

Via Alpina Quality Guide



Impressum

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Contents

INTRODUCTION..... 3

I. QUALITY STRATEGY..... 4
Definition of the Quality Strategy outline

A. The Via Alpina “Spirit” 5

 1. Via Alpina5

 2. The philosophy of the trail.....5

 3. The spirit of Via Alpina.....6

B. The Via Alpina Quality Strategy 6

 1. Quality Strategy Objectives6

 2. Keys to success for a hiking itinerary.....6

 3. Defining and setting up the Quality Strategy7

C. Defining the Quality objectives..... 9

 1. Itineraries.....9

 2. Services.....9

 3. Marketing10

 4. Project management10

II. QUALITY MANUAL..... 12
Definition of the standards for the implementation of the Quality Strategy

A. Itineraries13

B. Services16

 1. Accommodation16

 2. Catering18

 3. Services within each territory.....20

C. Marketing.....22

D. Project management27

E. Tools and methods30

 1. To measure quality.....30

 2. To improve quality.....30

 3. To guarantee quality.....31

F. How to proceed31

 1. Strategic stages31

 2. Operational stage.....31

III. BEST PRACTICES 34
Examples of quality initiatives

A. Austria36

B. France41

C. Germany46

D. Italy48

E. Monaco.....56

F. Switzerland58

IV. REFERENCE DATA 60

Definition, tools, national information and addresses

A. Definitions.....61

- 1. Quality61
- 2. Quality Strategy61
- 3. The tourism service chain.....61
- 4. Tourism market segments.....62

B. Tools62

- 1. Tools for quality measurement62
- 2. Tools for quality improvement63
- 3. Tools for quality guarantee.....64

C. National information.....64

- 1. Austria and Germany64
- 2. France.....67
- 3. Italy70

D. Addresses72

- 1. Austria72
- 2. France.....77
- 3. Germany82
- 4. Italy84
- 5. Liechtenstein88
- 6. Monaco89
- 7. Switzerland89

INTRODUCTION

Via Alpina was launched in 2000 as the first common initiative of the responsible bodies of the eight alpine countries for the promotion of hiking tourism in the Alps. Its aims are:

- To contribute to the economic development of remote mountain areas by reinforcing the promotion and marketing of sustainable tourism based on hiking;
- To reinforce the mutual knowledge of people in the eight Alpine countries, both among the public and among development actors;
- To increase public awareness of alpine natural and cultural heritage and of the challenges of its conservation.

The network made up by the five Via Alpina long-distance trails shall therefore become:

- A portal to encourage the discovery of natural and cultural heritage;
- A tourism product serving as a local development tool;
- A platform for international technical exchange;
- A symbol of Alpine identity and a showcase for its diversity.

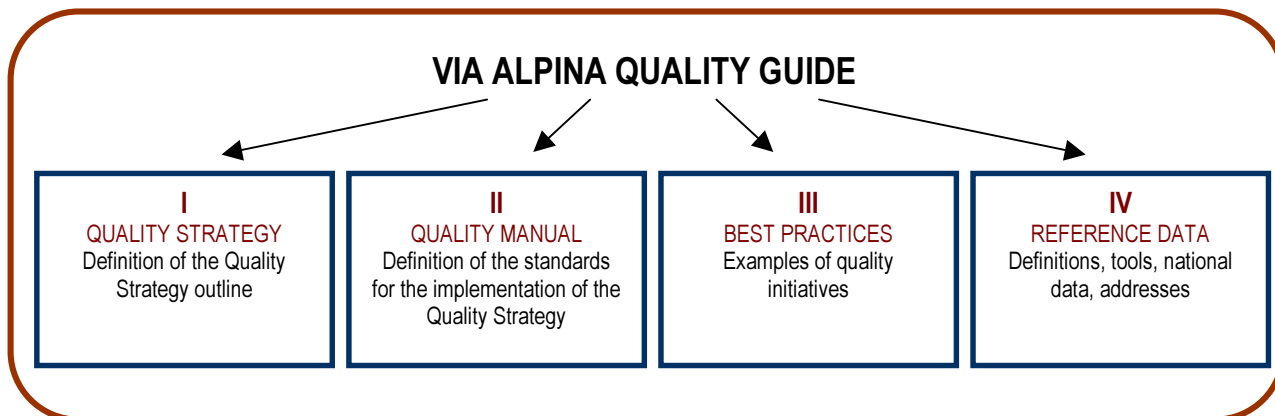
In parallel to the establishment of the five chosen itineraries themselves (introduction of specific signposting, compilation of a descriptive database, creation of basic communication tools), the partners set up an international working group on Quality in 2003.

Indeed, Via Alpina can only achieve its aims if the tourism offer promoted by the initiative meets high

quality standards. The first mission of the Quality Group, composed of five experts designated by the different countries and coordinated by the lead partner, Grande Traversée des Alpes, was to compare and combine the respective quality strategies and practices in the various links of the tourism chain in the eight Alpine countries. On this basis and integrating Via Alpina's specific objectives, the group members defined the **Quality Strategy** to be followed by Via Alpina partner organisations in the field of tourism development. They drafted a supporting **Quality Manual**, listing the reference "standards" (or guidelines) for each of the strategic objectives, which allow the practical measurement, improvement and guarantee of quality. A catalogue of **Best Practices** gives practical examples of existing initiatives that are in line with the Via Alpina Quality Strategy. And finally, a detailed appendix with **Reference Data** gives an overview of the organisation of hiking tourism in each of the alpine countries, listing the responsible bodies and their contact addresses.

Via Alpina Quality Guide aims to be a practical tool for the implementation of the Quality Strategy at all levels of intervention. Of course, subsequent work is needed in order to identify the most relevant points of action in each region and to integrate the recommendations of the Guide into local development activities. Each territory is specific – this is what makes the diversity of the Alps so valuable. With Via Alpina, these territories present themselves together with their neighbouring regions to visitors from all over the world. Achieving quality is a dynamic process and the hope of the authors is that the Strategy will continue to grow from the input and developments arising from every valley in the Alps, so that each local actor will benefit from the international exchange of experience.

[Overview of the Quality Guide's contents:](#)



I. QUALITY STRATEGY

Definition of the Quality Strategy outline

A. THE VIA ALPINA “SPIRIT”

1. Via Alpina

The Alps are a unique area of almost 200,000km² that stretches over eight European countries: Austria, Italy, France, Switzerland, Germany, Slovenia, Liechtenstein and Monaco. It is one of the top tourist destinations in the world.

It is a territory that offers the possibility of historical and cultural encounters where visitors can experience the common alpine identity through an extensive network of local, regional and national trails intended for hikers of all levels.

On the initiative of French public-private partnership La Grande Traversée des Alpes, institutions, associations and professional organisations concerned with hiking tourism in these eight countries have been working since 2000 on the installation of Via Alpina. Via Alpina is the first recognised hiking itinerary to link Trieste to Monaco along five thousand kilometres of trails that cross the whole of the alpine range.

2. The philosophy of the trail

The Via Alpina routes were chosen among existing trails according to the following criteria:

- **An international trail:**
 - Crossing the eight alpine countries from coast to coast, roughly in proportion to their share of the Alps;
 - With more than 60 border crossings;
 - Two internationally known extremities;
 - All five trails are international.
- **A trail with a strong alpine identity:**
 - Taking in most alpine massifs, in the inner areas as well as the pre-alpine ranges;
 - Passing near to the most famous alpine sites and summits.
- **An accessible trail:**
 - Marked mountain trails;
 - Moderate difficulty, without technical or glacier climbing;
 - Moderate stage length and elevation differences;
 - with small Via Alpina reminder trail-marks;
- A manageable length (341 stages, corresponding to one year or five summers of walking);
- Links to the main regional, national and European long-distance trails.
- **Consistent services:**
 - Accommodation and catering every evening;
 - Shops and services at regular intervals;
 - Frequent links with public transport;
 - The possibility of many guided hikes on various themes;
 - Centralised booking facilities at different territorial levels;
 - Regularly updated technical, practical, natural and cultural information.
- **An exceptional natural environment treated with respect:**
 - A hike through the biodiversity of the different alpine massifs and altitudes (from 0 to 3000 m);
 - Crossing more than 40 parks and nature reserves;
 - Awareness-raising programmes;
 - Both overcrowded and sanctuary areas avoided;
 - No new, heavy infrastructure.
- **A trail for discovering alpine culture:**
 - Many segments through inhabited cultural landscapes;
 - Historic sites, museums, heritage, architecture;
 - Festivals and events.
- **A contribution to local development:**
 - 30 administrative regions of the Alps and approximately 200 local communities are involved;
 - The use of existing infrastructure and services is promoted;
 - The development of complementary high-quality services is stimulated;
 - Via Alpina is a media-effective gateway to the network of European, national, regional and local trails.

3. The spirit of Via Alpina

Four points could be considered as the main values, the “spirit” of Via Alpina:

- **Walking along Via Alpina is an immersion in the unique and multifaceted world of the Alps.** Its greatest promise is the discovery of the diversity of this world: eight countries, beautiful landscapes, local heritage, different cultures, different men and women living in the mountains and their way of life. The Alpine regions have all these things in common, and yet they each retain their own particular identity.
- **Via Alpina is a means to discover new areas on foot.** The hiking trail network is planned so as to satisfy different kinds of walkers (sporty people, families, adventurers and even traditional tourists...). As far as the difficulties are concerned, hikers walk along well sign-posted, well-maintained trails with no technically challenging stretches. Furthermore, as a rule, there is the possibility of having a comfortable night’s sleep in a village with different types of suitable accommodation or in a mountain hut when at high altitude.
- Via Alpina is not only a hiking itinerary, it is also an important symbol. **Via Alpina is a link between all the countries of the Alpine range.** It unites all those who live in the Alps and provides a very visible representation of the Alps as one European region with a specific identity.

- **Via Alpina is also a contribution to sustainable development.** One of the missions of Via Alpina is to be a concrete application of the Alpine Convention by contributing to the development of sustainable tourism in the territory around the itinerary. It could also serve as a basis for international reflection on the integration of sustainable processes into mountain tourism around the alpine range (such as the education of the public, the use of environmental practices, the promotion of public transport and the maintenance of traditional land use, etc.).

Via Alpina is:

- *An immersion in the unique and multi-faceted world of the Alps;*
- *A means to discover new areas on foot;*
- *A link between all the countries of the Alpine range;*
- *A contribution to sustainable development.*

B. THE VIA ALPINA QUALITY STRATEGY

1. Quality Strategy Objectives

- **To promote and create good examples of quality practices all around the Alpine range.**
- **To increase the economic benefits from Via Alpina in the mountains while respecting the needs of future generations (sustainable development).**
- **To be a catalyst for the development of high-quality sustainable tourism.**

2. Keys to success for a hiking itinerary

According to various conclusions on the success of different long-distance trails, the keys to success for such an itinerary are:

- **A trail with a strong identity**, immersed in nature, and which provides beautiful landscapes and contact with local people.
- **An itinerary conceived with a user-friendly approach**, whose difficulties have been adapted to suit the hikers: a well-maintained and sign-posted itinerary. Along the trail there are accommodation, catering and service facilities adapted to the needs of the walkers (as well as good transport possibilities at the beginning and end of each section).
- **An efficient marketing policy** adapted to the main targets including:
 - A product adapted to the main targets;

- A well-structured sales and booking policy;
- Well elaborated information processes before, during and after the customer's stay;
- And, above all, a well defined communication process based mainly on media relationships.
- **Efficient management organisation** including:
 - Efficient project management;
 - Pertinent indicators of the level of quality;
 - Good local involvement (politicians, public bodies, professionals in tourism, culture and history, hiking and sports organisations, etc.).
- Takes account of the fact that some quality aspects are specific to the Via Alpina project and others concern walking and hiking tourism in general;
- Includes existing quality initiatives as often as possible;
- Takes account on one hand of the needs of the targeted customers (today's and tomorrow's) and on the other of the ethical values of Via Alpina;
- Includes as often as possible actions to measure, improve and guarantee quality.

The keys to success for hiking itineraries are:

- ***A trail with a strong identity and real immersion in nature;***
- ***Itineraries and services adapted to the needs of the main targets;***
- ***An efficient marketing policy;***
- ***Professional project management.***

3. Defining and setting up the Quality Strategy

The Quality process:

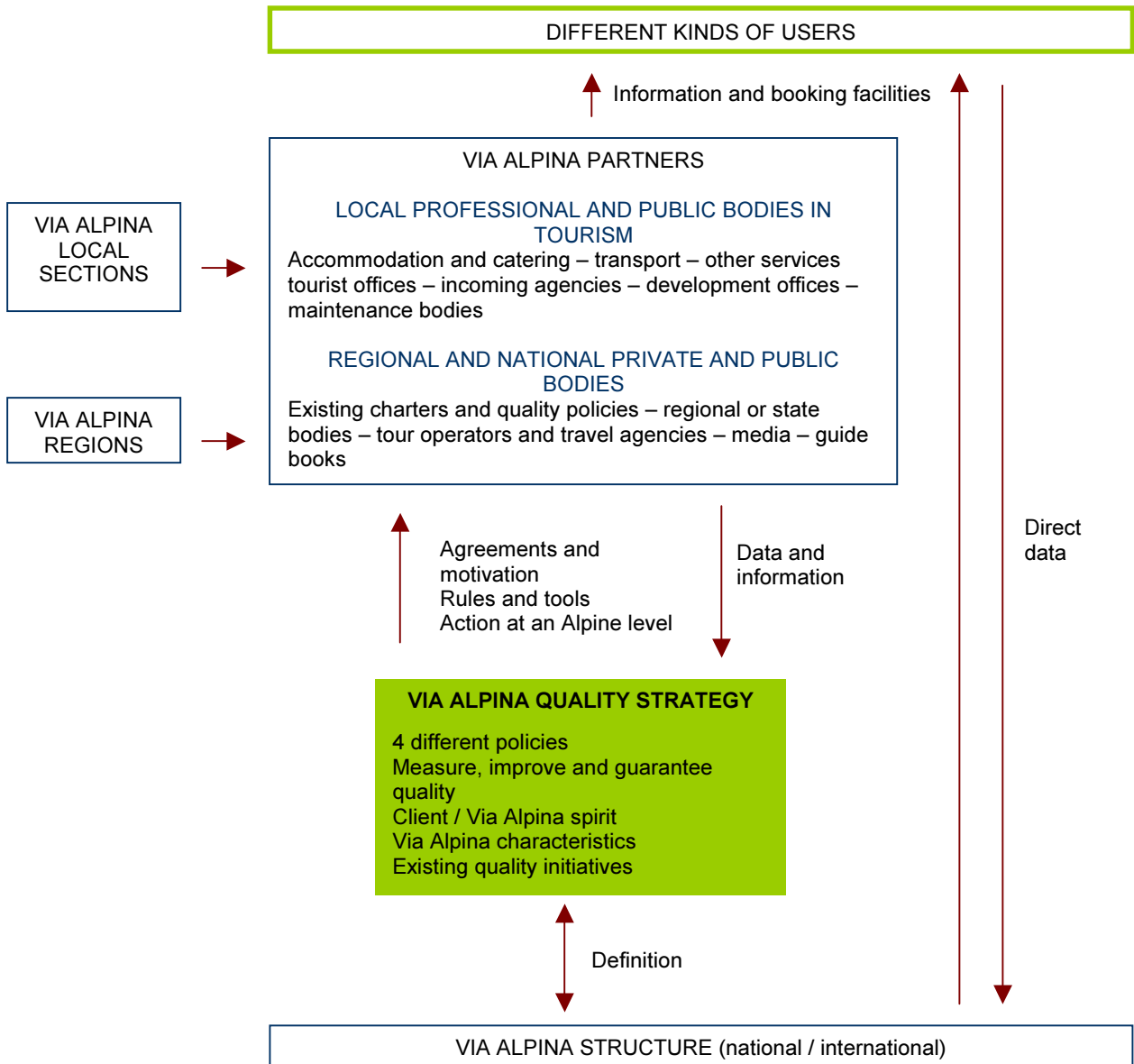
- Is based on the establishment of three different quality strategies for:
 - Itineraries;
 - Services;
 - Marketing.

Recommendations on project management constitute a transversal part of the Quality Strategy and take account of the size of the project, the means available to the Via Alpina Structure and the sustainability aspects.

