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COMMON STATEMENT



ÉTATS GÉNÉRAUX de la
transition du **tourisme** en
MONTAGNE



23 | 24
septembre

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The General Assembly on the Transition of Mountain Tourism was held on 23 and 24 September 2021 under the French presidency of the European Union's Strategy for the Alpine Region (EUSALP).

For Europe, and especially for France, the Alps, like all mountain ranges, are an ecological backbone, a vast reservoir of natural resources and relaxation and recreational activities. They also offer a high-quality living environment and production area, providing the European continent with food, energy, jobs, and many other ecosystem services. These regions have a strong potential for innovation and development in the areas targeted by the European Union in its Green Deal strategy.

Taking very diverse and innovative forms, this General Assembly has offered plenary sessions, thematic workshops, an initiatives village and, particularly, many local workshops in all the massifs, and has been able to bring together for the first time many institutional, non-profit and socio-professional stakeholders in mountain regions.

The challenge was to examine the relevance of each region's development model, by discussing its strengths and resilience in the face of exogenous economic, health and climate crises and the structural changes expected for the implementation of the United Nations Sustainable Development Goals (SDGs).

This major first has enabled a dialogue between stakeholders with different, even opposing, points of view on these vital topics, all in a spirit of mutual respect and with a common desire to move forward together to envisage the mountain regions of tomorrow. This event was held in a context which, in terms of health, the economy and the environment, offers huge opportunities for mountain areas and also presents major challenges which all the stakeholders have fully explored and taken into account.

Obviously, this event is only one step in a more global course of action, which all the stakeholders are committed to pursuing at local, national and European levels with their respective partners.

From these meetings and from all the actions and initiatives which have already taken place or which will go ahead in the coming months, a number of essential points emerge. Many of these involve unanimous demands for action, innovation and funding, and requests that tourism be considered differently in the processes of regional development and renewal of modes of governance.



THE GENERAL ASSEMBLY STAKEHOLDERS' COMMITMENT

Our collective ambition is to pursue calm and constructive dialogue, involving all stakeholders, on all subjects relating to the transition of tourism in mountain regions.

We, stakeholders in these mountain regions, are responsible for the preservation of their environment and development.

In accordance with the policies and actions already in place, we are committed to stepping up our efforts to provide both a good place to live and a welcoming environment for visitors in protected mountain regions.

The idea is to envisage the future of mountain regions together to ensure that they remain a desirable destination and a pleasant place to live.

STRUCTURAL ACTIONS TO BE TAKEN FOR A SUCCESSFUL TRANSITION OF TOURISM IN THE MOUNTAINS

- Amid accelerating climate change, work together, in a spirit of respect and goodwill, to build new paths for the development of tourism in mountain regions and ensure sustained economic activity, create jobs, improve the living conditions of the inhabitants while also preserving our exceptional and fragile mountain environment.
- Include mountain tourism in a regional approach to development, in cooperation with other sectors of activity, to ensure that the mountains remain attractive as a place to live and a holiday destination.
- Establish diversity and versatility as the basis for thinking about the mountain regions of tomorrow, by clarifying their status, encouraging their establishment and enhancing their social image.
- Think about tourism in the context of climate change and sustainable resource management. Winter sports and different types of skiing are now a structuring factor in mountain tourism; their medium and long-term future is assessed differently depending on the situation and leads to different support strategies. They must be unwaveringly accompanied by innovative projects tailored to each region and closely linked with the necessary climatic and environmental transition, with a view to economic and social viability.
- Define, at regional level, transition indicators in order to set measurable and achievable objectives, monitor developments and measure the effects of public policies.

INITIAL IDEAS FOR PRIORITY ACTIONS

- Reduce the environmental impact of mountain tourism by making a major collective effort to achieve more sustainable, soft and low-carbon mobility, both for reaching these regions and for travelling around within them. Efforts will also have to be maintained in terms of thermal insulation of buildings and energy efficiency, more environmentally friendly and locally sourced food, and the protection of biodiversity and natural resources.
- Make the transition reasonable and economically viable through better land management in the context of the 2011 European target to stop "any net increase in the area of occupied land" by 2050, in line with focus area 1 of the French Biodiversity Plan of 4 July 2018 and the funding ringfenced for the communities concerned.
- Find the means to enable as many people as possible, particularly young people, to discover the mountains in all their variety, by providing more information about the diversity of the regions and what they have to offer, by adapting regulations and by helping to fund recreational facilities which are open to all.
- Encourage innovative training and research systems to support transition-related needs.
- Help to develop the legislative and regulatory framework to encourage the development of "four-season tourism".
- Encourage the use of all European funds for the new 2021-2027 period, such as those from the Interreg programme, the massif agreements and the State-Region Plan Contracts (CPER), to enable the innovations needed to bring about this transition.
- Work to increase synergies between local, regional, national, cross-border and transnational European strategies (the macro-regional strategy for the Alpine Region - EUSALP, the Alpine Convention) to ensure overall consistency and ramp up actions, particularly as part of the European Green Deal.

Many other avenues were put forward, particularly in the local workshops. They will be studied in the coming months in order to identify a set of very wide-ranging proposals. This will be a new stage for this General Assembly. They will be presented to the EUSALP and Alpine Convention bodies, the National Mountain Council, the massif Committees and local authorities, and put up for local, national and European discussion as well as for public debate.



SIGNATORIES

Agence des Pyrénées
Agence de développement touristique de la France (Atout France)
Alliance dans les Alpes
Association pour le développement en réseau des territoires et des services (ADRETS)
Association nationale des élus de montagne (ANEM)
Association nationale des maires des stations de montagne (ANMSM)
Association Transitions des Territoires de Montagne (2TM)
CIPRA France
Conseil de la jeunesse de la SUERA
Cluster montagne
Domaines Skiables de France
Fédération française de la montagne et de l'escalade (FFME)
Fédération française des clubs alpins et de montagne (FFCAM)
Fédération française de la randonnée pédestre (FFRP)
France Montagnes
France nature environnement Auvergne Rhône Alpes (FNE AURA)
Ministère chargé du Tourisme, des Français de l'étranger et de la Francophonie
Ministère de la Cohésion des territoires, secrétaire d'État chargé de la ruralité
Ministère de la Transition écologique, Secrétaire d'État chargée de la Biodiversité,
Mountain Riders
Mountain Wilderness France
Nordic France
Outdoor Sports Valley
Présidence française de la Stratégie de l'Union Européenne pour la Région Alpine
Protect Our Winter
Région AuvergneRhône Alpes
Région Bourgogne Franche-Comté
Région Provence Alpes Côte d'Azur
Savoie Mont-Blanc
Syndicat national des accompagnateurs en montagne (SNAM)
Syndicat national des gardiens de refuge (SNGRGE)
Syndicat national des guides de montagne (SNGM)
Syndicat national des moniteurs cyclistes français (MCF)
Syndicat national des moniteurs de ski français (SNMSF)

