

Sustainability and resilience of tourism in mountain areas. Experience and remarks in international mountain Conventions: the Alps and the Carpathians

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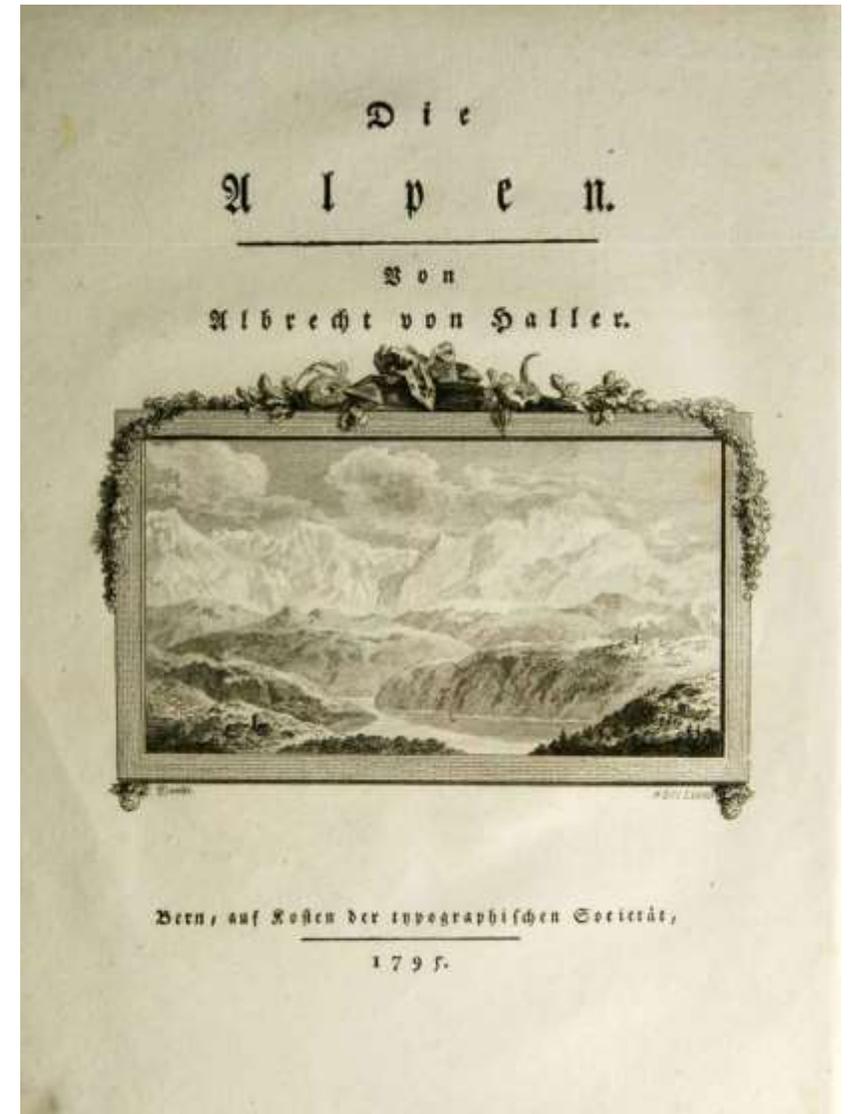
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Structure & contents

- Sustainable tourism as a primary concern for sustainable mountain development?
- The case with sustainable tourism in the Alps: facts, figures and pressures
- The Working Group on Sustainable Tourism of the Alpine Convention: Ongoing work and expectations
- The case with sustainable tourism in the Carpathians
- The Strategy for Sustainable Tourism Development of the Carpathians

Sustainable tourism as a primary concern for sustainable mountain development?

