



Food and Agriculture
Organization of the
United Nations



UNWTO
World Tourism Organization

Mountain tourism – Towards a more sustainable path



Mountain Partnership



Challenges

- **Lack of reliable tourism data** and indicators
- **Concentrated visitor** activity
- **Pollution** (plastic waste, limited management infrastructure)
- **Climate change**
- **Sociocultural impacts** on local communities
- **Economic sustainability:** seasonality, leakages, health and safety, crisis management

An aerial photograph of a mountain village. The village is built on a steep, forested hillside. The houses are mostly multi-story buildings with dark roofs and light-colored walls. Some houses have red-tiled roofs. The village is surrounded by dense green trees and vegetation. A road or path is visible winding through the village. The overall scene is a picturesque mountain landscape.

Recommendations

- Promote **climate-sensitive, low-impact tourism** in mountains.
- **Monitor tourism** in mountains and its impact to better manage resources and waste produced, respecting destinations' carrying capacity.
- **Empower mountain communities** to take the lead in tourism development.



Recommendations

- **Strengthen public-private partnerships** to innovate and develop year-round tourist offerings.
- **Invest in infrastructure in remote mountain regions**, particularly in the **digitalization** of tourism services.



Case Studies

Argentina

Chile

India

Italy

Philippines

Switzerland

USA

Carpathian

Australia

China

Iran

Nepal

Slovenia

Tunisia

Alpine

DRC, Rwanda, Uganda

Case Studies

- Cultural Tourism
- Food Tourism
- Nature-based Tourism
- Rural Tourism
- Snow and Winter Tourism
- Innovation and Digitalization
- Governance models and policies for sustainable mountain tourism

The background of the entire slide is a close-up photograph of several birch logs stacked horizontally. In the center-left, a white ceramic bowl filled with a light-colored soup is placed on one of the logs. The soup is garnished with a small amount of green herbs. To the right of the bowl, a silver spoon lies on the logs. The text is overlaid on this image.

The Tastes of Rogla

Rogla – Pohorje
Tourist Destination
(Slovenia)

Joint brand development 4 mountain municipalities: Rogla-Pohorje Destination Tourism Development & Marketing Plan.

239 Certified Products

- 124 food products with quality designation (jams, teas, handmade pasta, fruit bread)
- 37 traditional dishes (Pohorje Pot, mushroom soup, flower soup, Mountain River rustic cake)
- 62 handicrafts and unique and industrial design products (handmade products made of wood, wool and metal)
- 15 guided tourist experiences
- One culinary event - Pohorje Pot Feast

38 Number of certified providers


More information: <https://www.rogla-pohorje.si/en/enjoy/>



Astrostays community-led astrotourism model (India)

- Located in remote, mountainous and offbeat rural areas.
- Homestays owned and operated by the community, benefitting directly from the revenue gained from the homestays and stargazing sessions.
- Visitors experience cultural heritage and exchange, local arts and crafts, indigenous folklore, local cuisine and more.
- Training on basics of astronomy and hospitality.

More information: <https://www.astrostays.com/>

A person wearing a green shirt and a hat stands on a large, light-colored rock in the foreground, looking out over a vast mountain range. The mountains are rugged and covered in green vegetation, with a valley visible in the distance. The sky is blue with some clouds.

Mountain Tourism Impulse Plan (Chile)

- Public-private alliance as a result of Covid-19 impact: national Transforma Tourism programme, placing Mountain Tourism as a priority for sustainable recovery.
- Network of 20 mountain destinations with more competitive, safe and sustainable tourist experiences.
- Roadmap for improving the environmental sustainability of tourist services, human capital development plans for mountain guides and tour operators, and public-private sector coordination to make investments in mountain areas.

More information <https://www.transformaturismo.cl/planmontana/>



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Thank you!

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