

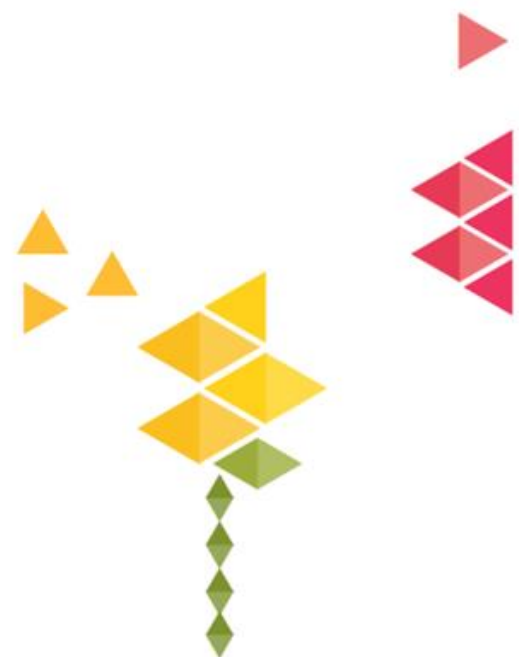


# Datenmeer im Bergtourismus


Un océan de données dans le tourisme de montagne

Un mare di dati nel turismo di montagna

Morje podatkov v gorskem turizmu



## Please make sure to:

- turn on your video camera
- turn off your microphone
- click on the globe  to activate the translation mode
- ask questions (preferably in English) in the chat

**Need assistance?**

Feel free to contact the team members





# The project

## Duration

November 2020 to March 2023

## Project partners

- CIPRA International (Lead)
- Community network "Alliance in the Alps"
- Pilot regions: Tiroler Lech nature park (AT), Kamnik–Savinja Alps (SL)  
Mountaineering village Balme (IT) and Bad Reichenhall (DE)

## Financial partner

Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), Germany

## Further information

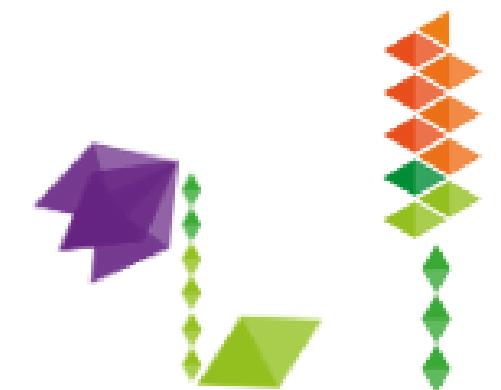
[www.cipra.org/de/specialps2](http://www.cipra.org/de/specialps2)





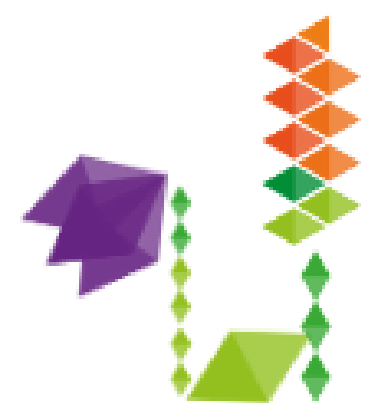
## Bringing together natural resources and visitors leaving little traces behind

- 4 working groups in pilot regions
- 2 podcasts: Code of Conduct and recommendations for action for decision-makers
- Map with good examples
- 2 public events
- 2 international exchange meetings in Luče/SL and Balme/IT
- Communication measures



## Learnings

- Exchange and inclusive cooperation at eye level is fundamental
- Visitor management often reacts to urgency - long-term vision desirable
- Visitor management is a cross-cutting issue for which the responsible body is lacking in many regions
- Need to involve a wide range of stakeholders - values
- Tourism office 4.0 is a living space management office



