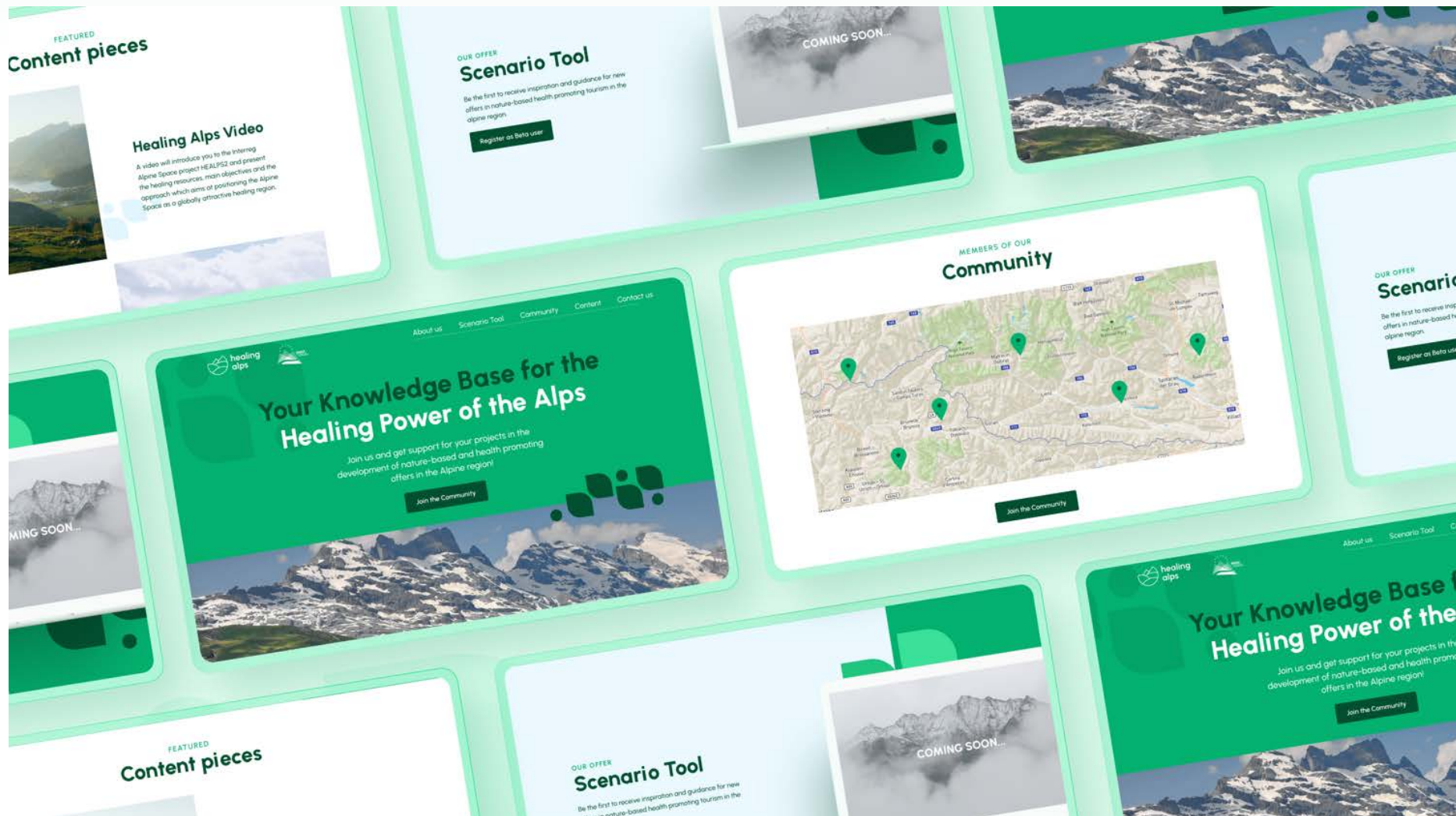
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Have a look at the project website
www.alpine-space.eu/healps2

and follow us



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