CLIMALPTOUR PROJECT

“CLIMATE CHANGE AND ITS IMPACT ON TOURISM IN THE ALPINE SPACE”
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Lead partner
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Directorate for Forests and Mountain Economy
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EUROPEAN TERRITORIAL COOPERATION
ALPINE SPACE II 2007-2013:
Thematic fields

• PRIORITY 1: Competitiveness and Attractiveness (ClimAlpTour)

• PRIORITY 2: Accessibility and Connectivity

• PRIORITY 3: Environment and Risk Prevention
Overall objective

• The project aims at dealing with the internationally recognized issue of the effects of climate change on alpine tourism, with reference both to winter tourism and sports and to alpine all-season tourism. Alpine tourism needs to be rethinksed and both public institutions and private stakeholders have to meet the challenge of a new idea of tourism which goes beyond the traditional vision of winter sports and other typical alpine tourism activities.

• Duration: Start 01/09/2008 – Closure 01/09/2011

• Total project costs: 2.806.500 €
PROJECT PARTICIPANTS

The partnership covers most of the alpine territory:

- Italy (Veneto, Piemonte, Valle d’Aosta, Lombardia, Provincia Autonoma di Bolzano),
- Austria (Wien, Tirol),
- France (Rhone-Alpes),
- Germany (Oberbayern),
- Slovenia (whole country) and Switzerland as *non EU member state* (Region Lemanique, Ostschweiz).

The need to include different geographical locations, different orographic conditions and different tourist strategies was central in this project. The participation of partners from six alpine countries aims at assuring a wider perspective over the issue of alpine tourism.
Sub – Objectives (1)

• To analyze different possible impacts (social, economic and environmental) of climate change on the alpine tourist sector and their complex interrelation;
• To provide an overview of tourist areas in the Alps where the effects of climate change can be stronger according to climate scenarios;
• To analyze adaptation and management strategies for tourist sector which better fit in the alpine region, considering changes in customer perception and new alpine strategies for tourism industry;
Sub – Objectives (2)

• To select a set of parameters and to identify common trends in order to feed an algorithm being able to deliver strategies according to the features of the examined tourist sites;

• To build a web electronic tool for stakeholders being able to make a first assessment of the local impact of C.C. and to provide hints for possible adaptation strategies;
Sub – Objectives (3)

• To apply most important strategies developed in the framework of the project in pilot areas along the Alps with a direct involvement of local authorities, stakeholders and the public aiming at raising the awareness of policy makers, business sector and all relevant actors on the topic of C.C. and its effect on the tourist sector
METHODOLOGICAL APPROACH (1)

The project is based on the trans-sector methodology aiming at assuring high quality data collection for environmental, physical and socio-economic categories (WP4) as a base for impact analysis to be developed in WP5. Main results of the analyses from WP5 will guide the experts to design possible adaptation strategies for different tourist location (WP6).

The outcomes will be transferred to regional, national and international stakeholders in order to rise their awareness and facilitate the implementation of the developed strategies on the alpine territory (WP7).
Thank you!