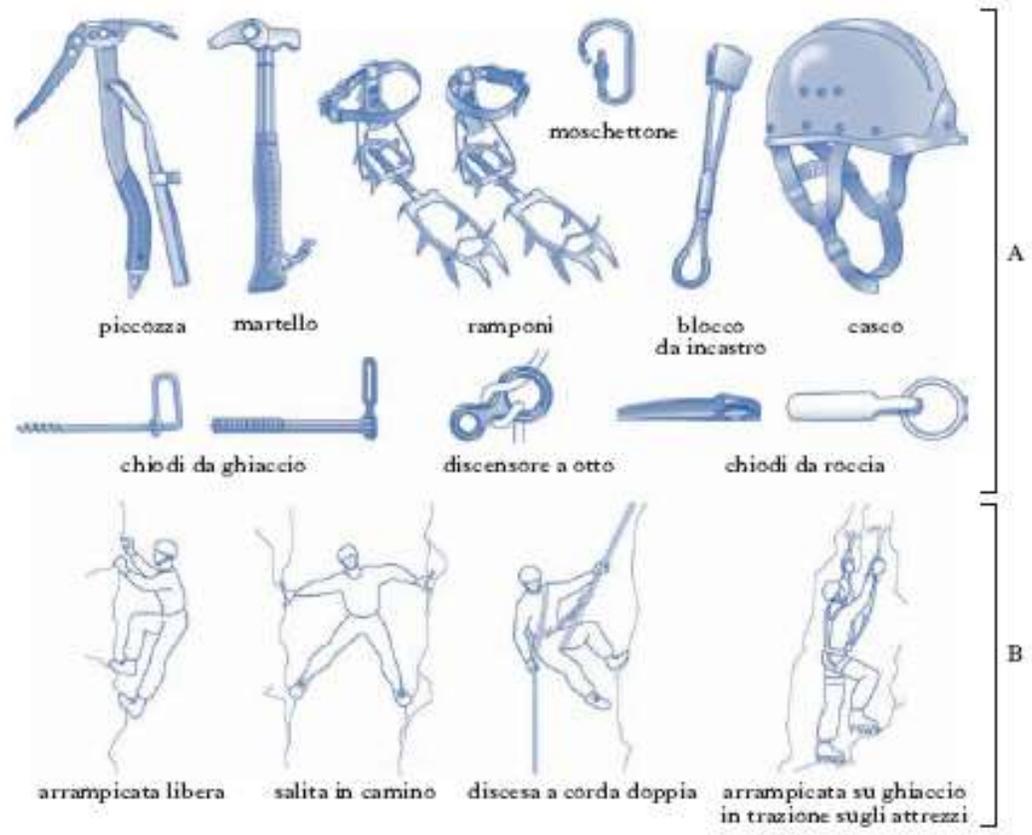
- The Alps as a destination of pre-tourist & pre-romantic journeys (XVIII century)
- Albrecht von Haller, *Die Alpen* (1729) considered to have set the ground for the modern vision of the mountains and triggered mountain tourism from a novel consideration of the Swiss landscape.
- First guesthouses to accommodate visitors appear in Switzerland since the XIX century: Mount Rigi (1816); Mount Faulhorn(1823); Rothorn (Brienz, 1840)
- 1854–1865: “Golden Age of Alpinism”, when chiefly a coterie of well-heeled British gentlemen & aristocrats scaled the Swiss Alps and founded the Alpine Club in UK (1857).
- In the XIX century, it was discovered that high altitude fresh air had a therapeutic effect on lung disease: a health resort opens in Davos for children suffering from scrofula and tuberculosis (1841)
- 1858: Mr. Thomas Cook organised the first-ever package holiday through Europe. The construction of mountain passes and the launch of special coach services made the mountains accessible to a wider public.



Albrecht von Haller. Die Alpen (1729)

The beginning of Alpine mountain tourism and the birth of Alpinism

- Usually considered born on August 8th 1786 when Mt Blanc was firstly scaled on the urge of Mr De Saussure, a scholar from Geneva by Mr. Paccard & Balmat
- Other peaks followed over the next 90 years across the Alps, including:
Grossglockner (1800); Monte Rosa- Punta Giordani (1801); Ortles (1804); Bernina (1829); Monviso (1861); Grandes Jorasses (1863); Cervino (1865) by Mr. Edward Whymper as an ideal conclusion of the series



Sustainable tourism as a primary concern for sustainable mountain development?

