



TEM Workshop on Sustainability in cross-border territories (mountain areas)

Chambéry, January 22nd-23rd, 2018

One key theme: Sustainability

The topic most frequently discussed in both papers presented at the TEM Conference and of the Round Table on the Alpine Space (Courmayeur, Italy, 26h-27h June) was sustainability, seen from many different perspectives (marketing, economic, legal, ecological, historical, sociological). An increase in human mobility and climate change have been, and will increasingly be, two major factors exerting a strong impact on tourism, particularly for destinations, such as the mountains, where landscapes and natural resources are the key attractions. On the one hand a growing number of people visit mountain regions – but at the same time mountain regions seem to be considered less attractive than before by young tourists (Saayman). On the other hand this increase in tourists creates many challenges related to sustainable tourism. Climate change is affecting many tourist destinations that rely on winter sports: the scarcity of snow is leading many stakeholders involved in destination management to reconsider their offer and to re-design their portfolio of activities. Hence, sustainability is a crucial strategic challenge for the tourism industry, and requires a deep understanding of its many facets and of its four dimensions: governance, environmental, social, and economic. Sustainability intersects with many disciplines: economics, political sciences, law, marketing and management, geography, architecture, physics, chemistry, natural sciences. This is a call for a multi-disciplinary approach to sustainability in mountain areas: the integration of several fields of knowledge the sharing of their different findings and the resulting cross fertilization can broaden horizons and thus open up new avenues for academics and practitioners to better shape the future of Alpine regions.

With these elements in mind, sustainability will be the key topic on the agenda of the TEM Workshop held in Chambéry (January 22nd-23rd, 2018).

Sustainability - Four research themes

1. Sustainability and the sharing economy

Theme leader: Raphael Dornier – Université Savoie Mont Blanc

- a. Is the sharing economy sustainable?
- b. Is the sharing economy more sustainable than the traditional economy?
- c. Towards a specific sustainability certification process for the sharing economy
- d. The approach of sharing economy users towards sustainability

- e. How “traditional” organizations can compete with sharing economy organizations.

2. marketing perspectives on sustainability

Theme leader: Chiara Mauri – Università della Valle d’Aosta

- a. Are tourists willing to change destinations?
- b. Can the vocation of a mountain destination be changed?
- c. Shopping in Courmayeur and skiing in Dubai?
- d. What is the value of landscapes for tourists in mountain regions?
- e. The disability issue (to what extent a place is accessible to disabled tourists?)
- f. Mountain “branding”?

3. Sustainability and transport

Theme leader: Marco Alderighi – Università della Valle d’Aosta

- a. How can mobility be interpreted as a service for sustainable tourism?
- b. How can mobility be managed in the context of mountain regions?
- c. Can towns and mountain be linked in sustainable tourism?
- d. Airlines and tourism: what big data can reveal us
- e. Travelling, parking, queuing, ...

4. The institutional, legal and socio-economic side of sustainability

Theme leader: Jean-François Joye – Université Savoie Mont Blanc

- a. Smart specialization and sustainability
- b. The challenge of multi-governance policies in Alpine regions?
- c. Is there a European perspective for sustainable tourism?
- d. New regulations to support sustainable development
- e. The boarder: a sea or a cut?
- f. Investment and innovation in mountain regions
- g. Mountain areas and assets specificities

These themes will be the topics for the next **workshop** that will take place in **Chambéry (January 22nd-23rd, 2018)**. The workshop will be organized as follows: an introductory plenary session will introduce the discussion themes for all the clusters. Then, each cluster will follow its own work separately for one day. First, the cluster leader will present a state-of-the art review of the field, then participants will meet the local stakeholders of the cluster to compare and share academic and practical experiences: tourism operators, public administrators, consultants, etc.

Scholars interested in the event are invited to submit an abstract to cristina.vignali@univ-savoie.fr **before 7th,December, 2017**.