

Workshop

“Tourism in Alpine Protected Area in a changing framework- opportunities and challenges”

Date: December 14th 2020

Place: 10 AM- 12:00 AM

Duration: 2 hs

Target groups: PA staff in charge of tourism, PA directors, interested organisations

Agenda (120 min):

- **Welcome & Introduction**
- **Session 1 “New” alpine tourists in alpine protected areas**
 - Presentation of the results of the survey “Visitor flows in Alpine Protected Areas and Covid19”
 - Experiences from the summer 2020 and exchange
- **Session 2 - Outdoor tourism and protected areas: communication and sensibilization**
 - Status quo and follow up of the campaign Be part of the mountain
 - Experiences from organisations and ambassadors
 - Potentials & outlook
- **Conclusions**
 - Specific questions
 - Follow up of common activities & perspectives

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