Tourism and recreation: “harmonize tourism and recreational activities with ecological and social requirements, in particular by setting aside quiet areas - by restricting activities harmful to the environment”

Alpine Convention,
Art. 2 (1991)



Working Group
Tourism /
Sustainable Tourism

CHAPTER I GENERAL PROVISIONS

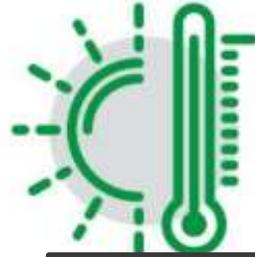
Article 1

Objective

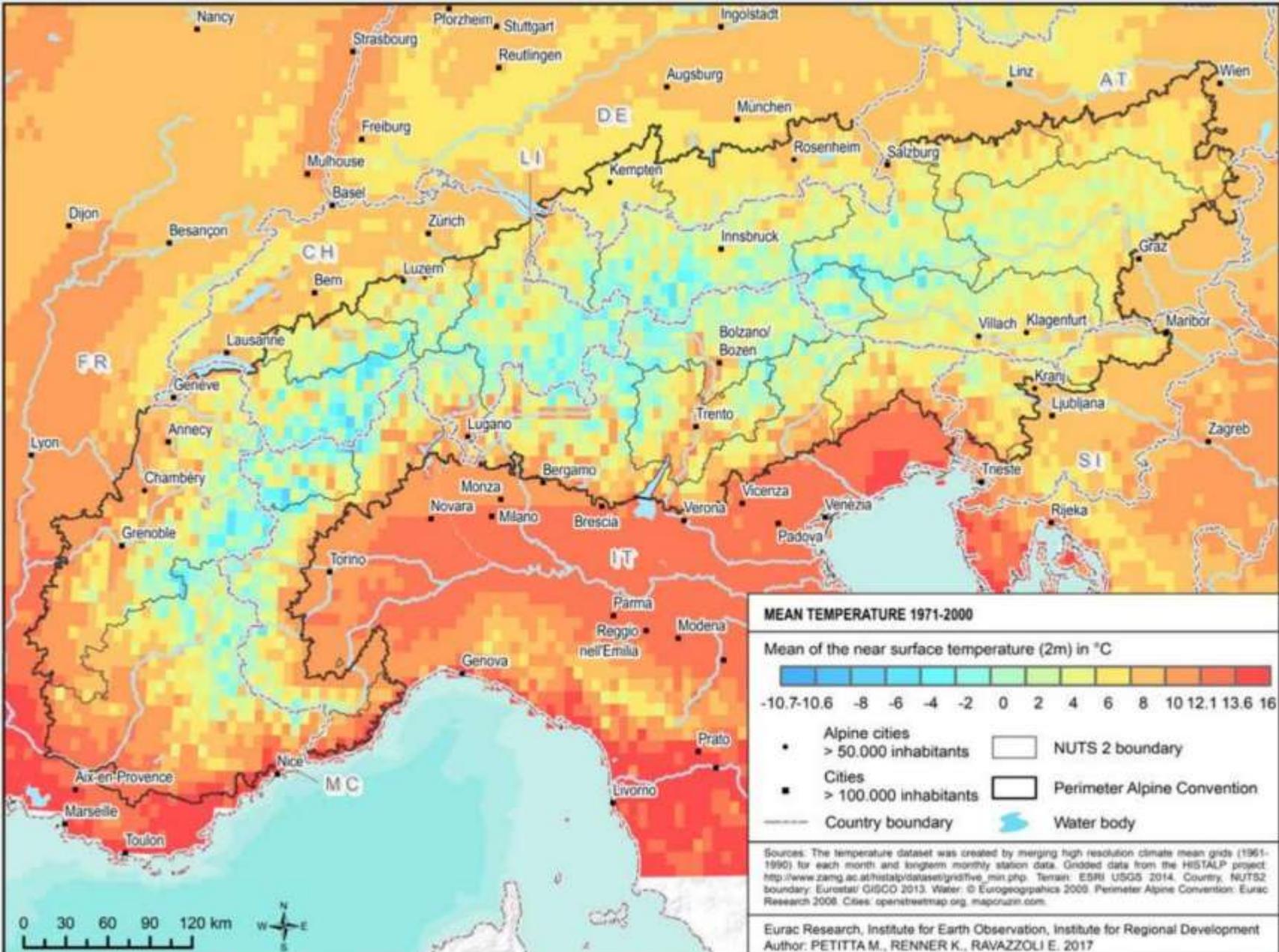
The objective of this Protocol is to contribute to sustainable development in the Alpine region within the existing institutional framework, by encouraging environmentally-friendly tourism through specific measures and recommendations which take the interests of both the local population and tourists into account.