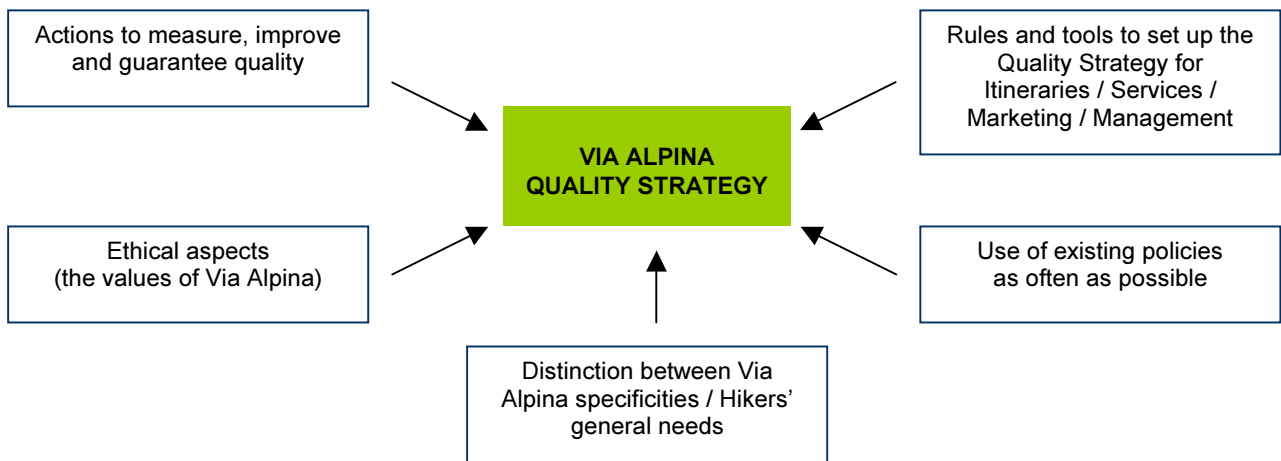
By "Via Alpina Structure", we mean all of the actors who contribute directly to the development of Via Alpina. They include the current International Steering Committee, but also other organisations practically involved at regional or local level.

For the purpose of several quality criteria, the trails have to be divided in "Via Alpina sections". They are defined by a group of stages which work "logically" together in terms of management and promotion. Generally speaking, these are 2 to 5 consecutive day stages crossing a given valley or massif. They have to be defined in each case by experience in direct relationship with the local actors to be involved in the future management of the project (see chapter Management). They are not to be confused with the local sections of hiking associations!

General flow-chart of the action:



General flow-chart of the concept:



C. DEFINING THE QUALITY OBJECTIVES

1. Itineraries

The quality of the hiking itinerary is based on different characteristics:

- **A well planned itinerary:**
 - The itinerary must make it easy to discover interesting natural sights (protected areas, panoramas, lakes, waterfalls, rivers and wild landscapes) as well as the cultural heritage (villages, museums, exhibitions, events).
 - It is possible to get to and from the itinerary using public and private transport. The itinerary has been cleverly divided and sign-posted with that in mind.
 - The division in different stages is logical (difficulties, length) for the targeted hikers.
- **A trouble-free itinerary:**
 - The trail is safe and has no great technical difficulties.
 - The trail is well marked and clearly sign-posted (no chance of getting lost).
 - The routes are registered on maps and other types of publications and well described.
- **The specificity of Via Alpina:**
 - It is easy for hikers to leave and come back to Via Alpina. Hikers have to be sure that they are on Via Alpina and heading in the right direction (either towards Monaco or Trieste).
 - The itinerary allows all Via Alpina users to discover the Alpine world and the local heritage.
 - The condition and the quality of maintenance of the trails are always known to the management bodies.

2. Services

a) Accommodation

The quality of accommodation is based on three characteristics:

- **Essential points:**
 - The establishment is good value for money in its own category as far as comfort and services are concerned (so that the hiker is

satisfied and may use again this standard of accommodation).

- The establishment is friendly. There is a good welcome and a warm, convivial atmosphere. It has a "soul".
- The location of the accommodation is good (close to the trails, quiet, there are beautiful surrounding landscapes and sights).
- The guest can obtain good information before his/her stay and, overall, the establishment lives up to its description.
- **Main services for long-distance hikers:**
 - Hikers can find information on trails and on the weather forecast.
 - Their clothes can be dried and sometimes washed.
 - Their baggage can be transported, if possible.
 - They can have an early and copious, healthy breakfast.
 - It is possible to have a packed lunch (and sometimes some groceries) adapted to their needs.
- **Specificity of Via Alpina:**
 - The establishment is part of a network (e.g. information on Via Alpina is available, there is access to internet, one person at least speaks another alpine language in addition to his/her own).
 - The establishment is an active part of its territory (e.g. information on the area, local activities, local traditions and culture is available and products are on display).
 - The establishment develops sustainable practices.

b) Catering

The quality of catering is assessed according to different characteristics:

- **Essential points:**
 - Meals are good value for money (taking into account the differences in each country) as far as service and dishes are concerned.
 - Most of the food served is "local cuisine". There should be local drinks and guaranteed local produce.
 - It is possible to serve other dishes: one simple main course at a low price, special vegetarian or health food.

- **Main services for long-distance hikers:**
 - The breakfast is well balanced and varied.
 - The packed lunch is well balanced, copious and packed for travelling in a backpack.
 - The quantity of the meals is sufficient.
- **Specificity of Via Alpina:**
 - The establishment uses high-quality local produce to prepare its meals whenever available.
 - The whole catering process is environmentally friendly (supplies, cooking, wrapping, rubbish).

c) Services within each territory

The quality of services within each territory is assessed according to three characteristics:

- **Essential services for safe walking:**
 - Information on the weather forecast and any trail problems is available.
 - There is the possibility of medical assistance.
- **Important services for the enjoyment of the itinerary:**
 - There is an offer of transport services.
 - Hikers can find essential services at stopping points (a shop selling groceries, sport shops, cash points, bookshops, internet etc.).
- **Specificity of Via Alpina:**
 - Different special discovery services are available that take both environment and heritage into account (guided theme tours, museums and exhibitions, sale of local products and events linked to alpine life).

3. Marketing

The quality of the marketing policy is based on three main characteristics:

- **A professional information and booking process:**
 - It is easy for hikers to get all the information they need before the trip (clear presentation, readily available and in different languages).
 - It is easy for hikers to get all the information they need during the stay (updated information, technical data, information in different languages, etc.).
 - Contents and presentation of the information take into account the specificity of Via Alpina.
 - The accommodation booking process is easy (clear price structure, quick confirmation, easy payment methods etc.).

- **A good marketing process for package tours:**
 - Labelled package tours are created.
 - These package tours are well-distributed.
- **A good communication process:**
 - Use the best-adapted communication tools to make Via Alpina and its products well known on an international level.
 - Use the best-adapted communication tools to make Via Alpina and its products well known on a local level.
 - Always take a professional approach.
 - Develop a corporate design.
 - Use efficient communication ways.
 - Control the results of communication.

4. Project management

To implement the Quality process efficiently, the following aspects are important:

- The management of the Via Alpina Structure itself;
- The general management of the Quality process;
- The implementation of the Quality Guide for itineraries, services and marketing, taking into account the specificity of Via Alpina.

That means:

- **Compliance with the usual quality rules governing the management of organisations:**
 - The Via Alpina Structure has an existence, a corresponding budget and a clearly defined mission.
 - Via Alpina is managed according to the usual quality standards for management.
- **Development of a good organisational structure with the suitable means and tools to carry out the Quality process:**
 - The Quality process is well planned, well budgeted and well organised.
 - The dissemination of information to each stakeholder is recognised as an important objective.
 - The Via Alpina Structure has incorporated a risk related process for the Quality process.
 - The action of the Via Alpina Structure and the results of the Quality process are evaluated.
 - The contributors of the Via Alpina Structure participate in an efficient way in the implementation of the Quality process.
 - The Via Alpina Structure has defined the tools for setting up the Quality process.

- **Specificity of Via Alpina:**

- Management sets up national, regional and local management to take account of the size of the project.
- An efficient policy to motivate these actors is set up.

- Management enables the spirit of Via Alpina to be maintained.
- The practices of the Via Alpina Structure are environmentally friendly.

II. QUALITY MANUAL

Definition of the standards
for the implementation of the Quality Strategy

A. ITINERARIES

A.1. A well planned itinerary	
A.1.1. The itinerary must make it easy to discover interesting natural sights as well as the cultural heritage	
<p><i>Minimum Standards</i></p> <p>Very nice landscapes (panoramas, lakes) are used as the most attractive points of interest.</p> <p>An exact inventory in the form of lists and maps presents the points of interest (database).</p> <p>A detour is made around sensitive areas or, alternatively, their use is strictly controlled.</p> <p>The trails are freely accessible without interruptions.</p> <p>Sign-posting is good and thus permits hikers to reach the main points of interest and then return to the main trail.</p> <p>There are local initiatives to set up informative boards (or available printed documents in different languages) at the main points of interest.</p>	<p><i>Desirable Objectives</i></p> <p>Via Alpina uses existing historic routes as often as possible.</p> <p>Lookout points are integrated into the trail or located close to it.</p>
A.1.2. It is possible to get to and from the itinerary using public and private transport. The itinerary has been cleverly divided and sign-posted with that in mind	
<p><i>Minimum Standards</i></p> <p>There is a link from Via Alpina to a public transport network at least every 5 days (train, bus).</p> <p>Timetables of local public transport and taxis contact numbers are available.</p>	<p><i>Desirable Objectives</i></p> <p>From each stopping point it is possible to reach the public transport network in two hours of walking or one hour of transport (allowing the interruption of the trip in case of unforeseen circumstances).</p>
A.1.3. The division in different stages is logical for the targeted hikers	
<p><i>Minimum Standards</i></p> <p>The itinerary is divided into day stages not exceeding 8 hours walking for an average hiker.</p> <p>The total positive and negative altitude differences of each day stage are less than 1200m.</p>	<p><i>Desirable Objectives</i></p> <p>The day stages do not exceed 5 hours walking for an average hiker.</p> <p>The total positive and negative altitude differences of each day stage are less than 800m.</p>

A.2. A trouble-free itinerary	
A.2.1. The trail is safe and has no great technical difficulties	
<p><i>Minimum Standards</i></p> <p>There is no danger of falling. Any dangerous part has been secured.</p> <p>Annual maintenance of the problematic itinerary sections is carried out in spring (end of May by the latest).</p> <p>The trail is regularly checked (once or twice a year) and cleared (overhanging branches, high weeds, large stones etc.) if necessary.</p> <p>Only a few sections of tarmac, bitumen or cement-bound paving exist.</p> <p>The width of the trail is at least 30 cm.</p> <p>Immediate maintenance services are available after natural events (mainly in the case of thunderstorms or long-term bad weather conditions) if the trail presents a real danger.</p>	<p><i>Desirable Objectives</i></p> <p>As often as possible, the trail is soft and even and technical facilities are used to drain the ground if necessary.</p> <p>There are steps or other equipment for steep sections.</p> <p>The width of the trail is min. 120cm for heavily travelled trails.</p> <p>The width of the trail is 60cm for paved trails.</p> <p>The trail is constructed using local materials and fits into the landscape.</p> <p>The maximum length of tarmac in each daily stage is 5% and the one of dirt tracks 10%.</p>
A.2.2. The trail is well marked and clearly sign-posted	
<p><i>Minimum Standards</i></p> <p>Sign-posting follows international, national or regional guidelines where available, and in any case local uniform guidelines.</p> <p>The trail is easy to see.</p> <p>There are easily visible marks between the signposts (according to national or regional guidelines), at eye level if possible, if there is some risk of getting lost.</p> <p>There is a small, easily seen reminder (at eye level if possible) of the Via Alpina logo on signposts where trails cross or fork.</p> <p>The paint or material used for these marks is environmentally friendly, as is the work done prior to painting.</p> <p>Trails are classified into categories as per guidelines (easy, mountainous, alpine).</p> <p>Intermediate sign-posting is continuous.</p> <p>The materials used for the sign-posting are of good quality and long lasting.</p> <p>Signs bearing the words "trail closed" are erected to shut sections of the trail in the event of damage or temporary danger, and diversions are in place.</p> <p>The painted marks are regularly maintained.</p> <p>Via Alpina is integrated into any new sign-posting initiatives.</p>	<p><i>Desirable Objectives</i></p> <p>The principles of sign-posting and painted marks are the same all the way along the itinerary.</p>

A.2.3. The routes are registered on maps and other types of publications and well described	
<i>Minimum Standards</i> Via Alpina is indicated on at least one official hiking map of the region or the valley. Technical information concerning the trail is integrated into existing guide-books and on the internet.	<i>Desirable Objectives</i> Via Alpina is present on all maps. All the information concerning the trail (technical data, heritage, environment, tourism) is integrated into existing guide-books.
A.3. The specificity of Via Alpina	
A.3.1. It is easy for hikers to leave and come back to Via Alpina. Hikers have to be sure that they are on Via Alpina and heading in the right direction	
<i>Minimum Standards</i> There is no chance of being confused about the direction of the trail (Monaco or Trieste): the direction is made clear through the use of relevant signs.	<i>Desirable Objectives</i> Via Alpina is indicated from the main tourist sights. There are permanent Via Alpina signs in town centres, railway stations and bus stations.
A.3.2. The itinerary allows all Via Alpina users to discover the Alpine world and the local heritage	
<i>Minimum Standards</i> The itinerary (particularly in villages and towns) is as close as possible to the different points of interest of the area. Information of any examples of cultural and/or natural heritage (churches, sights) that are within 1/2 hour (on foot, by bus or by train) of Via Alpina is available to the hikers. There are multilingual boards summarizing the local heritage accessible within 1/2 hour along the trail at each Via Alpina main stage.	<i>Desirable Objectives</i> There are local discovery tours in each area with printed documents and/or information boards in more than one language.
A.3.3. The itinerary, its condition and the quality of maintenance are always known to the management bodies	
<i>Minimum Standards</i> Reports on any intervention on the itinerary are archived in a printed or digital document for each section of Via Alpina (Via Alpina Report System). A complete chain of maintenance responsibilities is defined in the form of a contact list (telephone number, E-Mail). The national secretariat sets up the official Via Alpina Report System at national level and coordinates the documentation through all regions. If realisation in a region doesn't work a solution to displace the itinerary is found.	<i>Desirable Objectives</i> A digital form (Excel sheet) is drawn up for maintenance services or the community/regional management to send all updates to the Via Alpina national secretariat of (official Via Alpina Report System).

