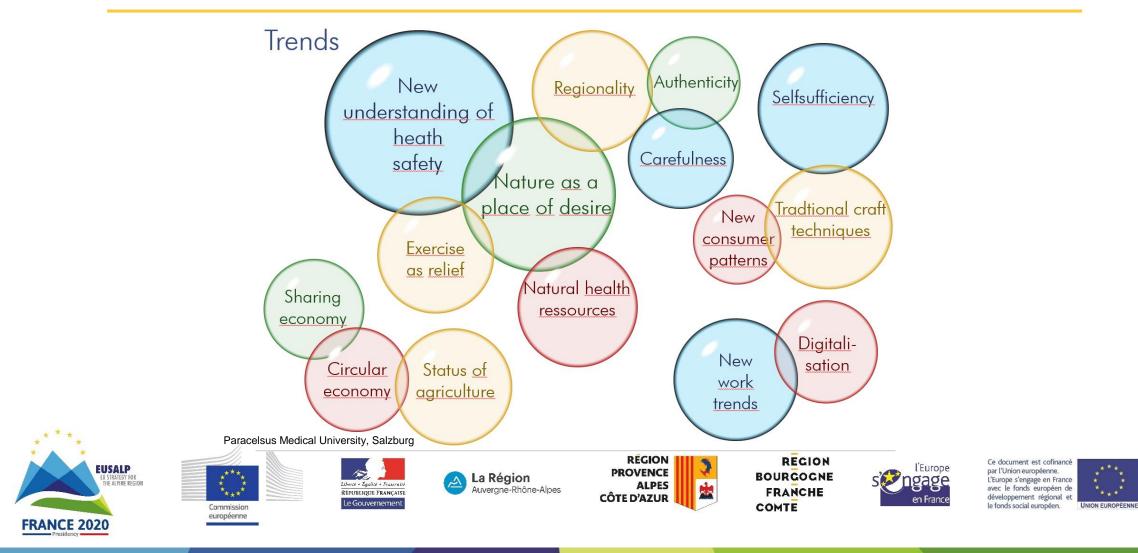
EUSALP « Mountain geography – all year round tourism industry » connected with health trends



Guiding principles

Natural healing ressources: communication of the healing power <u>of the</u> Alps

Evidence and resposivness: basis of all measures = the best available knowledge and quick adaption

Guiding principles

Health

Regiondity

Houre

Fuidence

Building on the existing: dialogue medicine-tourism, outcomes of European and regional projects

Exploit trends:

safe and healthy, immune strengthening, regionality and enjoyment

Sustainable, cross-sectoral valuechains: agriculture, crafts, nearshoring





and locals



Hybrid products:

Paracelsus Medical University, Salzburg



added value for businesses, guests



REGION PROVENCE ALPES * **CÔTE D'AZUR**

REGION BOURGOGNE FRANCHE COMTE



Ce document est cofinance par l'Union européenne. L'Europe s'engage en France avec le fonds européen de développement régional et le fonds social européen.



BACKGROUND OF THE PROJECT « TRANSITION OF SKI RESORTS AND MOUNTAINS IN A TOURISTIC POINT OF VIEW »

Research on the vulnerability of ski resorts and mountains in general -> building a network of French ski resorts involved in the transition (at all levels, economical, ecological, energetical...). \rightarrow Enlargment to the whole Alpine space.

Target : to shift from the only snow option to an « all year round tourism industry » -> health tourism, pillow of the touristic diversification.





ÉPUBLIQUE FRANCAIS





RECION BOURGOGNE FRANCHE COMTE



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