

# Visions for sustainable winter tourism

I-LivAlps Workshop; Intro  
Christian Baumgartner

Lecco, 2016

# What is our biggest problem in winter tourism?

This..



The ideal ...



The reality ...





Dolomits: 15.12.2015



1<sup>st</sup> vision: accept the truth ...

The background of the slide features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, ranging from light lime to dark forest green. These shapes are concentrated on the right side of the slide, creating a modern, dynamic feel.

2nd vision:

Destination find creative (snow-bound and not-snow bound) offers based on local natural and cultural authentic conditions.

Put skiing on its place, more and more people don't do it anymore ...

# Night of the stars, Heiligenblut, Carinthia



© TVB Heiligenblut



# Winter hiking, Brandnertal, Vbg









© Berggasthof Muottas Muragl,  
Samedan (CH)







softly







*Stille und Unberührtheit*















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Sustainable  
mobility is a  
must!

The present  
use is not  
sustainable at  
all

A photograph of a red Rhätische Bahn train traveling through a snowy mountain landscape. The train is moving along a track that curves through a vast, snow-covered valley. In the background, there are steep, snow-covered mountains under a cloudy sky. The train is pulling a small red and white locomotive and several passenger cars. The scene is captured from a high angle, showing the train's path through the landscape.

3. vision: Make the travel  
to the destination already  
an experience ...





... and provide  
local mobility.



4th vision:  
Come from space and  
resource wasting  
accommodation ...



Le Brelin  
France



... to culturally  
based use of existing  
structures and ...

Albergo Diffuso  
Vnà / Ramosch / CH







... resource  
efficient and  
e-mobility  
supporting  
houses.

Hotel Der Löwe  
Leogang / AT

## 5th vision: Sustainable Governance:

Punishment by law  
for non-sustainable  
development and  
tax-payers money only  
for projects following  
sustainability criteria.





If they tell you,  
the destination  
can only survive  
with this  
traditional form  
of tourism ...

... smile at them  
and say “Yes, and  
the earth is a flat  
disc.”

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**Thanks a lot for your  
attention!**

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