B. SERVICES

1. Accommodation

B1.1. Essential points	
B1.1.2. The establishment is good value for money in its own category as far as comfort and services are concerned	
<p><i>Minimum Standards</i></p> <p>The establishment applies the existing regulations for its category and country.</p> <p>The rates are not higher than average in that category and in that area.</p> <p>To be sure of this minimum standard, a survey is required. More than eighty percent of the establishment's results must be "good" or "very good" value for money.</p> <p>These following items of comfort are essential to satisfy minimum standards:</p> <ul style="list-style-type: none"> - Good quality bedding is provided: mattresses, sheets, blankets and/or continental quilts. - There are no unpleasant noises which could really disturb the guest. - The cleanliness of the establishment is impeccable. - The number of bathrooms and their facilities fit the category of the establishment. <p><i>Special criteria for mountain huts:</i></p> <ul style="list-style-type: none"> - Hikers may do their own cooking. - The temperature of the dormitories is acceptable, as is the number of people sleeping there. 	<p><i>Desirable Objectives</i></p> <p>Reduced rates are available for families.</p> <p>The level of quality perceived by the guest must reach the normal standard for this type of service (and score at least 90% in a quality survey).</p>
B1.1.3. The establishment is friendly. There is a good welcome and a warm, convivial atmosphere. It has a "soul"	
<p><i>Minimum Standards</i></p> <p>The leading staff of the establishment warmly welcome the guests and converse with them.</p> <p>A welcoming charter (Via Alpina's or that of another recognised network) is clearly displayed.</p> <p>The establishment has a "check in" and a "check out" process (Via Alpina's or that of another recognised network).</p> <p>The whole establishment is attractively decorated. This decoration is in harmony with the style and the spirit of the region and avoids standardisation.</p> <p>Any new construction work in the establishment must fit in with the spirit of the region.</p>	<p><i>Desirable Objectives</i></p> <p>The people who welcome the guest have had special training.</p> <p>The architecture of the establishment is typical of the area.</p> <p>The establishment has a fireplace or a stove, which is well maintained and used to create a good atmosphere.</p> <p>The establishment always tries to improve the atmosphere by using typical local decorative objects.</p>

B1.1.4. The location of the accommodation is good	
<i>Minimum Standards</i> Hiking itineraries and activities are found close to the establishment (less than ten minutes by foot) and are clearly sign-posted). In other cases, a flexible shuttle service is organised. The establishment is located in a quiet place or has taken measures to avoid noise.	<i>Desirable Objectives</i> The establishment is well integrated into the environment and unpolluted (no noise, no unpleasant smells, no eyesores). The establishment is in a very quiet place in pleasant surroundings (terrace, garden, etc.). The places around are particularly pleasant (mountain villages, nature, etc.).
B1.1.5. The guest can obtain good information before his/her stay and, overall, the establishment lives up to its description	
<i>Minimum Standards</i> Very complete and exact information about the establishment in different languages (at least in English and the local language) is available on printed documents and also on the internet. All the essential information is regularly updated.	<i>Desirable Objectives</i> The establishment is able to give exact and complete information in English by phone, and if possible in a foreign alpine language.
B1.2. Main services for long-distance hikers	
<i>Minimum Standards</i> A regularly updated document giving information on trails and on the weather forecast is displayed. It is written in the local language and in English at the very least. There is a place to dry clothes. A packed lunch can be provided (for the content, see the Catering chapter) and also some groceries for the day's walk (if there are no shops locally). An early breakfast is possible on demand and adapted to local customs (for the content, see the Catering chapter).	<i>Desirable Objectives</i> The information document is at least in two other alpine languages apart from the local one. There is a room in which to store material and carry out some maintenance. There are clothes washing facilities. A shuttle can be provided to take the guest to and from the trail (if further than 15 minutes walk away). The establishment can supply or rent material if necessary. Where road connections are practical, guests' luggage can be carried for them either by the establishment or by a professional carrier.
B1.3. Specificity of Via Alpina	
B1.3.1. The establishment is part of a network	
<i>Minimum Standards</i> At least one member of staff can speak English. The establishment is connected to internet when technically possible and is able to give information on other establishments (at least three in both directions) and on the local area via internet. Information (printed documents) and maps on Via Alpina are available in the establishment and on the internet.	<i>Desirable Objectives</i> All the establishments are connected to internet. Exchanges between the neighbouring accommodation providers belonging to the Via Alpina network take place several times in the summer (at least once a month). Several members of staff are able to speak English and some speak one foreign alpine language.

B1.3.2. The establishment is an active part of its territory	
<p><i>Minimum Standards</i></p> <p>The establishment has shelves with documents concerning the area and its nature activities, preferably in several languages.</p> <p>There is a display in a practical location with information for the hiker about hikes, visits, shopping, catering and current events in the area.</p> <p>There is at least one person able to inform the guests about these in English.</p> <p>The manager has links with local guides who can take the guests on guided nature activities.</p>	<p><i>Desirable Objectives</i></p> <p>Events and evenings on local heritage are regularly organised in the establishment.</p> <p>There are information sheets in different languages about tours and activities in the surrounding area that respect the specificity of Via Alpina.</p> <p>Guidebooks are on sale and others are available for consultation.</p>
B1.3.3. The establishment develops sustainable practices	
<p><i>Minimum Standards</i></p> <p>The establishment takes action to make sure its effluents are disposed of in an environmentally-friendly way.</p> <p>The establishment controls its own energy and water consumption.</p> <p>The establishment uses chemical products in a reasonable way.</p> <p>The establishment is well insulated.</p> <p>The establishment organises the selective collection and recycling of waste (paper, cardboard, glass, plastic, ink cartridges, etc.) if a recycling system exists in that region.</p> <p>The establishment informs its guests of its sustainable practices.</p>	<p><i>Desirable Objectives</i></p> <p>The establishment uses renewable energy and low energy appliances (light bulbs, flushes, thermostats, etc.).</p> <p>The establishment uses "Eco-label" washing-powders. The same goes for other cleaning products.</p> <p>New construction work, when it is necessary, is carried out using high quality environmental processes.</p> <p>The establishment is registered under the "European eco-label for accommodation structures".</p>

2. Catering

B2.1. Essential points	
B2.1.1. The meals are good value for as far as service and dishes are concerned	
<p><i>Minimum Standards</i></p> <p>The establishment applies the existing regulations for its category and country.</p> <p>The rates are not higher than the average rates in that category in that country.</p> <p>To be sure of this minimum standard, a survey is required: the level of quality perceived by the guest must reach the normal standard for this type of service (and score at least 80% in a quality survey).</p> <p>The kitchen is always very clean and the legal rules of hygiene are applied.</p> <p>Tables are clean.</p> <p>Service is always friendly.</p>	<p><i>Desirable Objectives</i></p> <p>Reduced rates are available for families.</p> <p>The level of satisfaction regarding value for money is the highest expected (and scores at least 90% in a quality survey).</p>

B2.1.2. Most of the food served is “local cuisine”. There should be local drinks and guaranteed local produce	
<i>Minimum Standards</i> There is at least one “regional menu” with a local starter, a local main course and a local cheese and/or dessert. Some food and drink is homemade (in respect of the applying hygiene rules).	<i>Desirable Objectives</i> Organic food is available. In each category (starter, main course, dessert and beverage) the “à la carte” menu contains at least two regional specialities.
B2.1.3. It is possible to serve other dishes	
<i>Minimum Standards</i> It is possible to have just one simple main course at a low price. A special vegetarian or health food menu is available.	<i>Desirable Objectives</i> There is a special menu for children including local food whenever possible.
B2.2. Main services for long-distance hikers	
B2.2.1. The breakfast is well balanced and varied	
<i>Minimum Standards</i> The breakfast reflects the spirit of each region and is copious, varied and well balanced. The breakfast respects a quality charter (Via Alpina’s or that of another recognised label or network), which is adapted to each region.	<i>Desirable Objectives</i>
B2.2.2. The packed lunch is well balanced, copious and packed for travelling in a backpack	
<i>Minimum Standards</i> The packed lunch reflects the spirit of each region and is copious, varied and well balanced. The packed lunch respects a quality charter (Via Alpina’s or that of another recognised label), which is adapted to each region.	<i>Desirable Objectives</i>
B2.2.3. The quantity of the meals is sufficient	
<i>Minimum Standards</i> There is a special hiker’s menu which is copious and suitable.	<i>Desirable Objectives</i>
B2.3. Specificity of Via Alpina	
B2.3.1. The establishment uses high-quality local produce to prepare its meals whenever available	
<i>Minimum Standards</i> The establishment uses local produce from the valley to prepare its meals whenever possible. The establishment uses local produce for its breakfast and packed lunches as often as possible. The establishment informs its guests about local produce and its use.	<i>Desirable Objectives</i> The establishment can provide information on local recipes. The establishment sells local produce guaranteed with local labels whenever possible.

B2.3.2. The whole catering process is environmentally friendly	
<p><i>Minimum Standards</i></p> <p>The establishment takes action to make sure that its effluent are disposed of in an environmentally-friendly way.</p> <p>The establishment controls its own energy and water consumption.</p> <p>The establishment is well insulated.</p> <p>The establishment avoids the use of plastic plates, goblets, knives and forks.</p> <p>The establishment organises the selective collection and recycling of waste (paper, cardboard, glass, plastic, oil, etc.) if a recycling system exists in that region.</p> <p>The establishment informs its guests of its sustainable practices.</p>	<p><i>Desirable Objectives</i></p> <p>Packed lunch wrappings are biodegradable.</p> <p>The establishment uses low energy appliances (light bulbs, flushes, thermostats).</p> <p>The establishment uses "Eco-label" cleaning products.</p> <p>The establishment uses any chemical products in a reasonable way.</p> <p>The establishment uses its organic waste to make compost.</p>

3. Services within each territory

B3.1. Essential services for safe walking	
B3.1.1. Information on the weather forecast and any trail problems is available	
<p><i>Minimum Standards</i></p> <p>There is a daily updated weather forecast pinned up in the tourist office or in an obvious place in each commune.</p> <p>A document explaining the local rescue process is available (phone number, etc.).</p> <p>An updated document providing information on present problems on the trails and alternative itineraries is available.</p> <p>All of these documents are available in the local language(s) and in English.</p>	<p><i>Desirable Objectives</i></p> <p>All of the documents are available in the different alpine languages.</p>
B3.1.2. There is the possibility of medical assistance	
<p><i>Minimum Standards</i></p> <p>Helicopter and human rescue services are easily available by phone call in each territory.</p> <p>Medical assistance is available in the village or valley: chemist, doctor, dentist.</p> <p>Updated information is available for these services at the very least in English and in the local language.</p>	<p><i>Desirable Objectives</i></p> <p>Medical assistance services can be contacted in all of the alpine languages.</p>

B3.2. Important services for the enjoyment of the itinerary

B3.2.1. There is an offer of transport services

Minimum Standards

It is possible to reach the starting and finishing points using public transport or taxis in each section.

Timetables and the details for contact persons are easily available through the tourist offices or the Via Alpina web site.

Desirable Objectives

Luggage transport services are available wherever road connections are practical, and information on contact persons is readily available at the tourist offices.

B3.2.2. Hikers can find essential services at stopping points

Minimum Standards

Groceries can be bought at least every second day (either in a village or from a food point in the hotel or mountain hut).

In each section there is at least: a sports shop, a cash point or bank and a shop that sells books and maps on the area.

It is possible to obtain precise information about the above services along or near the Via Alpina route.

Desirable Objectives

Local shopkeepers or bartenders stock a minimum of hikers' necessities if these can't be found elsewhere.

Local shopkeepers sign a specific quality charter for hikers and walkers.

In major villages, hikers have access to internet so that they can read their emails (either in accommodation, tourist offices or internet centres).

B3.3. Specificity of Via Alpina

B3.3.1. Special discovery services are available

Minimum Standards

Local guided tours are available in each section of Via Alpina.

It is possible to visit museums and exhibitions on the heritage of the Alps (nature, culture) in each section of Via Alpina.

Information is available in English in museums and at exhibitions.

It is possible for visitors to find local products (food and crafts) along Via Alpina and in the main centres nearby.

Desirable Objectives

All of the information is available in the different Alpine languages.

C. MARKETING

C.1. A professional information and booking process

C.1.1. It is easy for hikers to get all the information they need before the trip

Minimum Standards

It is communicated clearly to the hiker which trails are part of Via Alpina and which are either alternative trails or extra trails allowing further discovery of the area.

The information is easily understood (clearly structured presentation, overview maps etc.).

There is a presentation of each stage of the itinerary (difficulties, characteristics and landscape).

The different trails are clearly marked on maps.

The information is sufficient for the organisation of the stay (characteristics of the accommodation including prices, characteristics of the trail, access, supplies, etc.).

This information is clearly presented on the internet in different languages.

Each section has at least either one or (in cross-border cases) two information lines.

Technical information can be obtained by phone, fax or e-mail on this line in English and in the local language.

Desirable Objectives

The information is found in a well-illustrated booklet printed in different languages.

Technical information can be obtained by phone, fax or e-mail on the information line in all alpine languages.

C.1.2. It is easy for hikers to get all the information they need during the stay

Minimum Standards

Information on the weather forecast is provided (see also chapters Accommodation and Services within the territory)

A document including a map of the area is available at places of accommodation and information points, informing visitors of the existence and location of the main sites of nature and local heritage interest.

A regularly updated document listing the different guided tours available is displayed.

Special information on possible problems is available in English and in the local language (also see chapters Accommodation and Services within the territory).

This information is available in different places in the area (for example, the information points in bars and shops).

People working at the main information points are able to inform the tourist about the hiking tours.

In each section, there is a tourist office in which at least one employee is able to provide tourists with information by phone in English and in the local language.

Desirable Objectives

All of the documents are available in the four alpine languages.

There is a website or CD-Rom of the different hiking tours in the area which allows for the provision or sale of "hiking-folders" at tourist offices and places of accommodation.

Information on problems is available in the four alpine languages.

In order to provide information at the needed moment and place, new ways of informing people as quickly as possible are developed in pilot territories (via mobile phones, internet, GPS, servers in several languages, etc.).

C.1.3. Contents and presentation of the information take into account the specificity of Via Alpina	
<p><i>Minimum Standards</i></p> <p>Information provided on the internet is permanently kept up-to-date.</p> <p>It is possible to obtain information on different offers (guided tours, exhibitions, discovery tours, events etc.).</p> <p>The information includes basic data on sites of interest, nature, history and culture.</p> <p>The information includes internet links and a bibliography.</p> <p>This information is available in English and in the local language.</p>	<p><i>Desirable Objectives</i></p> <p>Written information is available in the four alpine languages.</p>
C.1.4. The booking process is easy	
<p><i>Minimum Standards</i></p> <p>Booking should be easy and quick, whatever the distribution system.</p> <p>It's easy to book accommodation through the internet or by phoning.</p> <p>The e-mail addresses and the contact numbers must be provided on the Via Alpina website.</p> <p>Prices are clearly indicated so that the customer can easily see what he/she gets for their money.</p> <p>Booking, payment and cancellation conditions are always clear and acceptable to the customer.</p> <p>The customer receives an answer on his/her question or booking as quickly as possible.</p>	<p><i>Desirable Objectives</i></p> <p>An immediate answer or confirmation is given to a customer who is booking.</p> <p>Each accommodation structure has access to internet or is in contact with a centralised booking office.</p> <p>It is possible to book directly on the Via Alpina website thanks to special software handling bookings and occupancy rates.</p> <p>A centralised booking office is established in each local section or region through the various local structures such as tourist offices.</p>

C.2. A good marketing process for packaged tours

C.2.1. Labelled package tours are created

Minimum Standards

Via Alpina package tours are designed by tour operators or legally recognised incoming agencies.

These providers can be given a Via Alpina guarantee to help them to market the products.

To obtain this guarantee, the product should respect a quality charter that takes account of the following:

Marketing criteria:

- The price is fair to all partners and customers.
- The product includes a method of measuring customer satisfaction and a quality improvement process.
- The marketing policy identifies a suitable target market.
- The product corresponds to this market.
- The product is packaged in such a way as to be easily understandable for the customer.

Sustainable tourism and the specificity of Via Alpina:

- The customer is informed about local heritage and the protection of the environment.
- The product does not harm the environment.
- The product contributes to the establishment of links between professionals, tourists and the local population.
- Wherever possible, local products and people are involved in order to achieve the greatest possible impact on the local economy.
- The product is organised to avoid mass tourism.
- Solutions are especially proposed for attracting hikers during the low season.
- Information on the whole of Via Alpina is provided to hikers during their tour.

The product should be part of a range of products endorsed by Via Alpina. To achieve this objective, the Via Alpina Structure must take into account that:

- It is important for the product range to cover the whole alpine area and not just the well known places. The Via Alpina Structure must encourage or ask incoming agencies to market tours covering the whole of the itinerary in each section.
- In order to avoid having the same products (same themes, same target markets, same contents or same organisation) the Via Alpina Structure:
 - May add a new offer only if it is significantly different from the already existing ones;
 - Must encourage incoming agencies to develop several different products whenever possible.

Desirable Objectives

A clear partnership between the Via Alpina Structure and nature tour operators makes it possible to offer a complete and efficient range of specific products, relaying the spirit of Via Alpina to the local people and tourists and contributing to the sustainability of the project and the improvement of tourism practices in the Alps.

C.2.2. These package tours are well distributed*Minimum Standards*

The distribution of the Via Alpina package tours attracts people from different countries (mainly Europeans) by different means (internet, specialised tour operators and travel agencies, etc.).

To achieve these aims, the Via Alpina Structure should:

- Ask incoming agencies to propose a suitable marketing plan for the products;
- Ask all agencies selling the product to provide the possibility of booking on the internet;
- Encourage an improvement in product distribution by creating databases and contacts between tour operators, travel agencies and incoming agencies;
- Develop direct contacts with tour operators and travel agencies who show an interest;
- Organise its own distribution process using the Via Alpina website.