Protocol on Tourism
(2005)

The case with sustainable tourism in the Alps: facts, figures and pressures



Almost **2°C average** warming since the late 19th century

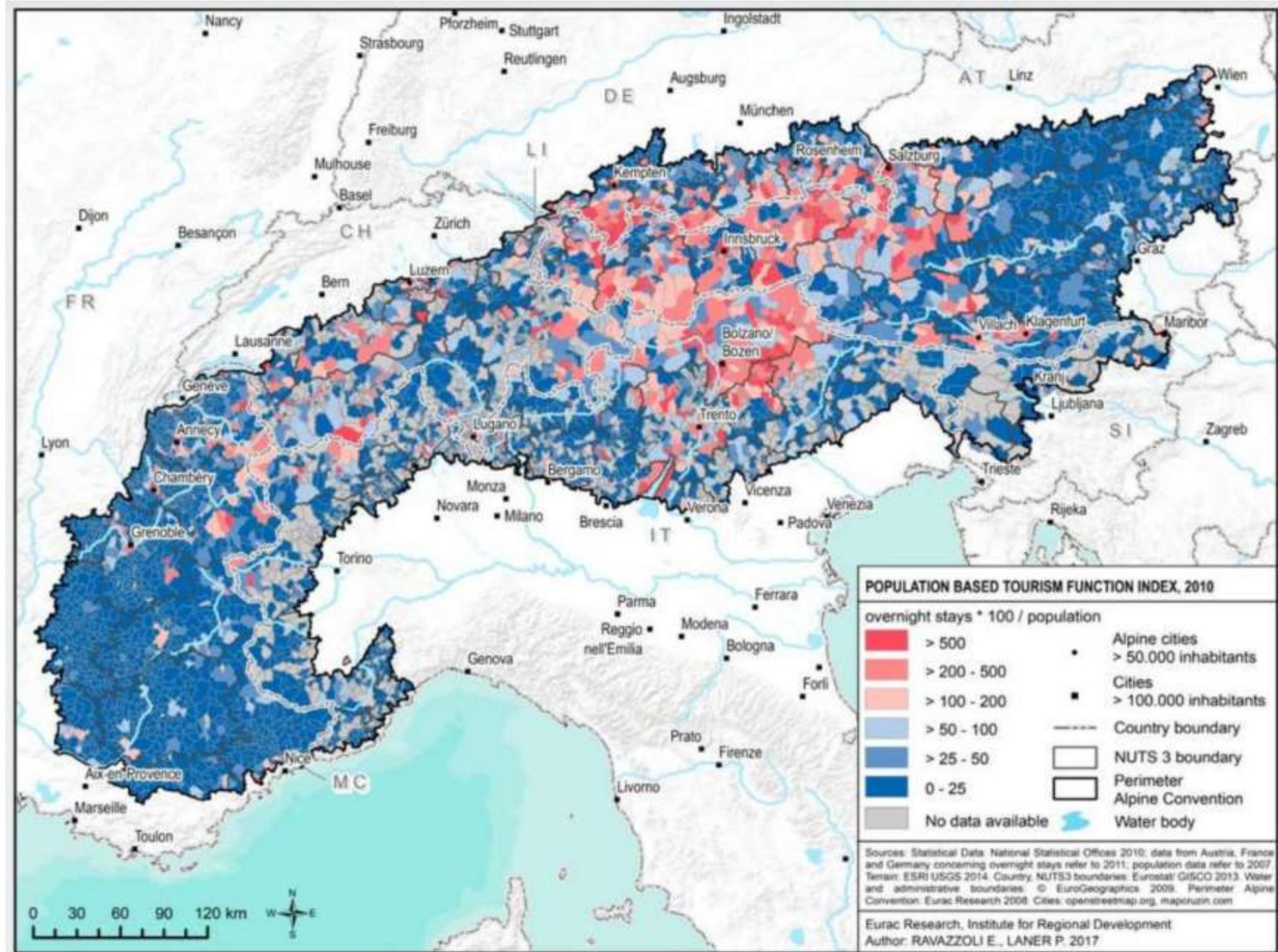


The Alps have extreme climate differences due to significant variations in the elevations and exposures. Therefore, near-surface temperatures strongly depend on the physical geography of the Alps. The map clearly highlights the valley areas as generally warmer than the surrounding mountains and higher altitude areas.