## Learnings

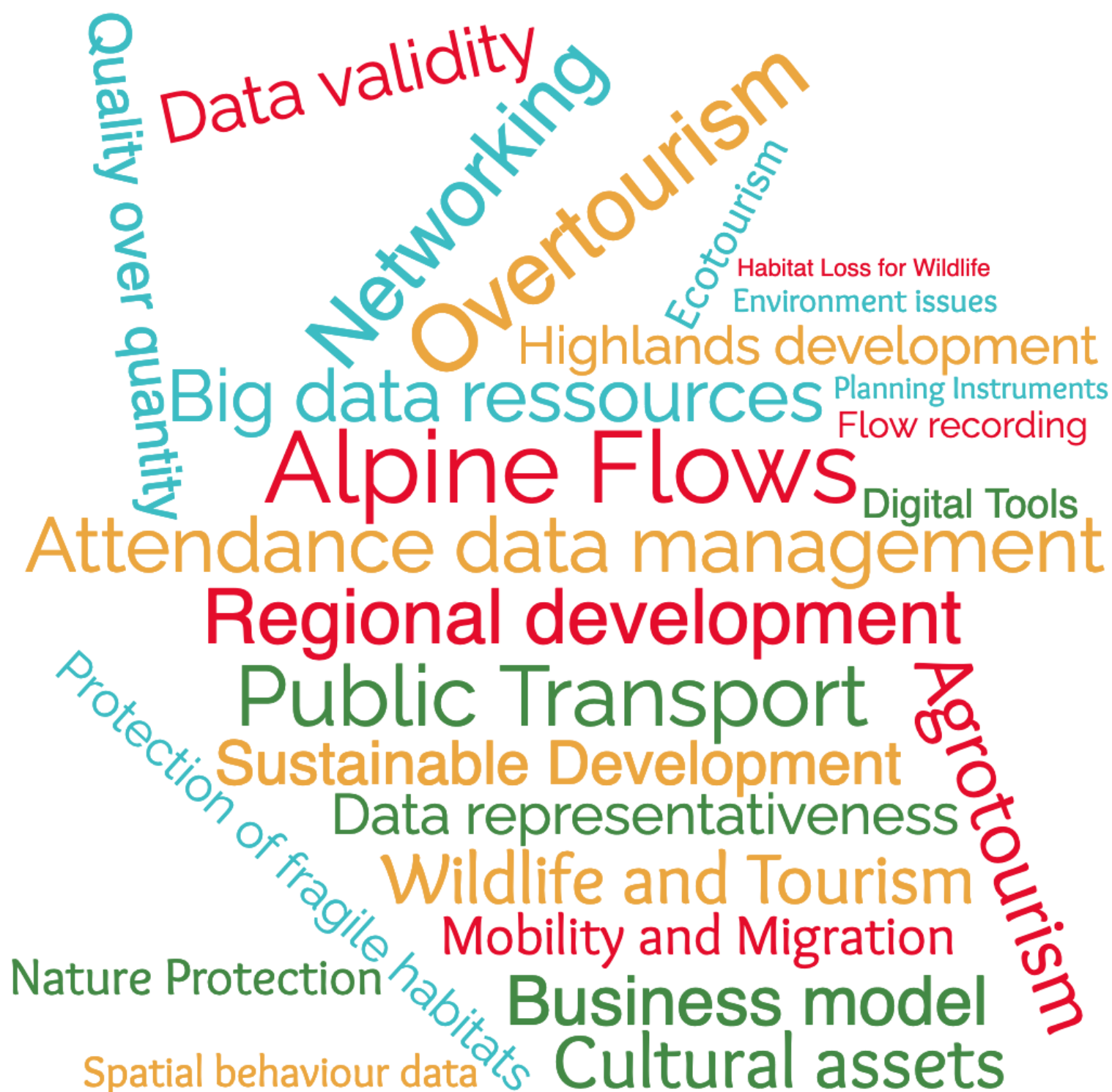
- Infrastructure should not be designed for peaks, but peaks should be reduced by sustainable means.
- Communication: important balancing act, which information to pass on or not, which place to promote and which not.
- Objective data is needed to bring emotional discussions to a factual level
- Get support from data, e.g. water & air quality; quality of visitors' experience,...





# In what are you particularly interested in?

How to build the ecotourism on the longrun. What do we need to pay attention at? Can digitalisation help, how should it be carried out?