Desirable Objectives

The distribution process for the Via Alpina product range is structured in a win-win way between the Via Alpina Structure, the tour operators, the local people and the tourists.

C.3. A good communication process**C.3.1. Use the best-adapted communication tools to make Via Alpina and its products well known on an international level***Minimum Standards*

The media is recognised as the best way to make the product better known, therefore the Via Alpina Structure sets up a media policy based on:

- The creation of a regularly updated database of journalists and press services potentially interested in Via Alpina;
- The creation of a regularly updated database of local persons in charge who may wish to welcome the media and work with them;
- The motivation of local persons in charge to organise information tours for journalists;
- The creation of a short user's manual for local persons in charge on how to welcome the media.

Desirable Objectives

The Via Alpina Structure should build an efficient media relations policy, based on regular contacts with major media, the organisation of educational tours, participation in international workshops, etc.

C.3.2. Use the best-adapted communication tools to make Via Alpina and its products well known on a local level	
<p><i>Minimum Standards</i></p> <p>Encourage local media action:</p> <ul style="list-style-type: none"> - Set up a process to motivate local persons in charge to work with the local media; - Provide local persons in charge with a short user's manual for working with the local media. <p>Encourage the organisation of local events:</p> <ul style="list-style-type: none"> - Set up a process to motivate local persons in charge to organise local events in coordination with Via Alpina; - Provide local persons in charge with a short user's manual for organising local events (ways to proceed, examples, etc.); - Publish a calendar of the events on the Via Alpina website. 	<p><i>Desirable Objectives</i></p> <p>Develop a strong decentralised media policy at local level, based on the motivation of many local partners.</p>
C.3.3. Always take a professional approach	
<p><i>Minimum Standards</i></p> <p>Define a charter governing Via Alpina's graphic design (colours, logo, pictures, character set, etc.).</p> <p>Only choose pictures of very good quality and develop an image bank.</p> <p>Use professionals to elaborate and edit the messages.</p>	<p><i>Desirable Objectives</i></p> <p>Integrate this professional approach into all relations with partners and users.</p>
C.3.4. Develop a corporate design	
<p><i>Minimum Standards</i></p> <p>There is a document listing communication recommendations concerning Via Alpina.</p> <p>This document makes the points to take into account in each communication action clear to each partner. Of these, the main two points are:</p> <ul style="list-style-type: none"> - Compliance with the four principles of the Via Alpina spirit; - The use of the Via Alpina graphic design charter. 	<p><i>Desirable Objectives</i></p> <p>Implement this corporate design through all the communication actions of Via Alpina at any territorial level.</p>
C.3.5. Use efficient communication ways	
<p><i>Minimum Standards</i></p> <p>Choose internet over other means of communication to allow regular updates of the information supplied.</p> <p>Publish documents only when they are indispensable.</p> <p>Use internet and web cams to develop live communication.</p> <p>Set up contracts with guide-book publishers.</p>	<p><i>Desirable Objectives</i></p> <p>Develop a complete policy to liven up Via Alpina communications using the best communication media, directed at all of the partners and users.</p>

C.3.6. Control the results of communication	
<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure sets up processes to control communication by:</p> <ul style="list-style-type: none"> - Gathering information on media actions (press review); - Setting up an internet system to monitor how tourists gather information. 	<p><i>Desirable Objectives</i></p> <p>Develop a strong partnership with the media so that the necessary information is automatically transmitted.</p> <p>Develop a feed-back system to inform the partners of the results of the communication via internet.</p>

D. PROJECT MANAGEMENT

D.1. Compliance with the usual quality rules governing the management of organisations	
D.1.1. The Via Alpina Structure has an existence, a corresponding budget and a clearly defined mission	
<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure has a clear definition.</p> <p>There is a generally approved document to define the mission of the Via Alpina Structure.</p> <p>There is a plan to develop supplementary financial resources for Via Alpina.</p> <p>Ideas include the direct or indirect sale of various products:</p> <ul style="list-style-type: none"> - Package tours; - Guide books and maps; - By-products; - Internet links. 	<p><i>Desirable Objectives</i></p> <p>The defined mission of the Via Alpina Structure is clearly translated into specific actions and different funding methods.</p>
D.1.2. The Via Alpina Structure is managed according to the usual quality standards for management	
<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure follows management quality rules (the main norms defined in ISO 8402 or the EFQM (European Foundation for Quality Management) rules).</p> <p>There is a document which specifies these rules concerning:</p> <ul style="list-style-type: none"> - Good leadership; - The complete involvement of staff (or contributors); - The continual improvement of the structure's performance; - The process, system and factual approaches; - Continual thought and action to obtain a high satisfaction level for customers and partners. 	<p><i>Desirable Objectives</i></p> <p>All project management at any level is guided by the appliance of the defined quality rules.</p>

D.2. Development of a good organisational structure with the suitable means and tools to carry out the Quality process

D.2.1. The Quality process is well planned, well budgeted and well organised

<p><i>Minimum Standards</i></p> <p>A document defines the objectives and strategy of the Quality process.</p> <p>A regularly updated, budgeted action plan for the Quality process specifies: the actions to be implemented, the way to proceed (using recapitulative information sheets), when to implement the action, who is in charge and what the costs are.</p> <p>The Via Alpina Structure has an updated plan which specifies how to obtain and manage the financial resources needed to set up the Quality process.</p>	<p><i>Desirable Objectives</i></p> <p>The action plans are efficiently applied at all levels of the Via Alpina project.</p>
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D.2.2. The dissemination of information to each stakeholder is recognised as an important objective

<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure provides regular information for all of its partners and its staff, mainly by internet.</p> <p>Urgent information is sent immediately.</p> <p>Current information is sent at least once a fortnight.</p>	<p><i>Desirable Objectives</i></p> <p>Current information is sent at least once a week.</p>
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D.2.3. The Via Alpina Structure has incorporated a risk related process for the Quality process

<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure includes a process of identifying and evaluating the risks that could lead to the failure of the Quality process (a questionnaire or an interview with decision-makers and/or a workshop).</p> <p>The Via Alpina Structure includes a process of finding solutions to avoid or minimise these risks of its own failure (a questionnaire or an interview with decision-makers and/or a workshop).</p>	<p><i>Desirable Objectives</i></p> <p>Risk management is efficient enough to correct all of the problems as soon as possible at any level.</p>
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D.2.4. The action of the Via Alpina Structure and the results of the Quality process is evaluated

<p><i>Minimum Standards</i></p> <p>The implementation of the planned actions, and adherence to the schedule and the budget are evaluated each year.</p> <p>Customer satisfaction and quality improvement are regularly evaluated according to the action plan.</p> <p>Partner satisfaction is regularly evaluated according to the action plan using internet.</p>	<p><i>Desirable Objectives</i></p> <p>The evaluation process is efficient enough for its results to be translated into actual corrective actions.</p>
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D.2.5. The contributors of the Via Alpina Structure participate in an efficient way in the implementation of the Quality process

<p><i>Minimum Standards</i></p> <p>The staff or contributors are sufficient in number to manage the Quality process.</p> <p>There is a recruiting process.</p> <p>Prior training is provided.</p> <p>The staff or contributors are regularly informed about the project.</p> <p>They are involved in solution research.</p> <p>Suitable material for setting up the Quality process is available to them.</p>	<p><i>Desirable Objectives</i></p> <p>Regular training to improve staff qualifications is provided.</p>
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D.2.6. The Via Alpina Structure has defined the tools for setting up the Quality process

<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure has the tools required to measure product quality and customer satisfaction at its disposal (questionnaires, audits).</p> <p>The Via Alpina Structure has the tools required to improve product quality at its disposal (charters, agreements with networks, motivation challenges, experience exchanges).</p> <p>The Via Alpina Structure has the tools required to guarantee a certain quality level to the customer at its disposal (labels, network trade marks).</p>	<p><i>Desirable Objectives</i></p> <p>The example of the Via Alpina quality tools stimulates the use of this kind of tool for other quality actions.</p>
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D.3. Specificity of Via Alpina

D.3.1. Management sets up national, regional and local management to take account of the size of the project

<p><i>Minimum Standards</i></p> <p>The itinerary has been divided into local sections and regions (see note in I.B.3.).</p> <p>Local people and/or bodies are designated to be in charge.</p> <p>Specified agreements are made in local sections and regions with bodies in charge of:</p> <ul style="list-style-type: none"> - Trails and sign-posting; - Tourist development; - Commercial and professional structures. 	<p><i>Desirable Objectives</i></p> <p>Local management is efficient enough to develop a certain level of autonomy from the national and international Via Alpina levels.</p>
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D.3.2. An efficient policy to motivate these actors is set up

<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure asks for the opinion of its partners as often as possible.</p> <p>The Via Alpina Structure develops tools and regularly sets up initiatives to motivate its partners (clubs, networks, challenges, experience exchanges) in accordance with the Quality Guide.</p>	<p><i>Desirable Objectives</i></p> <p>The local people are motivated enough to promote the Via Alpina project and involve other tourist and development activities.</p>
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D.3.3. Management enables the spirit of Via Alpina to be maintained	
<p><i>Minimum Standards</i></p> <p>The Via Alpina Structure has adopted internet as the main tool for the development of Via Alpina.</p> <p>The different policies and projects run by the Via Alpina Structure include the four topics of the Via Alpina spirit:</p> <ul style="list-style-type: none"> - They enable the unique and multifaceted world of the Alps to be discovered; - They allow nature and the mountains to be discovered on foot; - They build up a link, a network along the alpine range; - They provide help and act as a catalysis for the sustainable development of alpine territories. 	<p><i>Desirable Objectives</i></p> <p>The example of Via Alpina stimulates exchanges throughout the Alps on these topics.</p>
D.3.4. The practices of the Via Alpina Structure are environmentally friendly	
<p><i>Minimum Standards</i></p> <p>Energy efficiency is taken into account in the planning and realisation of business travel.</p> <p>Waste minimisation and energy efficiency are taken into account in the production of documents and material and for their distribution.</p>	<p><i>Desirable Objectives</i></p> <p>The Via Alpina Structure offices are well insulated.</p> <p>The offices organise the selective collection and recycling of waste (paper, cardboard, glass, plastic, ink cartridges, etc.).</p> <p>The offices use renewable and (where possible) low energy appliances (light bulbs, flushes, thermostats, etc.).</p> <p>The offices use "Eco-label" products.</p>

E. TOOLS AND METHODS

1. To measure quality

It is indispensable to have a simple questionnaire in order to measure customer satisfaction.

A group of "Via Alpina partner hikers" could be asked to answer this questionnaire (see F.2.d).

The answers could be analysed via internet by the Via Alpina Structure, and the results would be taken into account at local level.

Very good results could be used as examples to be followed.

Solutions should be found when results are bad.

A quality audit grid could also be used to measure quality for the essential points of the services.

2. To improve quality

• Define the quality objectives

- Use the strategic objectives of the Quality Guide.
- Use the concrete objectives defined in the relevant heading of the Quality Manual.

• Motivate changes

- Encourage good practices and examples by sending the Quality Guide to each person in charge at local level and each accommodation manager.
- Make local persons in charge aware of the importance of quality.
- Organise regular workshops on the different aspects of quality and the Via Alpina project with the partners and local actors in order to motivate them.

- Inform the managers of the results of surveys.
 - Give marketing advantages to those who meet Via Alpina standards (or guidelines) and charters and/or join selected accommodation networks.
 - Organise a prize to reward the best establishments.
- **Support changes**
 - Provide local persons in charge with information on how to help the accommodation managers.
 - Use existing local quality training.

3. To guarantee quality

- Use selected national and regional networks (labels).
- Use Via Alpina quality charters.
- Encourage the partners to validate their quality efforts with international norms (ISO, HACCP = Hazard Analysis and Critical Control Point, EFQM...).
- Use surveys on customer satisfaction to check quality.

See also Reference Data (IV.A.1) for precise examples of the various tools.

F. HOW TO PROCEED

1. Strategic stages

1. Clarify the rules, the means and the strategy of Via Alpina

The rules, the means and the strategy for Via Alpina are not yet fully clear. It is difficult to set up a quality process if some elements of the general strategy are not specified.

The main questions are:

- What is the definition of the management structure for Via Alpina and its possible evolution?
- What are its missions?
- What are its means?
- How will it get money for its own activities in the future?

2. Some elements of the different policies also have to be specified

What is the policy for the itinerary?

The raison d'être and the marketing position of the different itineraries, alternative trails and trail networks could be clearer. A better definition would satisfy the different quality criteria for the information and marketing aspects.

Some hiking professionals think that maybe the choice of the itineraries could be better in some of the regions. For example, in some areas, links with public transport are not good enough and the trails involve too many technical difficulties. We recommend considered thought on this subject so that alternative itineraries might be found.

What is the policy concerning the sale of package tours or individual elements?

A strategic choice for the distribution of the products has to be made. Different solutions are possible, for example:

- The Via Alpina Structure merely presents the different products on its website (no payment);
- The Via Alpina Structure asks to be paid for the commercial internet links (fixed payment);
- Tour operators can sell their products using the Via Alpina website as long as they pay a commission on each online sale (payment per sale);
- Via Alpina becomes a travel agency and sells the products itself.

Along the same line of thought:

What is the development strategy for Via Alpina guidebooks?

What is the development strategy for Via Alpina maps?

2. Operational stage

Tools and methods for setting up the Quality Strategy need to be specified before the operational stage. There are in fact two different levels of implementation governing the choice of tools and methods: the local level and the global Via Alpina level.

a) Tools and methods for local policies: use pilot territories

One way to proceed is to propose only a “framework for charters and methods”, which could be adapted and finalised in each of several pilot territories by groups of local persons in charge.

The main tools and methods needed could be:

- Satisfaction questionnaires and inquiries;
- Quality charter for itineraries;
- Quality charters for accommodation and services;
- Quality charter for the local marketing policy;
- Partnerships with local and national labels;
- Agreements with the different local and regional institutions.

Set up experiments to improve the method in pilot territories:

The best way to organise the Quality process for Via Alpina is to start the action in pilot territories in order to test the method and be able to improve upon it. One of the solutions is to use Interreg projects based on the Quality Strategy for hiking territories around Via Alpina.

For these pilot actions, it is important to take certain issues into account:

- It could be helpful for the persons in charge of the action to have a good “road book” to set up the Quality Strategy at local level. This very simple document should explain the rules to follow, the goals to achieve and the different stages of the operation.
- In the first stages of the operation, it is important to have the help of people specialised in quality.
- It is important at the beginning to clarify the local structures in charge of the operation.
- It is important that the results of the pilot tests should be shared among all of the Via Alpina territories.

b) Tools and methods for setting up the Quality Strategy at Via Alpina level

Six steps need to be considered for setting up the Quality Strategy:

1. Finalise the various databases, methods and charters required

- Communication charter
- Tour operators’ charter
- “User’s guide” for establishing media relations and organising local events

- Method of gathering data from “Via Alpina partner hikers” using internet
- Method of motivating local persons in charge
- Method of gathering data on communication events
- Database of “bodies and persons in charge” at county and regional level (see Reference data)
- Identification of possible pilot territories and persons in charge (see Reference data)
- List of incoming agencies and specialised tour operators
- Tools for good project management.

2. Have agreements with existing networks and identified labels

- It is very important to use existing networks and labels, mainly concerning accommodation, as often as possible. Only existing networks or labels have sufficient means to measure, improve and guarantee the quality of the different services.
- Contact the different identified networks (see Reference data).
- Come to an agreement with them in order to use a common label for the Via Alpina territories. This agreement could be based either on an evolution of their charter, taking account of Via Alpina’s minimum standards, or on a simple additional clause to their charter for Via Alpina territories.

3. Set up the marketing process

- Make incoming agencies and tour operators aware of the opportunity of Via Alpina.
- Create a Via Alpina professional network via internet for incoming agencies and tour operators.
- Set up procedures for selling products through the Via Alpina website.

4. Set up the motivation process

- Send a frequent information and motivation message to the people involved in the Via Alpina project via internet.
- Set up the different tools: prizes, rewards, workshops, educational tours, articles, etc.