This map displays tourism intensity based on the ratio between overnight stays and population. It shows that Alpine tourism is a highly local phenomenon.

The part of the Alps stretching from northern Lake Garda to the Bavarian Alps displays the highest intensity of Alpine tourism.

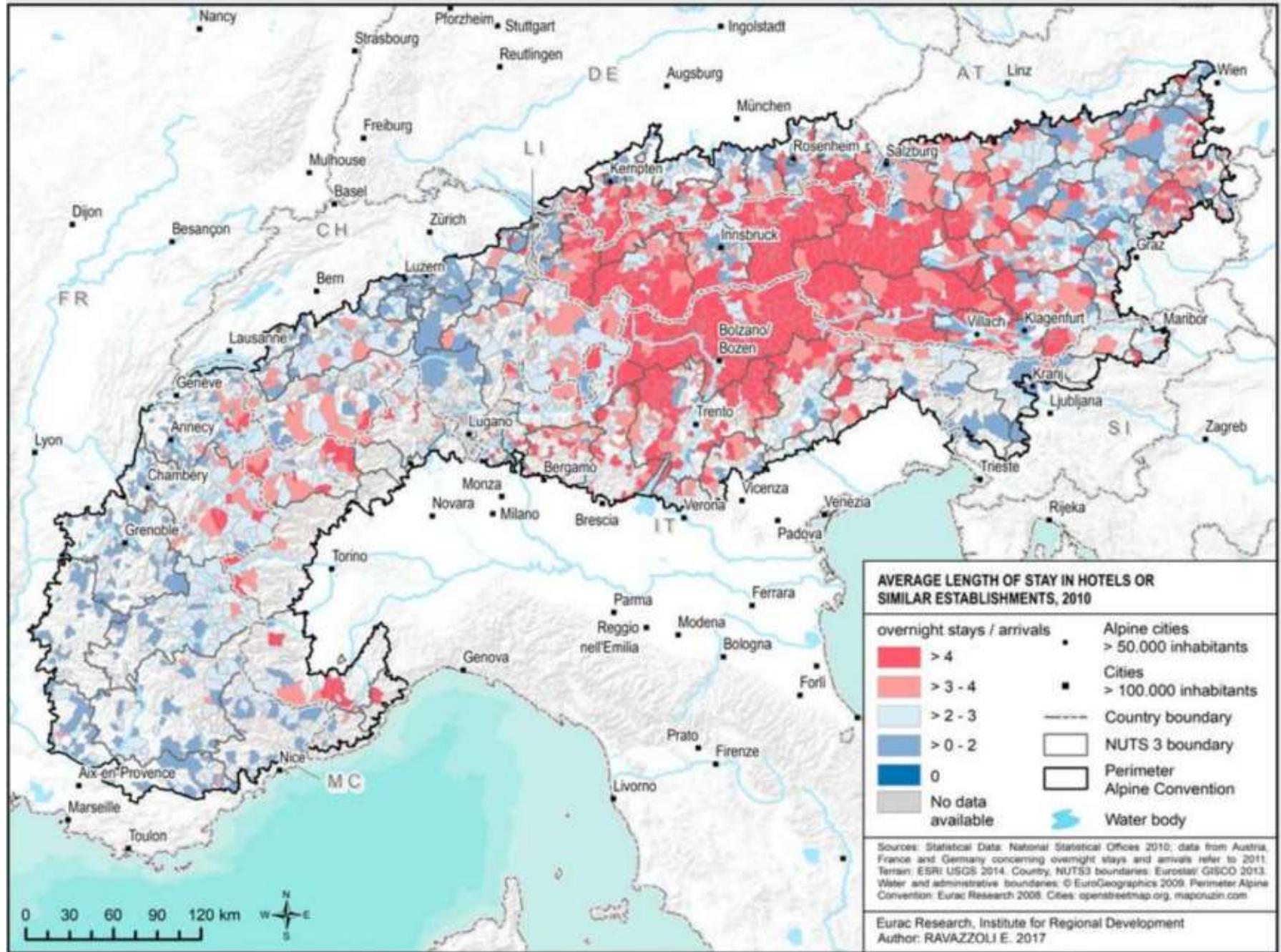
On the other hand, the lowest tourism intensity can be observed in some parts of the French and Swiss Alps, as well as in Eastern Austria and in the Italian pre-Alpine areas.



