

# Nudging in Alpine tourism

## Webinar: Getting visitors on the right track

21 September 2023, 14-16.30, online, in english language

How can visitors to sensitive natural areas in the Alpine region be persuaded to behave responsibly without bans or financial incentives? The term “nudge” is used to describe measures that encourage people to act on their own initiative as desired. How is nudging used to guide visitors? How effective is it for sustainable tourism? Does visitor management need psychologists and is nudging ethical?

### Programme

Moderated by Eva-Maria Cattoen, Lechtalps

Welcome and introduction

Inputs (and Q&A sessions)



**Nudging: legal gray areas and moral pitfalls**  
Jörn Basel, Lucerne University, Switzerland



**The behaviour-smart future for tourism: Three projects in the spotlight**  
Giulia David, AViTeM, France



**Experiences with nudging in sensitive areas**  
Quentin Martinez, Natural Regional Park of Baronnies provençales, France

Open discussion, wrap-up and outlook

[Register here](#)



You will receive the access link to the webinar shortly before the event.

**We look forward to seeing you!**

Magdalena Holzer and Michael Gams (CIPRA International),  
Kathrin Holstein (Community Network “Alliance in the Alps”)

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Further information about the project:



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