5. Set up the media process

- Create an upgradeable database of journalists who may be interested in Via Alpina.
- Create a Via Alpina professional network via internet for local persons in charge and journalists.

6. Set up a local policy

- Contact identified local territories and encourage them to set up a transnational project using the Quality Strategy.

- Develop a clear communication process for the first pilot territories.

c) Proposed mission for the Via Alpina Structure

- The Via Alpina Structure establishes the rules (maintenance, booking, selling and supply of information), the policies and the tools, and checks that they are obeyed.
- The Via Alpina Structure prepares the different elements of communication (logo, message, printing material) and the rules (charter), and adapts the main message to the different geographical levels (regions and local sections).
- The Via Alpina Structure sets up actions (communication, marketing, etc.) at European level.
- The Via Alpina Structure sets up agreements with different networks or public bodies that have a quality charter or have set up quality processes in relation to hikers' and walkers' needs.
- The Via Alpina Structure encourages and motivates (using charters, challenges, clubs, etc.) the different people involved in setting up actions and improving the quality of the product.
- The Via Alpina Structure makes agreements with incoming agencies based on respect for the quality charter and defines the kind of package tours that could be created (outlines of package tours adapted to the main targets).
- The Via Alpina Structure develops the bases of a sales policy using direct contacts with tour operators and travel agencies.

- The Via Alpina Structure gets information and data from its different partners.
- The Via Alpina Structure manages the ways of getting money and starts thinking about future Via Alpina by-products.
- The Via Alpina Structure considers the development a network between all of the stakeholders using internet.

d) The concept of the Via Alpina partner hiker

Hikers who use Via Alpina must be considered as partners as well as customers. Some of them could be used to regularly evaluate the quality of the product. The "Via Alpina partner hiker" is a person who uses the Via Alpina trails and collaborates with the organisation to improve the quality of the services and to make sure Via Alpina spirit is respected.

It is therefore important:

- To inform the customers via the website about the existence of the concept of a partner hiker,
- To give them a definition of the Via Alpina spirit,
- To have simple and interactive online questionnaires that can easily be used by a hiker;
- To have a software system on internet that gathers and analyses the data directly;
- To motivate the hiker by giving them special advantages such as the membership of a club, regular information and commercial gifts (price reductions, etc.).



III. BEST PRACTICES



Examples of quality initiatives

Overview:



Best Practice example	Itineraries	Accommodation	Catering	Services	Marketing	Country (ies)
Hiking trail network concept Vorarlberg	x					Austria
Großes Walsertal Biosphere Park				x	x	Austria
Wanderdörfer		x		x		Austria
Europa Wanderhotels		x				Austria, Italy, Germany, Switzerland
Rando Accueil		x				France
Mare e Monti	x					France
Retrouvance	x				x	France
Rando Village				x	x	France
Viabono		x	x	x		Germany
Rothaarsteig	x					Germany
Quality service charter of the Trentino mountain huts		x				Italy
Assorifugi – Mountain huts association of Friuli Venezia Giulia and Cadore		x		x	x	Italy
Research and activity project of the Valle d'Aosta Mountain Huts (Environmental certification UNI EN ISO 14001)		x				Italy
The Great Walser Trail (Southern Alps part)	x				x	Italy, Switzerland
Tourism, Hotel and Catering Excellency Charter		x	x	x		Monaco
Via Spluga cultural and long-distance hiking trail (Thusis, CH – Chiavenna, I)	x				x	Switzerland, Italy
Quality label for Swiss tourism				x		Switzerland



A. AUSTRIA

	HIKING TRAIL NETWORK CONCEPT VORARLBERG	 ITINERARIES
Brief definition:	This is a regional concept leaning on a Swiss model. Standardised norms (marking, signposting, maintenance) shall establish a high quality hiking network, developing into a year-round, high-value infrastructure offer for guests and locals. This is based on awareness of new recreational studies, which show that hiking is by far the most favoured activity for guests in summer.	
Territories and parties:	This was the first hiking trail concept in Austria. Now other regions of Austria are following its example. It takes several years to develop. Modern concepts have to be compatible with opportunities in bordering countries or regions. The concept of Vorarlberg is compatible to similar hiking networks created in Switzerland, Liechtenstein and planned in the German area of Lake Constance.	
Bodies in charge:	The governmental regional planning department in the Austrian region of Vorarlberg masterminds the concept. The criteria have to be fulfilled by the communities of the region with the assistance from free-lance planning offices. Other actors are tourist offices, maintenance volunteers and maintenance services of the local councils.	
Origin and aims of the experiment:	Once the project is completed, foreign hikers will find a hiking network which allows for more flexible route planning. This allows them to react to the unpredictable aspects of any hiking tour in alpine areas (injuries, delays, bad weather or, on the contrary, new exciting attractions).	
Clients number and types:	In total, there are 6,000km of trails in Vorarlberg. 90% of them are marked and signed. The concept began with a 2,400 km ² area in 1995. Completion is planned for 2005 or 2006.	
Process set up:	The hiking trail network concept includes the following points: <ul style="list-style-type: none"> - Common guiding principles - The process of setting up the hiking network - Mediation of interests - Construction and maintenance - Signposting - Standardised signs - Trail marks - Auxiliary equipment (digitalisation for Geographic Information Systems, information boards) - Maps and guides - Coordination and funding. 	
Quality and economic results observed: (good☺/bad☹)	<ul style="list-style-type: none"> ☺ A very good, uniform, non-stop marked hiking network. ☺ A hiker who is not familiar with the place gets useful information on destinations and duration of the walks. ☺ Regional tourism benefits from new marketing opportunities through a new and excellent infrastructure. ☹ The creation of a good local hiking network often needs more than two years. ☹ Without maintenance volunteers in the communities, realisation is very difficult. 	
Benchmarking elements that could be used for Via Alpina:	In view of this example, it appears very important that Via Alpina regions acquire local and regional sustainable hiking network concepts (beyond the specific Via Alpina signposting). Via Alpina and all other long-distance trails require great flexibility. A hiking network concept with uniform marks, signposting and maintenance enhances Via Alpina as a high-quality long-distance trail (through flexibility). In addition, there are important synergy effects, in order to solve or reduce the problem of maintenance.	
For more information:	www.vorarlberg.at/doc/wanderkonzept_pku.doc (only in German) DI Manfred Kopf, Landhaus, A-6901 Bregenz +43 (0) 5574 / 511 – 27119, manfred.kopf@vorarlberg.at	



 Biosphärenpark Großes Walsertal	GROßES WALSSERTAL BIOSPHERE PARK	 SERVICES & MARKETING
Brief definition:	UNESCO is the United Nations Educational, Scientific and Cultural Organization. It launched the program "Man and the Biosphere" in 1970 (MAB). One of the projects is the establishment of a worldwide network of biosphere reserves. Since then, 393 biosphere reserves in 94 countries have been established.	
Territories and parties:	In the Großes Walsertal valley in the heart of the Vorarlberg region, Austria, directly on the red trail of Via Alpina. The Großes Walsertal has 3,500 inhabitants and an area of 192km ² . There is a very low settlement density. This biosphere park started in July 2000. After a major avalanche disaster in 1954, the depopulation of the valley had become a significant issue.	
Bodies in charge:	The project was initiated by the Association for regional planning (REGIO) of the Großes Walsertal. It involves all six communities in the valley and their inhabitants. The preparation phase was assisted by the government of Vorarlberg (office for future issues) and the Bludenz county administration (Bezirk).	
Origin and aims of the experiment:	<p>The Großes Walsertal biosphere park shall be a chance for the future development of local and regional habitats and their inhabitants.</p> <ul style="list-style-type: none"> - Long-term nature and landscape conservation is a central issue for biosphere parks. - Additional action is taken in the fields of society, culture and economy. - The Großes Walsertal shall develop through the reasonable connection of the aforementioned fields into a valuable habitat and a lively region for coming generations. - Tourism is a field of the economy from which the added value necessary for the development of autonomous acting capacity will be gained, - The "Biosphere Park" label is the unique central feature for the joint tourism marketing of the Großes Walsertal. 	
Clients number and types:	Tourists aware of nature, searching calm and recreation, a typical hiking public.	
Process set up:	<p>Various projects, which are marketed under uniform terms:</p> <ul style="list-style-type: none"> - "Bergholz" (synergies using mountain wood) - "Genusspecht" (culinary products of the region) - "Walser Eigenart": the Walser character (sale of local handicraft) - "Bergkräutertee": mountain herb tea - "Wanderbus": hiking bus - "Touristische Partnerbetriebe Biosphärenpark": tourist partner accommodation at the Biosphere Park - "Lawinenlehrpfad Blons": information trail about avalanches - "Abenteuer Biosphärenpark" (Biosphere Park Adventure): Adventure weeks and days for school classes, families and guests in the biosphere park with well educated coaches to intermediate nature and cultural heritage. <p>Culinary Products:</p> <ul style="list-style-type: none"> - "Die köstliche Kiste" (the case of delights) is an initiative for better direct marketing of local rural and farm products of the biosphere park. The "Köstliche Kiste" is a wooden case, filled with culinary specialities. All products come directly from a farm. - "Walserstolz": (Pride of the Walsers) The farmers of the Großes Walsertal have united to market their products, mainly a special, high quality mountain cheese. The "Walserstolz" is made in seven different meadow dairies. 	
Quality and economic results observed: (good☺/bad☹)	<ul style="list-style-type: none"> ☺ High identification of the population with the biosphere park ☺ More products originate from this initiative ☺ The valley supports a sustainable, soft type of tourism in conformity with the desired leading concept and uses synergies that safeguard the existence of the population. ☺ Winner of the European prize for the modernisation of villages in the year 2002 as well as the "Community of the future 2003" title awarded by the "Alliance in the Alps" network on the basis of activities towards sustainable regional development. ☺ Brand-new hiking network (well maintained sign-posting and marks) ☹ Hiking tourism is not utilised enough. Significantly more potential is still to be tapped. It is necessary to start new initiatives – exactly in the sector of Via Alpina. 	

Benchmarking elements that could be used for Via Alpina:	A lot of regions in the Alps have the same potential as the Großes Walsertal. It is a very good place to show this best practice example to other regions (organisation of excursions).
For more information:	www.grosseswalsertal.at (only in German) Geschäftsstelle Biosphärenpark Großes Walsertal Jagdbergstr. 272, A- 6721 Thüringerberg T +43 (0)5550 20360, F +43 (0)5550 20370, biosphaerenpark@grosseswalsertal.at


	WANDERDÖRFER	 ACCOMMODATION & SERVICES
Brief definition:	Wanderdörfer (“Hiking villages”) is a volunteer federation of numerous Austrian tourism regions with the aid of the official Austrian tourism marketing body. It is a co-operation and booking platform for hiking offers.	
Territories and parties:	All over Austria.	
Bodies in charge:	Austria tourism marketing organisation, 46 tourist offices in 7 Austrian regions (many in villages). Cooperation with Lowa (hiking boots), Kastner&Öhler/Gigasport (sports equipment), Larca (outdoor), Wandermagazin (hiking magazine) and the internet platform www.rad-wandern.de .	
Origin and aims of the experiment:	A common platform for tourist destinations in order to offer hiking packages at a good price.	
Clients number and types:	All categories are offered: from less comfortable up to the best comfort level in the wellness sector.	
Process set up:	<p>The following are offered:</p> <ul style="list-style-type: none"> - Different, special hiking packages; - Hotels; - Guesthouses; - Private landlords; - Huts, inns and youth hostels; - Holiday apartments; - Boarding houses; - Farms. 	
Quality and economic results observed: (good😊/bad😞)	<ul style="list-style-type: none"> 😊 Enhanced local hiking tourism. 😊 Tourist destinations and accommodation benefit from a common marketing platform (presence on the Web and booking opportunities). 😊 Can still be expanded – an advantage: great potential. 😞 Can still be expanded – a disadvantage: non-representative for all of Austria (non-members may have a good hiking infrastructure too or even a better one). 😞 Deficits in the hiking-infrastructure are still present. 	
Benchmarking elements that could be used for Via Alpina:	Very good label with a high-quality structure, which can be used for Via Alpina cooperation. Via Alpina packages can be offered effectively on this platform.	
For more information:	www.wanderdoerfer.at Österreichs Wanderdörfer, Unterwollaniger Straße 53, A-9500 Villach Info-Hotline: +43 (0) 4242 / 257531, F +43 (0) 4242 / 21 66 30, wanderdoerfer@tao.at	



	EUROPA WANDERHOTELS	 ACCOMMODATION
Brief definition:	<p>The Europa Wanderhotels (Europe Hiking hotels) are an example of cooperation between hotels. They market themselves as specialists for exciting mountain and nature adventures. The uniqueness lies in the fact that they are focused to a high-end hiking public and that they work together with people living and working in the Alps to provide high hiking quality.</p>	
Territories and parties:	Austria, Switzerland, Italy (South Tyrol) and Germany (not in Bavaria).	
Bodies in charge:	Own Europa Wanderhotels marketing association. Initiator: Eckkart Mandler (Carinthian hotel). 62 members in total.	
Origin and aims of the experiment:	Increase the power of summer tourism, which does not hold the strong position enjoyed by winter tourism. The guest shall benefit from standards that ensure a comfortable hike.	
Clients number and types:	Most Hotels have 3 or 4 stars.	
Process set up:	<p>10 minimum standards:</p> <ul style="list-style-type: none"> - Individual care; - Splendid landscapes; - Holidays by hiking professionals; - Hiking and touring programmes; - Equipment rental; - Hiking information stand; - Hiking taxi and hiking bus; - Relaxation; - Enjoyable, healthy cuisine; - Protection of nature and ecology. 	
Quality and economic results observed: (good☺/bad☹)	<ul style="list-style-type: none"> ☺ Increasing the value of local hiking tourism through hotel initiative ☺ Hotels profit through a common marketing platform (internet and direct booking) ☹ Danger of too much competitiveness and membership restrictions 	
Benchmarking elements that could be used for Via Alpina:	Good label, which works on a private economy basis. Via Alpina needs such platforms for 2*-3* accommodation, youth hostels and camping grounds.	
For more information:	www.wanderhotels.com (In German, English and Italian) Europa Wanderhotels, Postfach 100, A-9773 Irschen, europa@wanderhotels.com	



B. FRANCE

	RANDO ACCUEIL	 ACCOMMODATION
Brief definition:	Rando Accueil (“Welcome in hiking”) is a national programme for the organisation of accommodation offers aiming at satisfying the various expectations of hikers and walkers.	
Territories and parties:	Alps, Provence, Pyrenees, Massif Central, Jura, Brittany, Western Loire, Nièvre.	
Bodies in charge:	Rando Accueil is a registered trademark that belongs to the Rando Accueil association. The latter is an association of various structures competent in the development of hiking and nature activities (Grande Traversée des Alpes GTA in the Alps, Grandes Traversées du Jura GTJ in the Jura, Chamina in the Massif Central, Randonnées Pyrénéennes (doesn’t exist anymore), Association Bretonne des Relais et Itinéraires ABRI in Brittany, Western Loire Regional Tourism Committee, Rando-Nièvre).	
Origin and aims of the experiment:	The Rando Plume (“hiking in feathers”) label was created first in 1993. The aim was to offer an alternative type of accommodation to hikers wishing to discover an area with family or friends, staying at a comfortable place at good quality for value: more comfort, better welcome and services. They are generally establishments with a lot of character whose bedrooms have on average four beds and a shower. They often offer very good local cuisine. It now regroups 140 member structures, and encourages the professionalisation of the managers of what is called a “very small tourism company”. The complete Rando Accueil programme was started in 2002. Nowadays, its aim is to improve the quality of services for walkers, hikers and outdoor activity enthusiasts in various kinds of accommodation.	
Clients number and types:	The type of customers is currently being evaluated. The first results were expected from autumn 2004.	
Process set up:	<p>Five labels corresponding to five different types of accommodation:</p> <ul style="list-style-type: none"> - For guest houses: Rando Plume since 1993; - For village huts: Rando Gîte since 2002; - For hotels: Rand’Hôtel since 2002; - For campsites: Rando Toile since 2004; - For mountain huts: Rando Refuge (under development, not before 2005). <p>For each one there is a quality charter mainly based on the same principles:</p> <ul style="list-style-type: none"> - The quality of the welcome, - The soul of the establishment (exterior and interior) - The specific services that allow the customers to discover natural and cultural heritage: hiking information area (maps, recent guidebooks, material on the area), easy access to outdoor activities (information, equipment rental, access to professional supervision), technical room for equipment storage and clothes drying, good knowledge of the area by the host him/herself, quality catering making use of local produce and adapted to the physical effort, or possibility of preparing one’s own food (depending on the categories), integration in the signposting concept. <p>This experiment is based on:</p> <ul style="list-style-type: none"> - The charters’ guarantees to the customers - A training programme allowing the managers to renew their knowledge and know-how - A marketing plan that comprises a booklet, a web site, advertising on trade fairs, press relations - An annual control campaign with visits by “mystery customers” - A panel of tools for the managers in order to help them to organise their activities’ offers. 	