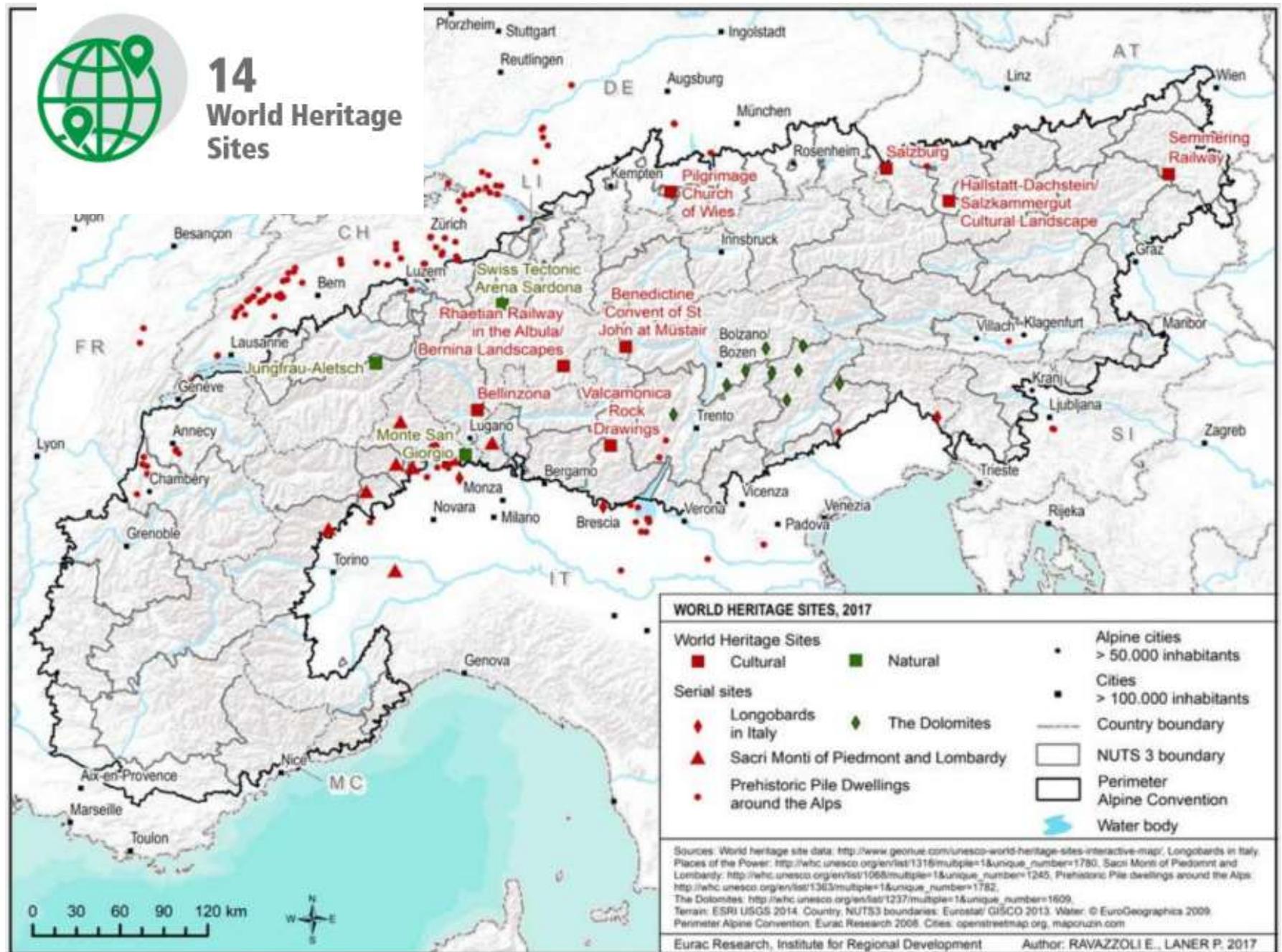
In most Alpine destinations, the average length of stay is approximately three nights. However, in central Alpine destinations, the length of stay is more than four nights. This relates to specific territorial features and the high number of beds available.



