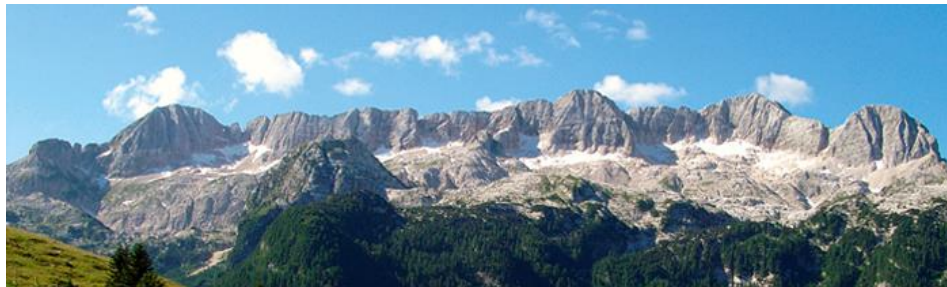


HOW CAN TOURISM CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT IN THE ALPINE REGION?

INVITATION / 24 April 2018 / 9.30 – 13.00



Stakeholder workshop

EURAC - Viale Druso/Drususallee, 1
Bolzano/Bozen

▷ WELCOME ADDRESSES / 9.30 – 10.00

▷ INTRODUCTORY SPEECH / 10.00 – 10.30

What is the contribution of the tourism to the sustainable development in the Alpine region? /

Mr. HARALD PECHLANER, Head of Center for Advanced Studies, Eurac Research - Chair of Tourism, Center for Entrepreneurship Catholic University Eichstätt-Ingolstadt

▷ KEYNOTES

Health tourism as a chance for the Alps? / 10.30 – 10.50

Mr. ARNULF HARTL, Director of Institute of Ecomedicine Paracelsus Medical University Salzburg

Cultural and agrotourism in the Alps: a sustainable way for economic development / 10.50 – 11.10

Ms. ANTONELLA DRAPPERO, Destination Manager in the area Valli di Lanzo (Piemonte, Italy)

▷ COFFEE BREAK / 11.10 – 11.25

Can sport and other events as touristic products contribute to the sustainable development of the Alpine region? / 11.25 – 11.45

Mr. GERHARD VANZI, Senior Researcher at Eurac Research

▷ CASE STUDY / 11.45 – 12.00

Approches to the sustainability of winter sports: the Cortina Chapter

▷ ROUND TABLE / 12.00 – 13.00

Moderator: Mr. CHRISTIAN BAUMGARTNER, CIPRA International