<p>Quality and economic results observed: (good😊/bad😞)</p>	<p>For Rando Plume:</p> <ul style="list-style-type: none"> 😊 A very good level of customer satisfaction. 😊 A good development of the network in the areas where there is a close relationship between Rando Accueil and the Counties, Regions and local development bodies. 😞 Not enough known yet 😞 The limited results from the sales policy 😞 According to first studies, the “very small tourism companies” are financially profitable. However their management is very time and energy-consuming, leading the managers to rate their activity as not profitable (shift between the representation they have of the activity and its reality). <p>Tools are being developed in order to get economic results for the other labels.</p>
<p>Benchmarking elements that could be used for Via Alpina:</p>	<p>Some specific elements of the charters (information, atmosphere etc.) The content of the charters is adapted to suit different kinds of accommodation. Collaboration methods with departmental development structures for local anchoring.</p>
<p>For more information:</p>	<p>www.rando-accueil.com (in French only), www.hebergements-alpes.com Grande Traversée des Alpes, 14 rue de la République BP 227, F- 38019 Grenoble cedex T +33 (0) 4 76 42 08 31, F +33 (0) 4 76 42 87 08, gta@grande-traversee-alpes.com</p>



MARE E MONTI		 ITINERARIES
Brief definition:	Mare e Monti ("Sea and Mountains") is a 10-day hiking trail itinerary created in coastal and upland areas in Corsica.	
Territories and parties:	The west part of Corsica (from Calenzana to Cargese), located in a Regional Nature Park.	
Bodies in charge:	The Regional Nature Park of Corsica.	
Origin and aims of the experiment:	To use hiking to develop hinterland territory and create employment, mainly during the spring and the autumn periods.	
Clients number and types:	80% of the guests are French, they usually stay in Corsica for one week and walk 4 to 5 hours a day. There are approximately 8,000 hikers a year on this itinerary.	
Process set up:	<ul style="list-style-type: none"> - Prior studies concerning new trends in hiking. - Creation of trails or restoration of old sheep tracks passing through the villages. - Division of the itinerary into walks that take 4 or 5 hours a day. - Creation or refurbishment of accommodation (overnight stops) in the villages. The Regional Park does this, and the accommodation is privately managed. - Setting up of a quality charter for the accommodation. - Marketing action (contact with the media, guidebooks, a website, contact with T.O., etc.). 	
Quality and economic results observed: (good😊/bad😞)	<ul style="list-style-type: none"> 😊 A correct level of customer satisfaction. 😊 A satisfactory number of guests. 😊 Well known, with a positive image. 😞 There are difficulties in controlling and really setting up the accommodation charter. 😞 It is difficult for the hikers to organize their tour using public transport. 😞 Variability in the quality of the welcome and the accommodation. 	
Benchmarking elements that could be used for Via Alpina:	<p>Consideration of environment quality in the choice of the itinerary and in the work done on the trails and in the landscape.</p> <p>Quality charter for accommodation managers.</p>	
For more information:	<p>www.parc-naturel-corse.com Parc naturel régional de Corse, Service Tourisme et Randonnée, 2, rue Casalonga, F- 20000 AJACCIO T +33 (0) 4.95.51.79.00 F +33 (0) 4.95.21.88.17</p>	

	RETROUVANCE	 ITINERARIES & MARKETING
Brief definition:	Hiking trail itinerary that lasts several days, set up in a territory abandoned at the end of the 19th century.	
Territories and parties:	A part of the little known and wild Buech valley: an area in the uplands of the Hautes-Alpes. In this area there are no facilities, no telephones or electricity lines and no tarmac roads.	
Bodies in charge:	Grande Traversée des Alpes (GTA) did the initial studies, and the National Forestry Commission (ONF) is managing this operation.	
Origin and aims of the experiment:	To try to increase the value of this abandoned area using hiking and the feeling of "getting back to one's roots".	
Process set up:	<ul style="list-style-type: none"> - Initial studies; - Creation of suitable accommodation and trails; - Relationship with different tourism professionals (guides, accommodation managers, forest managers, etc.); - A single body (ONF) to manage the itinerary, much of the accommodation, the professionals involved and the marketing policy; - A sales policy based essentially on contracts with TO and travel agencies. <p>This "six days/five nights" product is only run by the ONF and the various individuals involved. This product can be sold to the customer by the ONF or by a travel agency or a hiking TO.</p>	
Quality and economic results observed: (good☺/bad☹)	<ul style="list-style-type: none"> ☺ A very good level of customer satisfaction. ☺ A good level of sales. ☹ It is quite impossible for the TOs to personalise their product. 	
Benchmarking elements that could be used for Via Alpina:	The sales policy with T.O. The control of the product quality.	
For more information:	www.retrouvance.com Office du Tourisme "Maison de pays", Avenue Commandant Dumont, F- 05400 VEYNES T (33) 04 92 57 27 43 / F. (33) 04 92 58 16 18, Tourisme.Veynois@wanadoo.fr	


	RANDO VILLAGE	 SERVICES & MARKETING
Brief definition:	Rando Village (“hiking village”) is an initiative to label communes or groups of communes that can offer some interesting hiking, walking and nature activities.	
Territories and parties:	For the moment, only territories (communes or groups of communes) in the Auvergne Region are involved, but the label could be developed all over France.	
Bodies in charge:	Rando Village is a registered trademark that belongs to Chamina (a similar structure as the Grande Traversée des Alpes association for the Massif Central).	
Origin and aims of the experiment:	To try to qualify the territory offering nature tourism in such a way as to guarantee tourists the different aspects of this offer (accommodation, services, information, entertainment, activities, etc.).	
Process set up:	<p>Territories wishing to obtain membership must fill in an application form. An analysis grid is used to make a diagnosis. There is a charter of quality that defines the conditions required for membership:</p> <ul style="list-style-type: none"> - The existence of at least one lively village in the area; - A certain number of interesting tours of different ability levels and different activities (hiking, mountain biking, horse riding, snowshoeing, etc.); - Different kinds of accommodation including various national networks; - Entertainment and services in the villages; - Quality of the information given (documents, person in charge of providing information on the activities, etc.). <p>A one-year agreement is made between Chamina and the local council. There is a control process. Financial help is provided by the Region to the territory to set up the process.</p>	
Quality and economic results observed: (good😊/bad😞)	For the moment, only 15 areas have developed this label. Information on the economic results is not available.	
Benchmarking elements that could be used for Via Alpina:	The very comprehensive charter taking into account every component of the tourist offer. The use of accommodation networks.	
For more information:	www.chamina.com (in French only) CHAMINA, 5, rue Pierre-Le-Vénérable – F- 63057 Clermont-Ferrand Cedex 1 T +33 (0) 4 73 92 81 44, F +33 (0) 4 73 91 62 24, info@chamina.com	

C. GERMANY



	VIABONO	 ACCOMMODATION CATERING & SERVICES
Brief definition:	<p>The umbrella organisation Viabono is a partnership initiative of the German government for the labelling and marketing of environmentally-friendly tourism offers in cooperation with tourism, environmental and consumer associations. Viabono GmbH is a registered trademark. It oversees high quality and ecology-oriented tourism and accommodation offers, to check whether they are suitable and marketed professionally. The core theme is nature experience, backed by culinary and cultural diversity as well as recreation, health and adventure.</p>	
Territories and parties:	<p>All over Germany. All types of tourist accommodation (hotels, guesthouses, camping, youth hostels) and tour operators.</p>	
Bodies in charge:	<p>Numerous public and private federations have joined the Viabono steering organisation. This gives Viabono members and supporters extensive connections in many fields and high socio-political importance. So far there are more than 150 licensed businesses.</p>	
Origin and aims of the experiment:	<p>The Viabono Organisation is a communication and cooperation platform for their members and supporters who want to foster ecology-oriented quality and connect it with enjoyable travel offers.</p>	
Clients number and types:	<p>The offer is aimed at customers who require a quality nature enjoyment experience.</p>	
Process set up:	<p>The Viabono trademark labels nature and ecological tourism offers. There are criteria catalogues for hotels/accommodation, nature parks, communities, camping grounds and apartments. The criteria catalogues contain a total of 40 claims, which centre on the following themes:</p> <ul style="list-style-type: none"> - Waste; - Energy and climate; - Water; - Mobility; - Noise; - Welfare of guests; - Information; - Nature and landscape; - Settlement and architecture; - Regional economic cycles; - Management. <p>Member organisations receive a license to trade under the Viabono trademark.</p>	
Quality and economic results observed: (good😊/bad😞)	<ul style="list-style-type: none"> 😊 The promotion of ecology and nature tourism 😊 Tourist destinations and accommodation benefit from a common marketing platform (Web presence and booking opportunities) 😊 Can be expanded - an advantage: great potential 😊 Better transparency of eco-labelling through a single trademark for various types of tourist services. 😞 Can be expanded – a disadvantage: not representative of all of Germany (non-members can have a good hiking structure too or can have a better infrastructure individually). 	
Benchmarking elements that could be used for Via Alpina:	<p>The Viabono criteria are excellent for the goals of Via Alpina (support of sustainable tourism). A highly professional structure with regard to gastronomy, accommodation, catering and services (nature parks). Exemplary label.</p>	
For more information:	<p>www.viabono.de (only in German) Viabono GmbH, Friedrich-Ebert-Straße / Haus 51, D- 51429 Bergisch Gladbach T +49 (0)2204 / 8423 70, info@viabono.de</p>	

	ROTHAARSTEIG	 ITINERARIES
Brief definition:	<p>Rothaarsteig ("Rothaar trail") is a national, very well marketed long-distance trail in the middle of Germany, 154km in length.</p> <p>The Rothaarsteig has its own motto: It is marketed as "the trail of the senses" ("Weg der Sinne"). This means: pure nature – an encounter with nature – enjoying nature with all your senses.</p> <p>There is a wealth of interesting places to learn about in terms of nature, culture and history.</p> <ul style="list-style-type: none"> - Didactical presentations on the forest and water experience - A crowd of nature trails lead off agricultural and forestry tracks - Numerous viewpoints over hilly landscapes - And much more... 	
Territories and parties:	<p>The Rothaarsteig is located in an attractive forest hill landscape. It stretches away from the northern edge of the Rothaar mountain range over Dill-Bergland of Hessen to the foothills of the Westerwald. There are two headquarters in Brilon in the Sauerland area and Dillenburg in Hessen.</p>	
Bodies in charge:	<p>The Rothaarsteig association has 40 members at the meeting point of the three German regions Nordrhein-Westphalia, Hessen and Rheinland-Palatinate. These are mostly six districts, 23 towns and communities, tourism associations, hiking associations and forest administrations. There is a dedicated project office in charge of administration. The Rothaarsteig also has its own marketing office.</p>	
Origin and aims of the experiment:	<p>The Rothaarsteig[®] (protected trademark) was set up with the specific goal of achieving new quality standards directed at a hiking group with high demands. Regions shall be subject to tourism promotion. Well marked trails and a distinct hiking network shall provide very easy orientation and a safe walk to the stage destination.</p>	
Clients number and types:	<p>More than 100,000 hikers/year (source: Rainer Brämer)</p>	
Process set up:	<p>Tourism marketing of the Rothaarsteig is based on the following points:</p> <ul style="list-style-type: none"> - The clear, continuous marking of the main trails, alternative trails and temporary trails with a suitable corporate identity and own logo; - The establishment of educational adventure stations with information on forest and water; - Rothaarsteig furniture (benches, resting places); - Its own "Qualitätsbetrieb Rothaarsteig" accommodation label (hiking-friendly accommodation with a special hiking service). The accommodation infrastructure includes services for drying clothes and shoes, individual advice and guided hiking tours; - Its own website including an online-shop (hiking guides, maps, illustrations, map cases, backpacks, hiking poles, toiletry bags, cushions, socks, caps, pins, cotton bags, postcards, CD's with spiritual music, etc.). 	
Quality and economic results observed: (good😊/bad😞)	<ul style="list-style-type: none"> 😊 Uniqueness in marketing. 😊 Very well communicated and very well known. 😊 Good structure for income. 😞 The exhaustive corporate design may convey an impression of artificiality. 	
Benchmarking elements that could be used for Via Alpina:	<p>Good, non-stop and exemplary marking of a long-distance trail. Integration of accommodation that did not yet belong to any label. Exemplary marketing and income opportunities.</p>	
For more information:	<p>www.rothaarsteig.de (only in German) Projektbüro Rothaarsteig[®], c/o Holz- und Touristikzentrum, Poststraße 7, D- 57392 Schmallenberg T +49 (0) 2972 974050, F +49 (0) 2972 974054, knoche@rothaarsteig.de, rosenkranz@rothaarsteig.de Marketing Rothaarsteig[®], c/o Touristikzentrale Sauerland, Heinrich-Jansen-Weg 14, D- 59929 Brilon T +49 (0) 2961 – 943355, F +49 (0) 2961 – 943247, rothaarsteig@hochsauerlandkreis.de</p>	


D. ITALY

QUALITY SERVICES CHARTER OF THE TRENTO MOUNTAIN HUTS		 ACCOMMODATION
Brief definition:	It is a general, self-adopted quality document that regulates relations between guests and managers in Trentino's mountain huts. It has been a good example for other service charters in the Italian Alps. This services charter is endorsed by the Hut-keepers Association of Trento Autonomous Province and by S.A.T. (Società degli Alpinisti Tridentini). Hut-keepers who adopt the charter and display it in the rooms of the hut commit themselves to respecting and guaranteeing each guest all services, and to giving extensive information on hiking itineraries, other services, etc.	
Territories and parties:	Autonomous Province of Trento.	
Bodies in charge:	Provincia Autonoma di Trento (the Autonomous Province of Trento administration, Tourism Department), S.A.T. (Società degli Alpinisti Tridentini, the provincial section of the Italian Alpine Club C.A.I.), Associazione Gestori Rifugi del Trentino (the provincial hut-keeper association).	
Origin and aims of the experiment:	This project was created to harmonise tourism and alpinism receptivity in the alpine huts of the Trento province (over 100 structures). The objective is to guarantee guests (hikers, mountaineers, etc.) a good minimum hospitality level and reasonable prices in huts.	
Clients number and types:	Tourists, hikers, mountaineers, the nature-conscious interested in the Trentino mountains, searching calm, recreation, and lovely landscapes. In 2002, the Trentino huts slept over 63,000 guests, with a total of 94,000 overnight stays.	
Process set up:	<p>A draft plan defined several steps to set up the Quality Services Charter and to involve the main local mountain association, S.A.T., and the hut-keepers' association of Trentino. Both associations share the philosophy of the project. In a second stage, a printed edition of the Quality Services Charter was produced in three languages, advising hut-keepers to display it in the rooms of their huts. The Charter was sent to all press and communication agencies, both locally and nationally. The Italian Alpine Club helps to promote the charter. With regard to customer care satisfaction and feed-back monitoring of services in the huts, as is provided for by provincial law, the province of Trentino checks that all of the hut-keepers are displaying the Charter and respecting the quality points.</p> <p>These are the main points of the project:</p> <ul style="list-style-type: none"> - Hospitality: When the huts are open, hospitality shall be guaranteed, even when all of the beds. Managers, with the necessary collaboration of the guests, shall always provide a temporary place to eat and sleep as comfortably as possible. - Booking: It is possible to reserve places to eat and to sleep. Reservations remain valid until 6 pm of the day of service. - Snacks and food: Guests eating food that is provided by the hut have priority at the table, but it is possible for hikers to consume their own food using the furniture of the hut (tables, chairs, benches). A small fee is collected by the management. Outside, the places at the table are free, but priority is always given to people buying food from the hut. - Prices: Rates for all services are shown on a price-list displayed in one of the rooms. The prices are inclusive of all charges (service, taxes, etc.). Toilets are free, inside and outside the hut. - Water: Sometimes, the water in mountain huts is not drinkable, according to health office guidelines. In some periods, water can be scarce because of drought: in this case, water consumption in the hut is under manager supervision. - Environment: Hut-keepers work together to save the environmental heritage around the hut and in the mountains close-by. 	


