

Background The Alps are particularly affected by climate change. Temperatures in this region increased at more than twice the global average rate in the last century, and further warming is already unavoidable. Consequences may include thawing of permafrost, melting glaciers and extreme events

such as heavy precipitation and long periods of drought. Climate change will bring major changes to your economy, environment and society. Adverse consequences can be reduced or avoided, and future development potential safeguarded, through adaptation. It's time to take action now!



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General

Energy

Health

Spatial
Planning

Biodiversity

Natural
Hazard

Agriculture

Water

Forestry

Tourism

Tourism

WHY?

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?

HOW?

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)

WEISSENSEE 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)

WHO?

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



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Service Further measures, tools, practical examples and information on how to adapt to climate change can be found at www.c3alps.eu/kip

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About C3-Alps The C3-Alps initiative is conducted by a transnational consortium of 17 partners from all Alpine countries. The partnership combines authorities responsible for climate adaptation policies on national and regional levels and expert institu-

tions that support national and European adaptation strategies. C3-Alps is coordinated by the Environment Agency Austria and is co-funded by the Alpine Space programme, through the European Regional Development Fund – European Territorial Cooperation.