

Together for EU Tourism

PRESENTING SPEAKERS

North Europe destination: Swedish Lapland, Sweden



Ms. Camilla Bondareva
Head of Brand Communications, Swedish Lapland Visitors Board

Camilla Bondareva is Head of Brand communication at Swedish Lapland Visitors Board. She has a wide range of experience in the Arctic hospitality industry, working for renowned tourism companies like Icehotel, and with destination brand development both on local and regional level.

Care for the Arctic — it's our home is a joint Arctic agenda with a toolbox for the Arctic destination's main stakeholders, that address the challenges that we face together – locally, and globally, socially, economically, and environmentally.

It's an inclusive and engaging method that empowers Sweden's Arctic Destination to contribute to, drive, and lead change processes and adjustments towards the 2030 Agenda for Sustainable Development.

The method is based on the understanding of shared responsibility and that collective action for change is vital.

Investments in creating fossil-free steel, better utilization of fossil-free energy, and the development of future forestry and food supply are pushing our society into a new reality. It's all happening at once. The tourism and hospitality sector is part of the solution, and a key player in driving change, innovation and collaboration. Our vision is to be the world's most responsible Arctic destination and our mission is building a better, regenerative life in the Arctic.

With Care for the Arctic an important question is raised: What are we sustaining with sustainability? Business as usual? Merely working with cutting CO2 won't save us. Addressing climate change involves a shift in mindset – a paradigm shift and new worldview that is regenerative and living system-based. Sweden's Arctic destination consists of a diverse range of small-scale tourism and hospitality businesses that build, not just economy, but community. They are also capable of doing it on nature's terms. Developing a community-based, diverse tourism & hospitality sector means a stronger, more adaptable, resilient and creative whole; when meeting challenges.

Mountain destination: Auvergne-Rhône-Alpes Region, Grenoble, France



Ms Emmanuelle GEORGE
Researcher in governance and transitions in ski resorts
INRAE Grenoble, Research Unit, LESSEM

Emmanuelle GEORGE has over 25 years' experience as a territorial economist working on the territorial dynamics of winter sports resorts, their governance arrangements and their adaptation and transition trajectories. She conducts research projects at different territorial scales, both in France and abroad. She is currently coordinating the TranStat project on resort transition, as part of the Interreg Alpine Space programme (<https://www.alpine-space.eu/project/transtat/>). This research has also enabled her to develop an expertise that is often used in the design or evaluation of public policies to support mountain resorts and tourist areas.

The TranStat project (Transitions to Sustainable Ski Tourism in the Alps of Tomorrow) is a 3-year Interreg Alpine Space project. Under the responsibility of INRAE, TranStat is mobilising a network of 9 ski resorts considered as Living Labs and is organised around 3 work packages (WP), see <https://www.alpine-space.eu/project/transtat/>

In France (Auvergne-Rhône-Alpes region), **the ski resort of St Pierre de Chartreuse/Le Planolet** is faced with climate change and reduced snow cover. Faced with these economic difficulties, a group including the local authorities, the resort manager and various stakeholders is working on a scenario based on a reduced ski area (just 5 ski lifts), and the



definition of a renewed tourism offer, based on nature tourism and linking different areas of the territory, which is also attractive to new populations.

In the Italian Alps (**Lombardy Region's Valtellina**), the **Chiesa in Valmalenco living lab** is working to foster closer interaction between the three municipalities, the resort manager, and various stakeholders. While the resort has experienced so far minor effects of climate change, the valley's socio-economic fabric has been suffering from general depopulation and a limited ability to adapt to new tourism demands. After the ski lift in Caspoggio closed in 2013, the area successfully promoted alternative forms of tourism (with a focus on public mobility and valley accessibility).

These two examples have shown local players the importance of planning for the future of their area, highlighting the need to diversify their socio-economic structure and tourism offering, but also to take account the needs of their residents. In this context, TranStat has made a number of contributions: identifying factors for change specific to the areas, producing and sharing a systemic and multi-scale diagnosis of the resort and the area, organising participatory workshops and exchanges between the ski resorts. This will continue in the scenario development phase, which will entail a co-creation process involving the different stakeholders.

South Europe, coastal destination: Oeste Intermunicipal Community, West Coast, Portugal



Mr. André Lopes

**Public Officer in the Intermunicipal Public Policies Division, Environmental Area
Oeste Intermunicipal Community (Comunidade Intermunicipal do Oeste), Portugal**

After integrating two research H2020 projects between 2018 and 2021 in Aquaculture, Climate Change and Eco-Intensification, I have been working with OesteCIM since 2022. I have participated in multiple public oriented projects, linked to Climate Change (CC) mitigation and adaption. The most relevant one is OesteAdapta, which developed 12 Municipal CC Adaptation Plans, with CC vulnerability and risk assessment, which included the mapping of risk areas for the 12 municipalities for each of the most relevant CC risks. One of the key elements of this project, was the organization of public forums with the participation of relevant stakeholders and general population in the identification of the vulnerable locations.



The West Region's Climate Change adaptation plans for tourism are integrated with other sectors within a strategic regional development model centred on good governance, aimed at creating a smart, sustainable, and inclusive region where the focus of governance is on the well-being of the people, following an ESG approach that strives to decarbonize key economic sectors using territorial knowledge and innovation.

To develop a territory model, we make use of top-down and bottom-up data, which allows us to create knowledge, identify vulnerable locations and risk susceptibility, on the present and for the future. This drives decision-making to act on, and reduce risk, on (not exclusively) tourism-sensitive locations. At the basis of this approach is community participation which, in the context of the Oeste Adapta project, organized local councils to help identify the more vulnerable locations, while increasing local and regional awareness for Climate Change and the need for Adaptation.

The tourism sector is an asset for the Western Region, marked by its 1154 km² Geopark and with a unique interest as a surf destination. In its 100km of Atlantic coast is the beach of Supertubos in Peniche, house of the only European stage of the world surfing circuit. The iconic geological landmark in Canhão da Nazaré, also creates a niche destination for this sport. The relevance of wine, gastronomy and culture, also adds to the leisure, gastronomical and historical heritage of the West, recognized by multiple events of international impact. Our initiatives stimulate sustainable tourism that preserves natural values and supports local communities and culture. Our territorial planning tools and approach allows us to support technological development that contributes to the sustainability of all sectors, including tourism, in the region.

