Tourism

Tourism in the Alps is highly dependent on attractive scenery and appropriate land use. The consequences of climate change, such as melting glaciers, storm damage and lack of snow, can have a strong impact on natural attractions and the economic prosperity of tourist regions. The tourist industry therefore has to adapt to shifting basic conditions and contribute to preserving the natural and cultural landscape by developing sustainable tourism products.

**Assess your vulnerability**
- What are the consequences of changing weather conditions for your tourism products?
- Which service providers are affected?

**Promote new tourism strategies**
- Offer more flexible, diverse and weather independent tourism activities
- Enhance touristic attractiveness by focusing on regional characteristics
- Sponsor only sustainable and climate friendly tourism activities

**Be prepared for the shifting of the tourist season**
- 1st strengthening of the summer tourism promises future seasonally-related revenue increases
- 2nd guests need to be sensibilized to high-quality and environmentally friendly products
- 3rd the factors individuality and regionality should be focused upon in product development
ALTERNATIVE TO SNOWGUNS

The Stockhorn Ski Area in the Bernese Oberland closed in 2005. Growing problems with inadequate snow cover were confronting the management with the need for a major investment in artificial snowmaking so as to maintain a ski trail all the way down to the valley bottom. But they decided to develop a new business model instead, with the focus on a natural winter experience at 2000 metres above sea-level, including winter walks, snow-shoe outings and even ice fishing. The food and drink offering was also improved and a programme of events initiated. The turnabout has been a success, with a new record visitor total of 82,000 in 2011.

Further information (de/en/fr)

WEISSESEE NATURE PARK

The Weissensee lies like a fjord at the foot of the Gailtal Alps in Carinthia. Two thirds of the lakeshore have no buildings and are a nature and landscape protection area. The region itself was declared a Nature Park in 2006, with sustainable land use requirements put in place to protect the area’s diversity and natural beauty. The park’s tourism management approach is designed to promote qualitative development, using such tools as visitor flow management, regionality and nature protection contracts. The region is also affiliated to Alpine Pearls, a cooperative venture for green holiday mobility. All that is being done in support of tourism as a holistic experience.

Further information (de)

You can take action now!

Together with
• National and regional administration
• Researchers and experts on climate change adaptation
• Civil society organizations such as NGOs
• Entrepreneurs

Service Further measures, tools, practical examples and information on how to adapt to climate change can be found at [www.c3alps.eu](http://www.c3alps.eu)

Contact Environment Agency Austria
Dept. Environmental Impact Assessment and Climate Change
c3-alps@umweltbundesamt.at

This Factsheet has been produced by CIPRA International
international@cipra.org

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