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The Alpine Convention is raising awareness of sustainable tourism in the Italian Alpine Arch

Have you ever wondered what the main elements of the sustainable tourism are or what is the role of the Alpine Convention in implementing them?

The 6th edition of the Festival delle Alpi will be celebrated the following weekend, 18th and 19th of June, in different parts of the Italian Alps to promote sustainable tourism.

“Tourism is a main source of income in the Alpine region, therefore it is important to ensure that tourism in the Alps is sustainable! Not only today, but mostly for tomorrow”, says the Secretary General of the Alpine Convention, Mr. Reiterer.

The Alpine Convention is an international treaty between the eight Alpine Countries (Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia and Switzerland as well as the EU), embracing the economic, environmental, social and cultural dimension of the life in the Alps. Its regards for the valorisation of the tourism in the Alps has been emphasised in the article 2 of the Framework Convention, in the protocol Tourism.

The Italian Presidency of the Alpine Convention (2013 – 2014) has highlighted the importance of sustainable tourism with the Sustainable Tourism Task Force. Special attention to tourism has been also given in the 4th Report on the State of the Alps that later on resulted in Sustainable tourism working group.

A priority for the future is to ensure a long-term sustainable touristic perspective, which takes into account the environmental and social impacts and which addresses also important Alpine challenges such as climate change.

In this context, strongly linked to tourism is also the question of transport. The Alpine Convention has been emphasising the significance of the use of public transport for local citizens and tourists to maintain the Alps as a whole. Good connections with public transport do contribute to demographic structure in the Alps. As presented within the 5th Report on the State of the Alps focused on the role of sustainable tourism within the analysis on Demographic Changes in the Alps, supported by the Italian Presidency, has shown the correlation between areas with better transport connections and increased number of citizens. The local citizens play an important role in preserving Alpine natural habitat, demography and culture.



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Culture is as well one of the most important aspects of tourism. The Alpine Convention is by engaging the local citizens actively taking part in the implementation of initiatives celebrating the cultural diversity and similarity amongst the mountains. On the other hand, the Alpine tourist products should ensure a unique quality experience for visitors in the Alps and should be competitive, innovative and economically viable in the long-term.

As the Secretary General of the Alpine Convention would say: “three things are needed for a full life: health, income and relations. These are the things that keep us going in private life, but they also define our work – especially the work we do in the Alpine Convention. The Alpine Convention strives to protect the nature by implementing the rule of sustainability. By supporting sustainable economic development it is ensuring to sustain the necessary jobs for the population in the Alps and it takes care of the interest of the people living in the Alps, their culture, customs and tradition. In order to provide income for all, long lasting tourism, farming and local business should be supported and nurtured”.

Events like Festival delle Alpi are important for the Alps, the people and the culture.

Special thanks to all the organizers of the Festival delle Alpi for outreaching the ideas of the Alpine Convention.

Further information about Alpine Convention can be found on www.alpconv.org