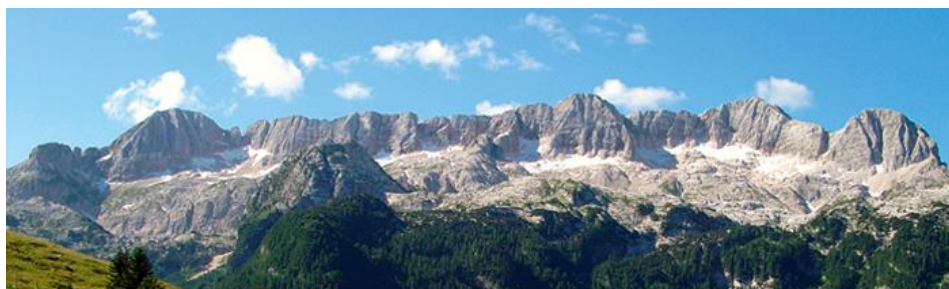


# HOW CAN TOURISM CONTRIBUTE TO THE SUSTAINABLE DEVELOPMENT IN THE ALPINE REGION?

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