The Role of Tourism in Integrated Mountain Development

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Welcome
Outline

1. Importance of tourism in mountain areas
2. Understanding the mountain context
3. Role of tourism in the mountain context
4. Tourism approaches to sustainable mountain development
5. Factors that do not enable sustainable tourism development in mountain areas
6. Some examples
7. Challenges and suggestions
1. Importance of tourism in mountain areas

- Continued tourism growth and diversification
- Tourism as a key driver of socio-economic progress
- Mountains have always been a draw for tourists
1. Importance of tourism in mountain areas

- Key economic sector in many mountain areas

- For local people, tourism means
  - valuable foreign currency
  - business opportunities
  - and jobs

.... And more
1. Importance of tourism in mountain areas

• Local communities understand and value their natural and cultural heritage

• They value and reinvigorate their identity

• Tourism provides an opportunity for cultural exchange, learning, and mutual understanding
2. Understanding the mountain context

Remoteness
Fragility
Fragmented
Identity
2. Understanding the mountain context

• Mountains evoke an experience of something of deeper significance that gives meaning to people’s lives

• Inspiration, transformation and renewal
Welcoming culture vs. mountain tourism culture

- ‘Welcoming’ culture is a great value and *strength* in mountain contexts

- But, does this welcoming culture translate into a good tourism services?
3. Role of tourism in the mountain context

- Mountains contain immense vertically and horizontally variety
- Ecological conditions
- Socio-cultural conditions
- Tourism has significantly altered the economics of many mountain regions
3. Role of tourism in the mountains areas

- Economic opportunities
- Value to natural resources
- Economic justification for heritage protection and community partnerships
- Adaptation to change for livelihood opportunities
Mountain context in different regions

Butler’s Destination Area Lifecycle

Alps

Himalaya
Concerns and risks associated with mountain tourism development

- Flora and fauna degradation
- Physical erosion
- Visual pollution/aesthetics
- Access (accessibility)
Concerns and risks associated to mountain tourism development

- Solid waste management
- Impacts of activities on water and air
- Negative effects of tourism on small communities
- Security and safety

Need for sustainable and integrated approach to tourism development
4. Tourism approaches to sustainable mountain development

- Sustainable Tourism
- Responsible Tourism
- Pro-poor Tourism
- Value chain
- Inclusive business

Community and enterprise engagement

- Balance of economic, environmental and socio-cultural dimension
- Behavior
- Increased net benefits for the poor
- Strengthen business linkages
- Include low income communities in tourism business
5. Factors that do not enable the sustainable development of tourism in mountain areas

- Weak integrated vision and holistic approach
- Poor tourism management
- Lack of a market approach and vision
- Weak capacity to attract investments
5. Factors that do not enable the sustainable development of tourism in mountain areas

- Lack of mountain specific tourism policies
- Difficulties retaining local human resources
- Lack/shortage of reliable indicators and data
5. Factors that do not enable the sustainable development of tourism in mountain areas

- Tourism products that do not integrate local identities and values
- Shortage of hospitality and tourism skills
- When natural and cultural heritage are used only as promotional images to attract visitors
Some examples
6. Kailash Sacred Landscape Initiative
6. Kailash Sacred Landscape Initiative

- Integrated heritage tourism plan and strategy targeted to potential tourists

Heritage Tourism in Kailash Sacred Landscape:
Concept, Plan and Strategy

Draft for Discussion

Submitted to
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Kathmandu, Nepal

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3rd Euro-Asian Mountain Resorts Conference
Mr. Marcello Notarianni
6. Kailash Sacred Landscape Initiative

- Heritage tourism trail concepts using interpretation techniques
6. Kailash Sacred Landscape Initiative

Communication Booklet for Yak and Horse Transportation Team in the Kailash Sacred Landscape

Guidelines for Travelling Responsibly in the Kailash Sacred Landscape

Tools for involving local communities into tourism business

Connect tourism business to responsible tourism practices
6. Kailash Sacred Landscape Initiative

- Participatory workshop
- Waste management and sanitation
- F&B training
- Target marketing communication

An Ancient Route Through Sacred Lands
— Simikot to Kailash

एक दृश्य उपयोगकर्ता पार्श्ववर्ती मार्ग
— सिमिकोट बाट कोलास सफर
6. Sappada, Dolomites, Italy

- Tourism product development and marketing plan in Sappada
6. Sappada, Dolomites, Italy

- Particular alpine community,
  - a special ethnic group
  - a very old local language
  - traditions, like the carnival rituals (Vosenòcht)
  - typical wood houses/architecture
  - wooden mask art craft
6. Sappada, Dolomites, Italy

- Changing of way of managing tourism
- The involvement of the local community in direct and responsible tourism development
- Tourism strategy public seminars
- Tourism adjournment meetings

Participation of local community in a number new types of activities, all founded on respect for local history and tradition.
6. Sappada, Dolomites, Italy

- Set up a voluntary team
- Coordinate services and activities
- A participatory action plan
- Local communication and information coordination
- Special meetings called ‘stammtisch’ for solving personal conflicts, and ‘adjournments’
6. Sappada, Dolomites, Italy

• The System Strategy

• Toolbox Manuals / text editing

• Coaching, Education and advisory service

The Shanni Mask
- Sappada brand concept created during the project
Lessons learned

• Introduce regular educational seminars
• Conflicts among generations
• Risk of losing trust

People in masks interrupt and are comically argue with the Mayor during a public conference.

This mountain folk community hides in its identity a very fascinating and courageous secret: the human relationship with nature and the surrounding environment.
6. Huangshan UNWTO Observatory, China

- Sustainable tourism management models

Huangshan 2008

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<tr>
<th>Health of destination</th>
<th>Quality of the visitor experience</th>
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<tbody>
<tr>
<td>Poor</td>
<td>Poor</td>
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<tr>
<td>Good</td>
<td>High</td>
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Optimal visitor management
6. Huangshan UNWTO Observatory, China

The 2016 monitoring program updated the indicators including:

- Huangshan tourism and communities datas

- Information was acquired through questionnaires and interviews on:
  - Huangshan tourism’s influences the economy of the local communities
  - Society, culture, and environment
  - Local residents’ attitudes, and tourist satisfaction
Conclusion

- Choose your approach to tourism according to the lifecycle stage of the tourism destination and mountain context.

- Be market driven, integrate sustainability in tourism management and operations.

- Involve local communities and the private sector in tourism development.

Happy communities = happy tourists!
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