



3rd Euro-Asian Mountain Resorts Conference

April 2017 – Tbilisi (Georgia)

Conclusions

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SESSION 1 Setting the Scene: Sustainable Tourism in Mountain Destinations

- Challenges and Long-term Outlook

Mr. Marcello Notarianni – Mr. Mamuka Gvilava – Mr. David Lortkipanidze – Mr. Paul Stephens – Ms. Sara Manuelli



1

Development in mountain areas should be market-driven and sustainable

2

Involvement of the local population is a key success factor (workshops, trainings, educational seminars)

3

As much integrated planning as possible in order to avoid natural disasters

4

An asset for a mountain destination could be the connection of the mountain villages with local culture

5

Long-distance hiking trails are a great possibility to make mountains accessible in a sustainable way

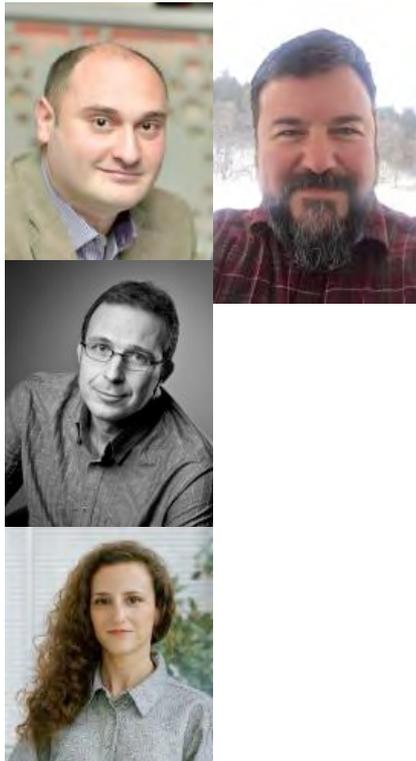
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Initiatives to reduce the poverty of people living in the mountain regions of emerging countries are important



SESSION 2 Mountain Resort Planning: An Integrated Planning Approach and Illustration of Good Practices in Developing Mountain Resorts

Mr. Aleksandre Onoprishvili – Mr. Pascal Roux – Dr. Fiona Pia – Mr. Herrick Fox



- 1 Public support is often crucial for a successful development of Mountain Destinations
- 2 Especially for greenfield developments in emerging markets a professional planning is essential
- 3 Strategies how to deal with the increasing urbanization in established Mountain Destinations are important
- 4 Clever mobility and transportation concepts have a positive effect on Mountain Destinations
- 5 The legal public framework for the development of Mountain Destinations need to be adapted continuously
- 6 High real estate prices cause severe problems in many well-established Mountain Destinations

SESSION 3 Investment and Incentive Policies: Legislative Framework and Investment Friendly Practices

Mr. Mamuka Khazaradze – Mr. Michel Durrieu – Mr. Matthias Jäggi – Mrs. Nathalie Saint-Marcel – Mr. Mahmoud Hashemi



- 1 Professionally planned and implemented PPP projects are an attractive model for emerging Mountain Resorts
- 2 National governments should support the development of Mountain Destinations with special funding programs
- 3 Know-how transfer from countries experienced in Mountain Destination development is a useful tool
- 4 Special focus should be on the development of a year-round destination in order to increase profitability
- 5 New mountain destinations continue to appear on the global map
- 6 Investment in Mountain Destinations is usually a national affair, with some (rare) exceptions

SESSION 4 Product Diversification and Attracting New Markets: A Strategic Approach to Improve the Positioning of Mountain Destinations

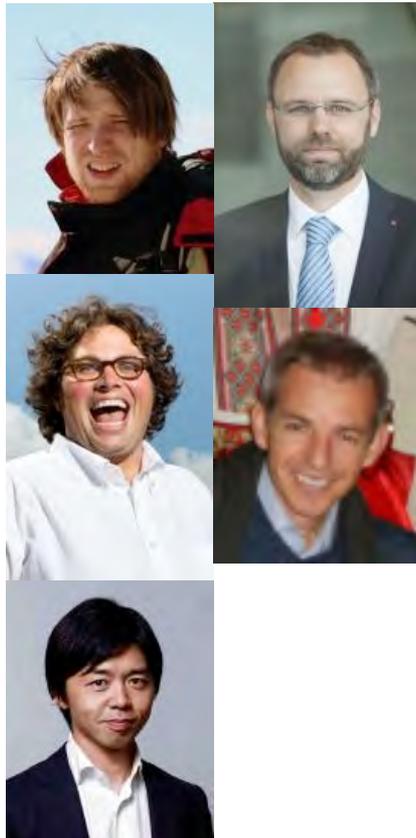
Mr. George Chogovadze – Mr. Haitham Mattar – Mr. Laurent Vanat – Dr. Wolfgang Arlt – Mr. Josef Zenhäusern



- 1 Developing domestic demand for skiing has to be a priority for Mountain Destinations in emerging markets
- 2 Chinese government has ambitious plans – until 2022 300 million Chinese should be involved in winter sport
- 3 Mountain Destinations need to adapt to the peculiarities of Chinese travellers (skiing is not a main travel motif)
- 4 Adventure products are a great opportunity for mountain destinations without snow
- 5 The FIS launched several initiatives to increase the amount of youngsters interested in skiing
- 6 Significant winter inbound travel only happens in a few (Alpine) countries

SESSION 5 New Revolutionary Tools for Mountain Destinations: Innovation and the Digital Media

Mr. Guram Adamia – Mr. Konstantin Feustel – Mr. Makoto Miyata – Mr. Christopher Hinteregger – Mr. Rafael Olmedo



- 1 Satellite navigation technologies can be used for several applications useful for mountain visitors
- 2 New IT-solutions make it possible to intelligently communicate with future, current and past visitors
- 3 Comprehensive online sales solutions will become crucial for every tourism destination
- 4 Gamification can increase the attractiveness and the recognition level of Mountain Destinations
- 5 Mountain Destinations need to fastly adapt to the changing requirements due to IT-developments
- 6 The usage of big data in Mountain Destinations is currently only in its initial phase but offers great potential

Key Messages

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Market-driven and sustainable development of mountain areas



Involvement of the local population and enterprises is crucial



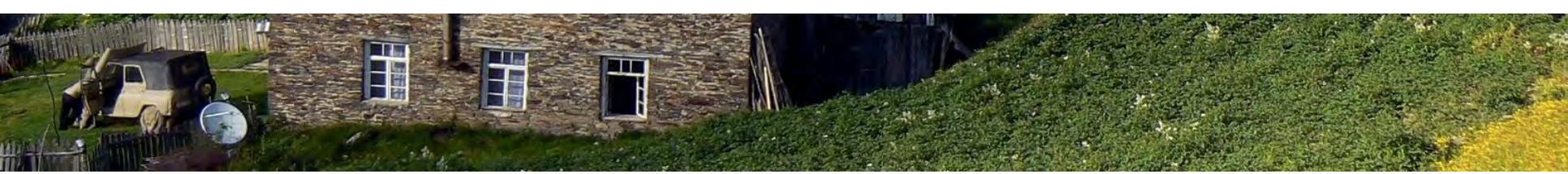


Integrated and comprehensive planning is a key success factor when developing mountain resorts





Public support and an appropriate legal framework are often the basis for a successful development of mountain areas





New mountain destinations appear on the global market





Digital solutions offer great opportunities for marketing, tourism product development and CRM in mountain resorts

For further questions please contact



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