

Technical Conclusions

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Key word: **Authenticity**

- 1 In order to differentiate, authenticity is key when developing new or convert existing accommodation facilities
- 2 An authentic product can be reached by incorporating local architecture, local materials, local food or local habits
- 3 Successful mountain tourism projects aim at combining international standards with authentic local elements
- 4 Authenticity is also important in the re-positioning process of many accommodation facilities/chains
- 5 Authenticity is also a key element to make your guests ambassadors for your facility

Key word: Experiences

- 1 More and more travellers are seeking for unique and authentic experiences during their holidays
- 2 As a consequence tourism stakeholders should focus more on creating experiences rather than standardized solutions
- 3 Large tourism companies – like Airbnb – already realized the market opportunities for selling experiences
- 4 Accommodation facilities in mountain destinations should try to offer remarkable mountain views as often as possible
- 5 In our high-tech world, tourists increasingly search for nature/wilderness/quietness – an advantage for mountain destinations

Key word: Innovation

- 1 Stakeholders can benefit from new IT-solutions, but need to pay attention to the topic in order to choose the right ones
- 2 The integration of user generated (visual) content can be very useful for tourism companies
- 3 One of the challenges for the tourism industry is to convert „big data“ into „smart data“
- 4 The digitalization of customers is not an option for tourism companies but a „must have“
- 5 „Smart tourism destinations“ – inspired by the concept of „smart cities“ – are the future

Key word: Quality

- 1 To ensure a sustainable quality it is important to listen to stakeholders, customers AND the local community
- 2 To convert „cold beds“ into „hot beds“ is an important topic in many mountain destinations
- 3 (National) quality labels can help to increase the quality level in the tourism industry
- 4 New educational programs for stakeholders and students are crucial to increase the quality in mountain tourism
- 5 In the years to come the main goal for many mountain tourism destinations will be quality and not quantity