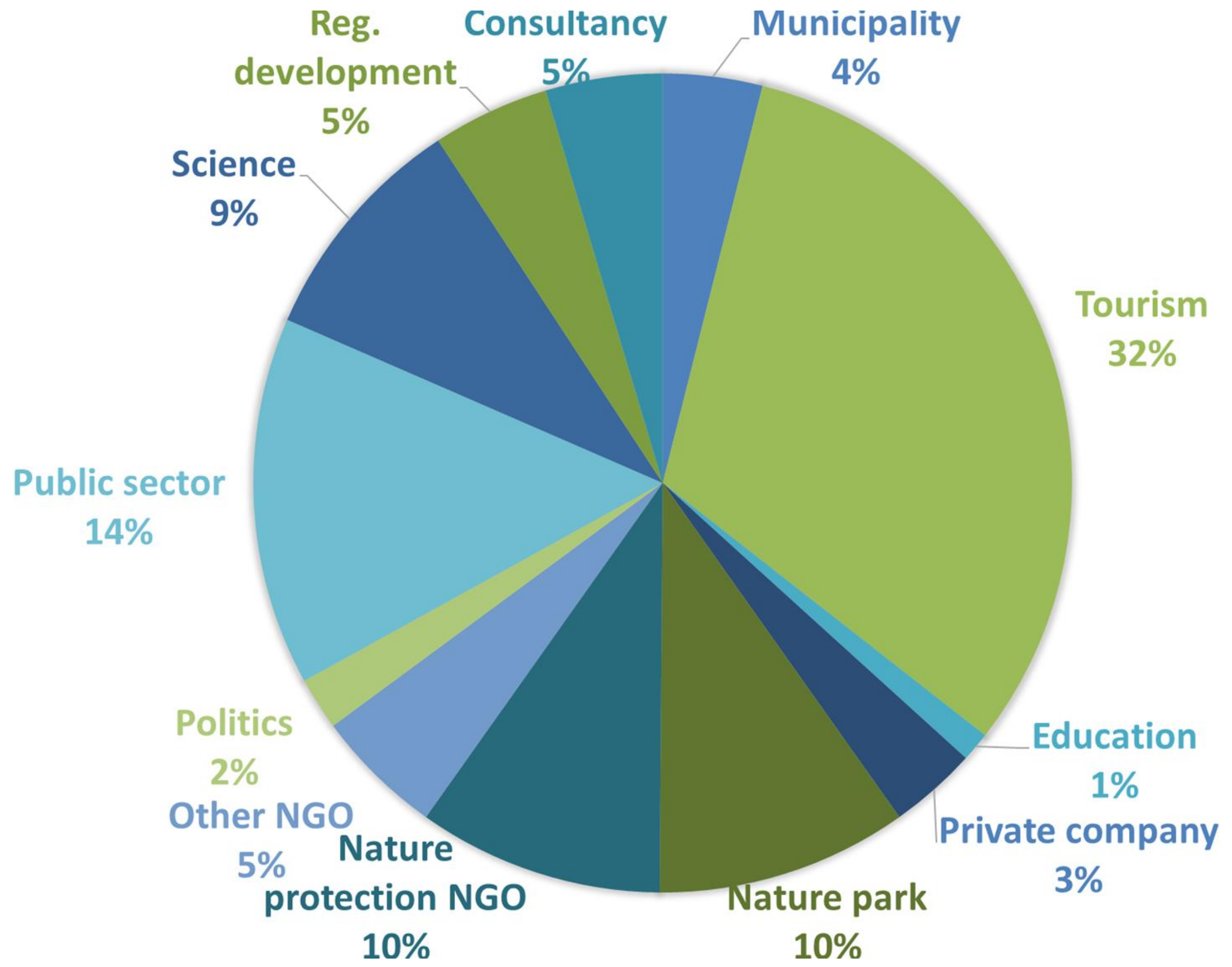
Improving sustainable mobility and services in the mountain regions

Awareness raising for nature protection in mountain sports





# Participants today work in

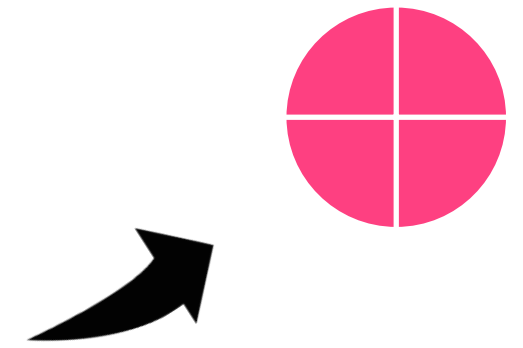




# Padlet on project initiatives



- Click on the pink button on the bottom right corner
- You don't have to register!
- Enter the location of your initiative
- Add a description, link, photos etc.
- Comment on other initiatives





# Programme

14:00 - 14:10 | **Welcome and introduction**

14:10 - 15:10 | **Inputs and Q&A sessions: How can data from navigation devices and outdoor apps be used to guide and inform visitors?**



**Outdoorvision/F, Christophe Martinez**



**Digitize the Planet/D, Sebastian Sarx**

15:15 - 16:15 | **Inputs and Q&A sessions: How can artificial intelligence contribute to management?**



**River Sentinel/SI, Boris Nardin**



**AIR - Artificial intelligence based recommender for sustainable Tourism/D, Lisa Naschert and Marina Bergler**

16:15 - 17:00 | **Open discussion, wrap-up and outlook**