3
days average
tourists' stay



Several well-known heritage sites are located in the Alps. Among them, 14 have been recognised as UNESCO World Heritage Sites – 10 cultural and 4 natural ones. The Dolomites, acknowledged as a serial (one single site spread among different areas) UNESCO World Heritage site in 2009, represent the most recent Alpine addition to the World Heritage List. The Valcamonica rock drawings, already included in the World Heritage List in 1979, are the oldest contribution. Switzerland and Italy are the Alpine countries with the most World Heritage Sites.



The Working Group on Sustainable Tourism of the Alpine Convention: Ongoing work and expectations

Targets from the mandate:

1

The greening of alpine tourism through the reduction of CO2 emissions.

- Report composed including guidelines on greener tourism and reduction of Co2 emissions and factsheets for good practices
- Identification of an alpine destination network wishing to innovate tourist offer & infrastructure
- Possible Draft Protocol of collaboration among destinations to set up an operational network
- Feasibility analysis for an *Alpine Convention Award for sustainable tourist destinations* and innovative approaches for greening tourist sites

2

The identification of **strategies for innovating tourist products.**

- Report on future scenarios, strategies and initiatives for destinations to assure tourism competitiveness & sustainable management of Alpine assets and landscape, i.e. a “table of contents” of a strategic plan for tourism in the Alps that could develop the Alpine region as an integrated tourist system based on three common main topics: sustainability, competitiveness and accessibility
- Workshop “Future scenarios for the Alpine tourism” with stakeholders from the destinations network (Bolzano, April 2018; Cortina d’Ampezzo, August 2018; Innsbruck, November 2018)

The case with sustainable tourism in the Carpathians



Conference of the Parties

Presidency

Carpathian Convention
Implementation Committee CCIC



The Secretariat

Carpathian
Convention, Art. 9
(2003)