<p>Quality and economic results observed: (good☺/bad☹)</p>	<ul style="list-style-type: none"> ☺ Great initial interest shown by guests for the contents of the charter. ☺/☹ In the starting period, it was impossible to define economic goals. It shall be possible to do so after a second season in 2004. ☺ Many tourism stakeholders in the neighbouring Alto Adige/South Tyrol valleys wish to copy the model of the charter and apply it to other quality projects in the territory. ☹ The charter was only applied from the 2003 summer season, and it is still necessary to promote it much more and in an improved manner in all huts and directly to guest targets, hikers and mountaineers.
<p>Benchmarking elements that could be used for Via Alpina:</p>	<p>A lot of regions or provinces in the Alps can apply the Trentino model of the huts quality charter. It is an economic project that is concrete and available, very easy and cheap.</p>
<p>For more information:</p>	<p>Provincia Autonoma di Trento www.provincia.tn.it/turismo, uff.informazioni@provincia.tn.it</p> <p>SAT-Società degli Alpinisti Tridentini via Mancini, 57, I- 38100 Trento, T +39 0461 981871, F +39 0461 986462 www.sat.tn.it, info@sat.tn.it</p> <p>Associazione Gestori dei Rifugi del Trentino Piazza Centa n. 13/7, I- 38100 Trento, T +39 0461 826066, F. +39 0461 826066 guide@alpinguide.com</p>

	ASSORIFUGI MOUNTAIN HUTS ASSOCIATION OF FRIULI VENEZIA GIULIA AND CADORE	 ACCOMMODATION SERVICES & MARKETING
Brief definition:	<p>Assorifugi is a private association of 35 alpine and hiking hut-keepers in the Friuli Venezia Julia Region and Cadore, a subterritory of the Veneto Region (Belluno Province). The main aim of the association is to promote mountain huts as a "door" to the mountain environment and culture. An important objective of association is also to improve the know-how and professional competence of its members, and their representation in the administrative public institutions. Other objectives are:</p> <ul style="list-style-type: none"> - Management training for members; - To save and respect human, historic, cultural and environmental heritage, with great attention to the surroundings of the huts; - To promote correct education about environmental protection in the Alps; - To promote mountain huts and their localities as a "green tourist destination"; - To develop cooperation between members. 	
Territories and parties:	Friuli Venezia Julia autonomous region and Cadore territory (Veneto Region-Belluno Province).	
Bodies in charge:	Assorifugi Association - Regione Friuli Venezia Giulia (FVG) – Comunità Montana della Carnia (mountain community) – Regional delegation and local sections of the Italian Alpine Club/C.A.I.	
Origin and aims of the experiment:	Association created with the public patronage of the Friuli Venezia Julia Region to support hut-keepers in the introduction of a quality process in their structures, and to promote better huts as tourist and cultural destinations.	
Clients number and types:	Tourists, hikers, mountaineers, cultural and music tourists. In the summer of 2003, several thousand guests stayed in Friuli Venezia Julia mountain huts; over two thousand guests participated in this edition of Note in Rifugio, between June to October 2003. 18 concerts were organised in the mountain huts of the Eastern Alps, from Monte Nero/Krn Mountain in Slovenia to Monte Grappa (Vicenza) and the Karst (Trieste).	
Process set up:	<p>The activity plan of the Assorifugi Association entails many stages that were either concluded or started few years ago:</p> <ul style="list-style-type: none"> - Publishing a complete guidebook of all mountain huts and bivouacs of the FVG region and Cadore, called "Pianeta Rifugio" ("planet huts"); - Presence at specialised exhibitions; - Participation in a pilot project for environmental tourism in middle and high mountain areas called "Turismo Ambientale di Media e Alta montagna", financed by the EU; - Management (until 1997) of the Ufficio Montagna Regionale (regional mountain office) of the Friuli Venezia Julia region, now one of the most important points for mountain information and services in the area; - The creation and promotion of cultural events; the main job in this sector is the realisation of "NOTE in RIFUGIO". Together with the "Musica Aperta" association of Gorizia, Assorifugi organises a big summertime music festival that takes place in the mountain huts of the FVG region and Cadore. The main bill contains 18 musical events, including the four concerts of "La settimana musicale" of Monte Rite (Cadore-Belluno), those of the "Dolomites" and "Messner Mountain Museum" and other important concerts in Austria at the "Feistritz Alm" in Gail valley, and on Monte Nero/Krn Mountain in Slovenia. "Note in Rifugio" has obtained the patronage of the President of the Italian Republic, of the Italian government, and of the President of the Alps-Adria Working Community. 	
Quality and economic results observed: (good😊/bad😞)	<ul style="list-style-type: none"> 😊 A very strong link between all members of the association, allowing them to work together to improve the quality of the service and thus retain customers. Cultural events are very important in this field. 😊 The economic advantage is clear and certified by mountain hut administrators because the Association increases the presence of hikers, mountaineers and cultural tourists, even in September and October. 😞 The association could still do more and better to promote its programmes and activities. A website may be a correct way to improve communication with target groups interested in the mountain huts of the Eastern Alps. 	

Benchmarking elements that could be used for Via Alpina:	The Friuli Venezia Giulia and Cadore mountain huts' project is currently a concrete and positive model for new tourism proposals for a mountain huts target group and an example of tourism exploitation respectful of local culture and environment.
For more information:	Assorifugi Friuli-Venezia Giulia e Cadore c/o Comprensorio Montano della Carnia, Via Carnia Libera 1944, n. 29 – I-33028 Tolmezzo (Udine) T +39.0433 487786 F +39 0433 40687, www.assorifugi.com Associazione Musica Aperta Via Giovanni Battista Formica, 6 – I- 34170 GORIZIA, T/F +39 0481 546229, musica_aperta@libero.it



RESEARCH AND ACTIVITY PROJECT OF THE VALLE D'AOSTA MOUNTAIN HUTS (ENVIRONMENTAL CERTIFICATION UNI EN ISO 14001)		 ACCOMMODATION
Brief definition:	<p>This project first aims at informing mountain huts managers, professional consultants and other local public or private actors (municipalities, consumer associations, mountains associations, tourism actors, etc.) on the importance of environment heritage protection. Secondly, its aim is to give managers and owners of mountain huts some basic knowledge of the environmental management of structures and services. The objective is to think of the mountain hut tourist services offer in terms of environmental quality instead of quantity. The ongoing training of hut-keepers is an important tool in the achievement of professional service, even in this special type of tourist structure.</p>	
Territories and parties:	Aosta valley region.	
Bodies in charge:	<p>Regione Autonoma della Valle d'Aosta/Vallée d'Aoste (regional administration), Dipartimento di Scienze merceologiche della Facoltà di Economia dell'Università di Torino (Turin University of Economics/Department of Marketing Science), Associazione valdostana dei Gestori di rifugi (Aosta valley hut-keepers' association), Grivel-Mont Blanc.</p>	
Origin and aims of the experiment:	<p>Project initiated by Turin university, the hut-keepers' association and Grivel Mont Blanc. Funding from the ESF (European Social Fund), the Italian Government (Ministries of Employment and the Regions), and the Aosta Valley Region. The initial objective was to analyse and create new ways of achieving total quality in alpine tourism. Val d'Aosta hut-keepers shall obtain official European certification, because respect for the environment will be necessary to ensure the enjoyment of the Alps for new generations, and now represents a most important plus in marketing policy.</p>	
Clients number and types:	<p>Tourists, hiking, mountaineers. 20 hut-keepers, 10 of which obtained certification according to UNI EN ISO 14001.</p>	
Process set up:	<p>Foreseen project plan:</p> <ul style="list-style-type: none"> - Planning and testing of the new system for organisation and management of Aosta valley mountain huts, optimising contact with hut-keepers and owners. The main objective is to win competition in the global tourism market, to apply a new green marketing strategy, positioning mountain huts in a new section of the market (not only for mountaineers and expert hikers, but also for families, sports tourists, cultural and environmental tourists, etc.). - New marketing actions to promote "green" tourism in high and medium-altitude mountains, cooperating with local public organisations. <p>Project steps:</p> <p>STEP 1 – technical analysis: A first environmental analysis of all 10 mountain huts that agreed to the project was carried out; the operators used a check-list. The control related to all building processes, the use of materials, energy saving, environmental impact, water and waste drainage. A polygonal diagram gave a graphic representation of the disparity between the real-life situation for each mountain hut and the correct sustainable type of tourism it needs to achieve. From these studies, improvement objectives were derived for each mountain hut.</p> <p>STEP 2 – research and training meetings: These were occasions to closely examine the environmental management systems applied to 10 mountain huts, according to standard UNI EN ISO 14001. Another theme was the exploitation of gastronomic traditions of Valle d'Aosta. Many meetings were organised by the "Scuola d'arte culinaria La Hoirie" of Aosta, directed by Ms Laura Zenti. The results were reduced transport costs for food, greater cultural exploitation of traditional cuisine, and a new tourist appeal.</p> <p>STEP 3 – activities: The next stage was to plan and develop an Environmental Management System for each of the member mountain huts. At the end of the project, every mountain hut manager will receive a Quality Manual with which it should be possible to improve the system according to standard UNI EN ISO 14001. In the meantime, a project evaluation using a questionnaire to be completed by tourists and mountaineers has been planned. 500 questionnaires were collected in mountain huts in the summer of 2003. The last objective will be to understand if and how the huts should enter into the tourist economy set.</p>	

Quality and economic results observed: (good☺/bad☹)	<ul style="list-style-type: none"> ☺ Very good results achieved with the publication of the Manual of Environmental management of huts in Italian, French and English. ☺ The economic goals of attracting a high number of tourists to the huts in the summer of 2003 and attaining good marketing performances have been achieved. ☺ Many actors expressed an interest in reproducing the model.
Benchmarking elements that could be used for Via Alpina:	<p>The manual contains interesting and useful guidelines, which can easily be linked to the Via Alpina Quality Guide. The common objective is to create an Environment Management System for each mountain hut or hotel along the Via Alpina route. It is important to cooperate with the Aosta Valley Project team to research and promote the necessary know-how. Targets include hut-keepers, economic associations and alpine clubs. Furthermore, the project may be of interest to consultancy agencies and environmental certification societies.</p>
For more information:	<p>Ufficio Informazioni Turistiche, Aosta T +39 0165 236627, uit-aosta@regione.vda.it http://www.eeteam.net, info@eeteam.net</p> <p>http://web.econ.unito.it/cresta, Università di Torino, prof. Riccardo Beltramo T +39 335 6844207, F +39 011 6706265, riccardo.beltramo@unito.it</p>

THE GREAT WALSER TRAIL (SOUTHERN ALPS PART)		 ITINERARIES & MARKETING
Brief definition:	<p>The Great Walser Trail is a territorial marketing project that exploits and links different Walser regions. It is based on a trail that crosses the Valtourmenche, Val d'Ayas and Val de Lys (Valle d'Aosta, Italy) Piedmont valleys and reaches the canton of Valais in Switzerland. Developed with grants from the European Union within the broader context of the Espace Monte Cervino Monte Rosa cross-border project, this trail is but one of the initiatives that have been undertaken to recover the roots of cultural unity which marked these border lands for centuries. In the Aosta valley, the programme also envisages the opening of a Walser Museum at Gressoney la Trinité and the drawing up of a scheme for the functional integration of the three valleys with the bordering Swiss Valais and Piedmont. Its aim is greater integration and the effective use of resources. The guiding thread of the trail is the Walser population. Along the route, the hiker will follow in the footsteps of this people who, from the twelfth century, have colonised the area from the Upper Rhone valley and helped to shape the landscape. A series of fact panels will help to recognise and reconstruct the marks that this culture has left on the land. A map, folders and guide help tourists and hikers put together the pieces of a story which speaks not only of men, migrations, settlements, agriculture, transhumance, goods and trades, but also of glaciers, variations in climate and nature.</p>	
Territories and parties:	Aosta Valley (Italy), Piemonte (Italy) - Valais (Switzerland).	
Bodies in charge:	Regione Autonoma della Valle d'Aosta/Vallée d'Aoste (regional administration), Verbano-Cusio-Ossola Province, Comune di Macugnaga (municipality), Italian Alpine Club, Swiss Alpine Club, Tour del Monte Rosa association, Associazione Ticinese dei Sentieri Escursionistici (ATSE, Tessin hiking association).	
Origin and aims of the experiment:	<p>To overcome the Swiss-Italian borders, restoring the ancient trails of the Walser people between Valle di Gressoney, Val d'Ossola, Valais and Tessin: this is the primary objective of the Great Walser Trail project. "Itineracharta" is a complementary EU project (creating a hiking map of border areas) planned by Provincia Verbano-Cusio-Ossola, the Associazione ticinese dei sentieri escursionistici (ATSE), the Alpi Veglia and Devero Regional park in Piedmont and the mountain communities of the Vigizzo and Cannobina valleys. The project is supported by all of the local sections of the Alpine Club of Italy (CAI), called Sezioni Est Monte Rosa. These sections are creating a register of all trails in a territory that is adopting the national criteria of the CAI. The end objective is to renew the economy of little valleys, and thus help young people to stay and live in the mountain territory. The restoration of the ancient Walser trails may foster the tourism economy throughout the territory, for hiking, cultural and school target groups.</p> <p>The project is now an important marketing example of how to promote hiking and cultural activities and boost the valley's economy. The Great Walser Trail project was realised in a few years by the work of the Alpine associations in different countries and by the Walser Communities Association. The main itinerary is now completely described and marked. The trail passes through over 150 little Walser communities. In the Southern Alps, it links the valleys of Gressoney, Macugnaga, Alagna, Formazza/Pomatt, and crosses very high mountain passes such as the Colle del Teodulo, Monte Moro, Simplon and Arbora passes.</p>	
Clients number and types:	Tourists, mountaineers and expert hikers and also families, sports tourists, cultural and environmental tourists, etc. Their number grows year by year, as confirmed by the tourist offices of Gressoney and Macugnaga and by hut managers. 4,600 hikers walk the trail from Gressoney to Macugnaga every year, crossing the Monte Rosa trail, and many thousands walk a smaller section, for half a day, one day or maximum two.	



