SESSION 1 Setting the Scene: Paradigm Shift in Mountain Resorts
- Difference between the European and Asian Mountain Tourism Development

Mr. Laurent Vanat – Mr. Tatsumi Ichinomoto – Mr. Bin Wu – Mr. Jean-Marc Farini – Prof. Yoo-Hong Kwon – Prof. Peter F. Keller

1. The Mountain Resort industry has reached its mature stage in Europe – while the Asian market is booming

2. Different business models – fragmented in Europe, integrated in Asia

3. Asian Mountain Resorts often close to big cities – therefore a high percentage of one-day visitors

4. China as a very special market (high potential – but currently 90% beginners as a one-time experience)

5. Expectations of Russian skiers/snowboarders are very similar to European ones

6. Increasing health awareness of South Koreans (e.g. 30% are hikers or increasing bike sales)
SESSION 2 Mountains as the City’s hinterland
- Destination Development as a Symbiosis of Nature and Urban Space

Prof. Kwang-yeul Koo - Mr. Adam Feeley - Mr. Ian Hill - Mr. Yves Exbrayat – Mr. Zhao Li Yong – Mr. Hwan-Myung Joo

Besides numerous positive effects, (mass) tourism can also have a negative impact on small destinations.

It is getting critical if the amount of visitors by far outnumber the number of local inhabitants.

Mountains in close proximity to larger cities offer several development options (e.g. Stromlo Park in Canberra).

Initial investment for such leisure infrastructure often comes from the public side.

Grenoble is a good example of being a regional business hub and a leisure destination at the same time.

Important for such destinations is to strengthen the link between the city and the surrounding mountains.
SESSION 3 Mega Events; A unique opportunity to capitalise on global attention
- Creating a positive image, regenerating the destination and enhancing the economic impact

Mr. Eric Callender – Mr. Richard Adam – Mr. Nicholas Klar – Mr. Kim Hyunki – Mr. Hae-Guk Hwang

1. Big events are often an accelerator for infrastructure development in a destination

2. Olympic Games in Beijing will „inspire more than 300 million Chinese to get active in winter sports“

3. A post-event strategy is a (difficult) must for a destination hosting a big international event

4. The decision to host a big event depends on the target (awareness strategy vs. relevance strategy)

5. Many sport infrastructure facilities generate significant annual losses after the event (even if used differently)

6. For 2018 South Korea has three strategies (development – accommodation management – marketing)
Conclusions

SESSION 4 Accessible and inclusive tourism in Mountain Resorts

Mr. Hideto Kijima – Ms. Sylvana Mestre – Mr. Joseph Kwan – Mr. Florian Van der Bellen – Dr. Bong-Koo Lee

1. More information is necessary (e.g. if a sight or a transportation facility is accessible for wheelchairs)
2. When planning a tourism attraction or big event already take accessibility for all into consideration
3. Growing market of silver agers and people with imperment – they travel longer, off-season, in groups
4. Destinations should aim at full accessibility along the tourism service chain
5. With the right supportive equipment numerous outdoor activities are possible for people with imperment
6. For small destinations it is a chance to differentiate from competitors
SESSION 5 Product development, diversification and innovation
- Strategies to respond to demographic challenges and to find new customers in niche markets

Prof. David A. Mason – Mr. Yoichi Goto – Mr. Kyle Hughes – Mr. Martin Francou – Mr. Rustam Najafov – Prof. Ick-keun Oh

1. There is a growing demand for hiking and walking trails (long-distance or themed short ones)
2. Demographic change and a decreasing ski population forces Japan to attract more foreign visits
3. Due to further segmentation former niche markets (e.g. extreme sports) get attractive for mountain resorts
4. The development of alternative winter and summer tourism products is growing in importance
5. Increasing need to optimize the skiing experience in Mountain Resorts (accessibility, beginners)
6. New Mountain destinations increase global competition but offers also many chances
CONCLUSIONS

SESSION 6 Effective governance and policy instruments
- Integrated planning and investment incentives, infrastructure development and PPP in management

Ms. Zeynep Aslan – Mr. Aleksandre Onoprishvili – Mr. Justin Downes - Mr. Christopher Hinteregger

1. Pro-active approach from the public side is an important success factor for Mountain Resorts in Europe

2. Favorable framework conditions set up by the public authorities support a successful development

3. Investment in tourism in China will overtake that in the US by 2025

4. Important for public administrations to create a development in harmony with the environment