Mountain tourism – Towards a more sustainable path
Challenges

- Lack of **reliable tourism data** and indicators
- **Concentrated visitor** activity
- **Pollution** (plastic waste, limited management infrastructure)
- **Climate change**
- **Sociocultural impacts** on local communities
- **Economic sustainability**: seasonality, leakages, health and safety, crisis management
Recommendations

• Promote climate-sensitive, low-impact tourism in mountains.
• **Monitor tourism** in mountains and its impact to better manage resources and waste produced, respecting destinations’ carrying capacity.
• Empower mountain communities to take the lead in tourism development.
Recommendations

• Strengthen public-private partnerships to innovate and develop year-round tourist offerings.

• Invest in infrastructure in remote mountain regions, particularly in the digitalization of tourism services.
Argentina  Australia
Chile    China
India   Iran
Italy   Nepal
Philippines  Slovenia
Switzerland  Tunisia
USA     Alpine
Carpathian  DRC, Rwanda, Uganda
Case Studies

- Cultural Tourism
- Food Tourism
- Nature-based Tourism
- Rural Tourism
- Snow and Winter Tourism
- Innovation and Digitalization
- Governance models and policies for sustainable mountain tourism

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The Tastes of Rogla

Rogla – Pohorje Tourist Destination (Slovenia)

Joint brand development 4 mountain municipalities: Rogla-Pohorje Destination Tourism Development & Marketing Plan.

239 Certified Products

- 124 food products with quality designation (jams, teas, handmade pasta, fruit bread)
- 37 traditional dishes (Pohorje Pot, mushroom soup, flower soup, Mountain River rustic cake)
- 62 handicrafts and unique and industrial design products (handmade products made of wood, wool and metal)
- 15 guided tourist experiences
- One culinary event - Pohorje Pot Feast

38 Number of certified providers

Astrostays
community-led
astrotourism
model (India)

- Located in remote, mountainous and offbeat rural areas.
- Homestays owned and operated by the community, benefitting directly from the revenue gained from the homestays and stargazing sessions.
- Visitors experience cultural heritage and exchange, local arts and crafts, indigenous folklore, local cuisine and more.
- Training on basics of astronomy and hospitality.

More information: https://www.astrostays.com/
Mountain Tourism Impulse Plan (Chile)

- Public-private alliance as a result of Covid-19 impact: national Transforma Tourism programme, placing Mountain Tourism as a priority for sustainable recovery.
- Network of 20 mountain destinations with more competitive, safe and sustainable tourist experiences.
- Roadmap for improving the environmental sustainability of tourist services, human capital development plans for mountain guides and tour operators, and public-private sector coordination to make investments in mountain areas.

More information https://www.transformaturismo.cl/planmontana/
Thank you!

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