WG
Sustainable
Agriculture,
and Rural
Development

WG
Biodiversity

WG
Sustainable
Tourism

WG
Sustainable
Industry,
Energy,
Transport and
Infrastructure

WG Spatial
Development

WG on
Adaptation to
Climate
Change

Carpathian
Network of
Protected
Areas (CNPA)
Steering
Committee



Protocol on
Tourism (2013)

- 1. The Parties shall take measures to promote sustainable tourism in the Carpathians, providing benefits to the local people, based on the exceptional nature, landscapes and cultural heritage of the Carpathians, and shall increase cooperation to this effect.
- 2. Parties shall pursue policies aiming at promoting transboundary cooperation in order to facilitate sustainable tourism development, such as coordinated or joint management plans for transboundary or bordering protected areas, and other sites of touristic interest.

The Strategy for Sustainable Tourism Development of the Carpathians

- COP4 of the Carpathian Convention, with its decision COP4/6, para 3: Adopted the Strategy for Sustainable Tourism Development of the Carpathians to the Carpathian Convention, [...]and took note that the Strategy aims at the implementation of relevant paragraphs of the Protocol on Sustainable Tourism adopted at COP3;
- Para 5: Invites stakeholders, especially the tourism sector, in the Carpathians to actively contribute to the implementation of the Strategy for Sustainable Tourism Development of the Carpathians and to the establishment of online Carpathian platform on sustainable tourism.



Paragraph 3:

“The Conference of the Parties shall develop and adopt the *Strategy on Sustainable Tourism Development in the Carpathians*, which will accompany the implementation of this protocol”

- Romania presents new Carpathian brand at World Expo in Shanghai
- The Living Tisza Trademark in Hungary
- Fishing Festival in Tekija Village, Serbia
- Sustainable tourism at National Park Muránska Planina, Slovakia
- Cheese-Wine tours, and training in community-based sustainable tourism management in Ukraine

Strategy for Sustainable Tourism Development of the Carpathians

VISION

COMPETITIVENESS: The Carpathians are a top competitive sustainable tourism destination in Europe, based on its unique natural and cultural heritage preserved and maintained on large integral areas

CONSERVATION: The people in the Carpathians are successful in and proud of, maintaining their local authentic traditions, cultures, and landscapes, which contribute to unique tourist experiences

COOPERATION Good cooperation, local management and partnerships contribute to the high quality of responsible tourism and ecosystem services, which ensures continuous benefits for local communities and economies

MONITORING (Tourism Protocol and Tourism Strategy)

1) effectiveness of policies and strategies for the development of sustainable tourism in the Carpathians (tool available): tool for assessment of tourism policies and how they have integrated biodiversity and sustainability principles

<http://www.ceeweb.org/work-areas/working-groups/sustainable-tourism/activities/>

2) impacts caused by tourism: common work with Danube countries: „Set of indicators measuring the positive and negative impacts caused by tourism in the Carpathians”

GOALS

1. Establish supportive conditions for sustainable tourism products and services, including development of a marketing scheme for the promotion of the Carpathians as a unique sustainable tourism destination
2. Develop innovative tourism management, fully integrating the needs of local people and economies and other supporting sectors, and respecting the preservation of natural and cultural heritage
3. Establish a continuous process of awareness raising, capacity building, education and training on sustainable tourism development and management at all levels

Next steps for the Carpathians

- Development of Indicators measuring the success of implementation of the strategy directly linked to each action
- Development of a common set of indicators measuring the positive and negative impacts caused by tourism in the Carpathians (20 voluntary + 20 compulsory, comparable indicators on the international level)
- Consultation on, and approval of a Draft Joint Proposal of the Carpathian Sustainable Tourism Platform
- Database on Sustainable Tourism and proposals for detailed Description to the Country and Joint Action Plan of the Strategy for Sustainable Tourism Development in the Carpathians

