Alpstar Initial Conference

« Toward Carbon Neutral Alps »

28th and 28th October 2011 – Chambéry

Climate change and tourism : how to renew local and regional procedures ?



Sustainable tourism : Time for a change ?

« Between 1981 ans 2002, the white glacier in Les Ecrins national Park lost 13.5 meters (thick) = 70 millions of $m^3 = 6$ % of Serre-Ponçon lake volume »

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 Trend scenario Development of infrastructures over 3000m Heliskiing Artificial snow Keeping up with « artificialisation » and diffusing sprawl, in form of moth holes. Gradual eclipse of farms 	 Sustainable development scenario: Opening up to the valley system Diversification of the tourism activities in winter, taking examples on nordic practices Deseasonalisation policies: From winter ski sports to a full season destination Deavelopment of Wellness products, valorisation of local products, uncovering natural and cultural patrimony,
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Trend scenario	Sustainable development scenario:
 Rivality of local authorities implementing isolated approaches Proliferation and « copy-pasting » of similar projects (via ferrata, tree climbing) from a territory to another, Lack of transversality and professionalism of the tourism actors; Low valorisation of existing tourist flows on the territories; Lack of management of the tourist frequentation, ad hoc prohibition in case of over-frequentation 	 Integrated approach of sustainable and co-development Active participation of professional actors with the local inhabitants to the development strategy of the territory (differentiation, synergy) « Multiple practices » and tourist itineraries. Pluri-thematic Uncovering and entertainment: Cultural, gastronomic, geologic. Events and entertainment: Hosting sports contest, music festival, film festival Diversification of innovation in mobility, « Eco-mobility »

Action levers and added value of PACA Region Policy (1)

➤ New policies :

✓ Outdoor activities regional program





 ✓ Sustainable mobility aid <u>www.changerdapproche.org</u> with Mountain Wilderness Lure Mountain snowshoeing days with mountain guides

Governance :

✓ Innovative scales : cooperation between municipalities, regions, countries, and between transport authorities at different levels

Example : sustainable mobility project manager between "Hautes-Alpes" and "Paca Region"

- ✓ **Networking :** capitalization of results and best practices
 - *Example : www.necstour.eu*, a 23 region members network

for sustainable tourism.

"La mirada circular", Spain



Action levers and added value of PACA Region Policy (3)

Eco-conditionnality* of aid :

✓ Energy and environmental management

Regional call for proposals with methodological partnership and financial aid

✓ Accessibility for disabled :

Examples : equestrian center of Ribiers (04), Tourism offices of Barcelonnette (04) and Briançon (05)



*It's the only way for local tourism stakeholders to receive directly grants from RegionPACA

Action levers and added value of PACA Region Policy (4)

> Quality management and labels :

✓ Sustainable Tourism European Charter :

Regional application for 5 protected areas

Concrete measures in the Mercantour national Park for a tourism and mobility common information system

✓ Quality Tourism regional Plan :

Evaluation and certification of outdoor activities providers