<p>Process set up:</p>	<p>Main steps:</p> <ul style="list-style-type: none"> - Identification of the trail by the Alpine Clubs, assisted by the Walser Communities Association, of the entire Walser territory in different countries — Italy, France (Savoie), Switzerland (Valais, Tessin, Grisons), Austria, Liechtenstein — searching for an old itinerary to link the different mountain places. The trails network of the Walser people is about 800km long, with 34 stages and 15 alternative itineraries, crossing four countries (Switzerland, Italy, Liechtenstein and Austria). - In the southern part of Alps, launch of a few projects to exploit the Walser Trail. From Macugnaga (Italy) to Mattmark (Switzerland), an ancient route along the medieval trail of Passo del Moro has been restored. - A marketing programme to promote the trail: in 2003, the project was first shown to 20 tourism and mountain journalists from Italy and Switzerland. They hiked for four days along the itinerary, from Macugnaga to Saas Fee, then to Alpe Devero and to the Vigezzo valley. <p>The Veglia-Devero park, the Verbano Cusio Ossola province and the Italian Alpine Club, in cooperation with public and private organisations in Switzerland, have planned and started the "Itineracharta" project within the framework of INTERREG III A (Italy-Switzerland, measure 1.3: integrated tourism development). Its aim is the realisation of five 1:50.000 hiking maps, and one 1:35.000 map of the Veglia-Devero park. The project involves:</p> <ul style="list-style-type: none"> - GPS plotting of the trails network, - Web engineering of trail-related data, - Optimisation of the trail marks and directional signs - A training period for tourist operators in public and private offices, tourist information points, etc. - Promotion of books and folders about the Great Walser Trail and other trails. <p>A new Italian-Swiss association, the Associazione Tour del Monte Rosa, was recently created in the village of Valtournenche, near Aosta. It unites the Macugnaga, Alagna, Gressoney, Ayas, Cervinia, Zermatt and Saas Fee valleys. Its management board has 5 Italian members and 5 Swiss members.</p>
<p>Quality and economic results observed: (good😊/bad😞)</p>	<ul style="list-style-type: none"> 😊 Good results achieved by the international link of the Walser cultural theme: the Great Walser Trail promotes cultural policy in all countries to save and exploit the Walser culture; at the same time, the project is a concrete marketing opportunity for all of the little valleys in Italy, Switzerland, Liechtenstein and Austria to promote the hiking economy. The link with Via Alpina is obvious. 😊 The self-esteem of the Walser people is also boosted by the effects of the Great Walser Trail project. This has given rise to a new economic and social approach that appears to encourage a very positive attitude towards the future. 😊/😞 The Walser language is disappearing. Recently, a law was passed to protect linguistic minorities in Italy, including the Walsers of the Val d'Aosta. It is to be hoped that this will contribute to reversing the present negative trend and that the local population shall manage to capitalise on this unique opportunity to prevent a language and culture that have survived for nearly nine centuries from vanishing forever.
<p>Benchmarking elements that could be used for Via Alpina:</p>	<p>As for Via Alpina, following the route that joins the centres of Walser culture together, we will embark on a journey into the broader world of Alpine culture, which will give us some idea of what it meant to live in the mountains in the past, often at altitudes that would be unthinkable today. This is also a marketing policy niche for Via Alpina. The Walser Trail experience can help Via Alpina to better define its marketing strategy and choose the target group. EU funding can be of significant help.</p>
<p>For more information:</p>	<p>Comune di Macugnaga, I.A.T. Informazioni Accoglienza Turistica P.zza Municipio, 6 - T ++39 032465119 F ++39 032465775 www.macugnaga-online.it, http:// www.macugnaga.it, e mail: sviva@libero.it</p> <p>Provincia del Verbano Cusio Ossola, Verbania Fondotoce presso Tecnoparco del Lago Maggiore, via dell'Industria 25, T +39 0323495011, F +39 03234950237, http://www.provincia.verbania.it</p> <p>Regione Valle d'Aosta, Ufficio Informazioni Turistiche T +39 0165236627, urp@regione.vda.it; uit-aosta@regione.vda.it</p> <p>Aiat MonteRosa Walser: www.ariatmonterosawalser.it Gressoney-Saint-Jean, T +39 0125.355185, F +39 0125.355895, info@ariatmonterosawalser.it Gressoney-La-Trinité, T +39 0125 366143, F +39 0125 366323, infogressoneytrinite@libero.it</p>



E. MONACO

	TOURISM, HOTEL AND CATERING EXCELLENCY CHARTER	 ACCOMMODATION CATERING & SERVICES
Brief definition:	The "Charte d'excellence du tourisme, de l'hôtellerie et de la restauration" (tourism, hotel and catering excellency charter) is an initiative to give a label to hotels and restaurants that offer very good quality.	
Territories and parties (types, numbers) involved:	The label could be developed all over Monaco.	
Territories and parties:	AIHM (Association of the hotel industry of Monaco) and AQM (Monaco Quality Association)	
Bodies in charge:	To qualify the hotels and restaurants in such a way as to guarantee tourists the quality of different aspects of the tourist offer (accommodation, services, information, entertainment, activities, etc.). To improve the quality of the hotels and restaurants.	
Process set up:	<p>The hotels and restaurants that want to obtain membership have to fill in an application. An analysis grid is used to make a diagnosis. There is a quality charter to define the conditions required for membership:</p> <ul style="list-style-type: none"> - <u>Excellence of access and environment:</u> <ul style="list-style-type: none"> - Make access for guests and visitors easier; - Adapt opening times and keep to them; - Fit out the reception areas; - Have a high standard of cleanliness. - <u>Excellence of reception:</u> <ul style="list-style-type: none"> - Have a positive attitude when the guest arrives; - Hygiene and cleanliness; - Limit waiting times or make them reasonable; - Make easier contacts with foreign language guests and visitors; - Assure a telephone welcome that is fast, effective and continuous. - <u>Excellence of information:</u> <ul style="list-style-type: none"> - Make clear and precise information available to guests and visitors; - Answer to the needs expressed by guests and visitors; - Present the special services offered to guests and visitors; - Displays. - <u>Excellence in services:</u> <ul style="list-style-type: none"> - Adapt services according to the needs expressed by guests and visitors; - Inform guests and visitors of the specificities of the services sold; - Foresee alternative solutions, of equal or higher quality in case the service could not be offered. - <u>Excellence through evaluation and improvement:</u> <ul style="list-style-type: none"> - Evaluation of guest and visitor satisfaction: collect and analyse advice from guests and visitors; - Internal evaluation: register and analyse advice coming from the employees that could improve the quality of your hospitality; - Improvement: define improvement actions on the bases of realised analysis. <p>The method comprises:</p> <ul style="list-style-type: none"> - A mystery audit done by a specialised consultant staying in the accommodation anonymously; - A debriefing with the managers; - Training and individual help. Control every two years. 	

<p>Quality and economic results observed: (good😊/bad😞)</p>	<ul style="list-style-type: none"> 😊 A lot of hotels joined the process. 😞 Only a small number of restaurants are involved (they are not convinced of the need for it).
<p>Benchmarking elements that could be used for Via Alpina:</p>	<p>Hotels and restaurants specially registered with a specific logo in tourism brochures.</p>
<p>For more information:</p>	<p>Association Qualité Monaco, 13 boulevard des Moulins, MC- 98000 Monaco.</p>

F. SWITZERLAND

	VIA SPLUGA CULTURAL AND LONG-DISTANCE HIKING TRAIL (THUSIS, CH – CHIAVENNA, I)	 ITINERARIES & MARKETING
Brief definition:	<p>The VIA SPLUGA (62 km) offers great variety in the way of historical, cultural, geological and scenic sites and particularities. The route can equally be walked in its north-south as in its south-north direction. The basis for the tourist service providers is that every location along the route is appropriate both as a starting point and as a destination.</p> <p>The VIA SPLUGA is a fully organised tourism product that can be booked for a duration of 2 to 5 days on a package basis with fixed rates (EURO or CHF).</p>	
Territories and parties:	<p>The route crosses the Alps from Thusis, 720 m (Switzerland) over the Splügenpass/Passo Spluga, 2115m (border) to Chiavenna, 335m (Italy) in four daily walks lasting 4.5 to 7 hours.</p>	
Bodies in charge:	<p>VIA SPLUGA was developed by regio Viamala (Thusis, Switzerland) and Comunità Montana Valchiavenna (Chiavenna, Italy) from 1999 to 2001.</p> <p>Responsible for route maintenance: in Switzerland: Bündner Wanderwege BAW (hiking association of Grisons), in Italy Comunità Montana Valchiavenna; responsible for marketing: local tourism organisations in Switzerland, Consorzio Promozione Turistica Valchiavenna in Italy.</p>	
Origin and aims of the experiment:	<p>To raise revenue for tourism service providers and other parties benefiting indirectly from tourism.</p>	
Clients number and types:	<ol style="list-style-type: none"> 1. Hikers: culture, history (over 50 years old); 2. Study tours with/without guide; 3. Hikers: sports, nature (25 to 50 years old); 4. Groups, school trips. 	
Process set up:	<p><u>Packages:</u> A small number of standard packages (2 to 5 days) is available to individual and group visitors. Sales offices are capable of putting together the various programme modules, calculating all-inclusive prices, offering the whole as a package and booking it. All service providers' gross rates include a sales commission of 10% for the sales point. Payments to the service providers will be based on the net rates. Rates are published in CHF and EURO.</p> <p><u>Signposting:</u> The entire route is marked by brown VIA SPLUGA cultural signposts in both directions.</p> <p><u>Documentation:</u> Sales flyers: separate versions in German and Italian. Trekking map: German and Italian. Via Spluga booklet: German. Internet: www.viaspluga.com.</p>	
Quality and economic results observed: (good☺/bad☹)	<ul style="list-style-type: none"> ☺ A high level of client satisfaction regarding adventure, accommodation, organisation and local food. ☺ Improved networking between all tourism providers involved in Switzerland and Italy. ☺ Development of sales packages at the Viamala Ferien Office in Splügen (Switzerland): <ul style="list-style-type: none"> 2001: 29,000 EURO 2002: 131,000 EURO 2003: 286,000 EURO ☹ Signposting had to be improved twice in Italy. ☹ Approx. 90% of sales activities are performed in Switzerland and approx. 10% in Italy. 	
For more information:	www.viaspluga.com	

	QUALITY LABEL FOR SWISS TOURISM	 SERVICES
Brief definition:	<p>Quality management programme for tourist companies in Switzerland.</p> <p>The "Quality Label for Swiss Tourism" programme has been designed for all those companies which are convinced that only constant improvement in their own performance can assure success for the future. They want to offer their guests high quality services on a permanent basis.</p>	
Territories and parties:	<p>The programme aims at increasing quality awareness, promoting co-operation among the various providers and maintaining service quality in the travel and holiday companies of Switzerland.</p>	
Bodies in charge:	<p>Programme co-ordination: Swiss Tourism Federation, Berne Umbrella organisations: Switzerland Tourism, Gastro Suisse, Swiss Hotel Association, Swiss Cableways, Union of Public Transport, Conference of Regional Tourist Offices Directors, Association of Swiss Tourism Directors, Swiss Road Transport Association, Swiss Federation of Travel Agencies, Swiss Snowsports, Hotel & Gastro Union.</p>	
Origin and aims of the experiment:	<p>More and more, quality is becoming the decisive competitive instrument in tourism. The providers of tourist services increasingly see themselves confronted with changes in guests' requirements and increasing competition.</p> <p>In the mid 1990's, the most important organisations in the tourism sector in Switzerland recognised the need to act and to offer providers of tourist services the possibility of having their service quality checked, safeguarded and optimised by means of the "Quality Label for Swiss Tourism".</p> <p>The programme was developed by the Research Institute for Leisure and Tourism of the University of Berne and the Frey Academy in Zurich.</p>	
Process set up:	<p><u>Level 1:</u> a "quality virus" is implanted. Level 1 concentrates on the development of quality and is devoted particularly to service quality.</p> <p><u>Level 2:</u> the quality is comprehensively examined. When level 1 has been reached, it is possible to aim for level 2. Level 2 concentrates on quality assurance and is devoted particularly to the quality of management.</p> <p><u>Level 3:</u> comprehensive quality management is introduced. When a company has passed levels 1 and 2, it should be in a position to introduce a Total Quality Management System (TQM). There are various ways of doing this (ISO, EFQM = European Foundation for Quality Management, etc.).</p>	
Quality and economic results observed: (good😊/bad😞)	<p>10 arguments in favour of the Swiss Quality Label:</p> <ul style="list-style-type: none"> - Better quality means more profit - Quality management means less cost - Quality improves the lead over the competitors - Quality management improves hospitality - Quality management leads to better staff and less fluctuation - Marketing organisations prefer companies with the Quality Label - Quality management improves financing possibilities - Companies with the Quality Label make an image-promoting impression - High service quality brings competitive advantages - Good service is more effective than expensive advertising and helps retain the customers. <p>Number of Quality Labels achieved by Swiss travel and holiday companies (1998 - 2003): Level 1: 1643 Level 2: 296 Level 3: 34 (2003 only)</p>	
For more information:	<p>Swiss Tourism Federation (STV), Berne www.swisstourfed.ch, quality@swisstourfed.ch</p>	

IV. REFERENCE DATA

Definitions

Tools

National information

Addresses

A. DEFINITIONS

1. Quality

We can define quality as the sum of the characteristics of a product or a service that enable it to satisfy the users' expressed or implicit needs.

We usually distinguish between the quality the customer discerns (on one hand the quality he or she expects and on the other the quality he or she perceives) and the quality that the supplier discerns (on one hand the quality he or she has defined and on the other hand the quality he or she has actually provided).

We can also often look at quality from an economic point of view and analyse the cost of an action carried out to improve quality or in the same way the cost of the lack of quality (bad methods or loss of customers by poor reputation, etc.).

In tourism, there is often confusion, in every day language, between quality and comfort. That is a mistake. The consumer expects different levels of comfort between a one-star and a four-star hotel, but doesn't expect different levels of quality.

2. Quality Strategy

Setting up a quality strategy means working on three different levels:

Measure: first, we can try to measure the difference between the quality the customer expects and the quality the supplier provides. To do so, we can use different tools: mainly the different kinds of audits ("the mystery audit", the quality overview, the territorial diagnostic). In a more simple way, we can also use the satisfaction questionnaire, visits and interviews. Each option has some advantages and some disadvantages.

Improvement: when we try to improve quality, we usually concentrate on training, debriefing after the audit, individual help from consultants and quality charters, and we have to find a way to motivate the product manager and their staff. This last point is very important.

Guarantee: in this case, the question is how to guarantee the customer a good level of quality before and during their purchase. The tools used to do so are quality labels, trade marks with a good reputation, certification processes and controls.

Furthermore, we always have to work from an economic approach. On the one hand, we have to explain that quality can be less expensive than lack of quality and on the other hand, we have to find a way that is not too demanding from an economic or management point of view.

3. The tourism service chain

In a customer-oriented approach, Via Alpina must consider each of the following links building up the tourism service chain:

- 1. Information:** television, press, literature, folders, internet, CD, radio, video;
- 2. Reservation:** journey, hotel, hut, leisure, equipment, packages, tour guide;
- 3. Journey:** train, car, aircraft, taxi, timetables;
- 4. Arrival:** accommodation, food, parking, information, documentation, equipment;
- 5. Hiking trail:** maintenance, signposts, safety, points of interest, shelter, hiking map, hiking guidebook;
- 6. Facilities on tour:** accommodation, local catering, weather forecast, nature, events, culture, wellness;
- 7. Departure:** souvenirs, local products, pictures, train, car, aircraft, taxi, schedules;
- 8. Activities after the hiking tour:** feedback, compliments/complaints, recommendation, provider's mailings.

4. Tourism market segments

The importance of each target group for Via Alpina is assessed using four ratings:

- insignificant
- + of minor importance
- ++ important
- +++ priority

	hiking sports nature	hiking culture history	hiking with tour guide
Up to 25 years old	+	+	+
25 - 50 years old	++	++	+
Over 50 years old	++	+++	++
Families	+	+	+
Study tours	+	+++	+++
School trips	+	+	+
Special groups	++	++	++
Members of alpine clubs	+++	++	+

B. TOOLS

1. Tools for quality measurement

a) Questionnaires

General description:

A questionnaire could be used to measure customer satisfaction.

This questionnaire must present a scale of satisfaction (from very dissatisfied to very satisfied) which avoids an average value (an even number of graduations).

It should be as simple as possible (in order to be filled in by a customer and analysed very easily) and take into account the main items recognised as important by the customer.

Examples concerning accommodation and catering:

For accommodation the main points could be:

- The welcome
- The cleanliness
- The quality of the bedding and the bedroom with respect to the category
- The quietness with respect to the category
- The quality of the bathroom with respect to the category
- The quality of the information and tourist services
- The quality of the special services for hikers.

For catering the main points could be:

- The quality of the furniture and the tableware with respect to the category
- The cleanliness and compliance with the rules of hygiene
- The quality of the dishes and the cooking
- Whether the food is served hot
- The speed of the service with respect to the type of establishment
- The friendliness and professionalism of the staff
- The incorporation of local cuisine and local produce.

In conclusion, these questionnaires will assess the value for money of the establishment.

b) Quality audit grid on accommodation and catering

General description:

This is a document which enables the quality of an establishment to be measured. It is a professional document that can only be used by a tourism consultant.

This document is very comprehensive and takes account of each part of an establishment and the different services expected. It should be adapted to each different type of establishment.

For each item, the consultant has to give an assessment by answering numerous questions (generally from 200 to 700).

The quality is evaluated while taking account of the number of points obtained by the establishment

compared to the total number of points (given as a percentage).
As a rule, 90% is considered to be the lowest acceptable level of quality.

It is very important that this grid can be used by the same or another consultant a few years later. The assessment must be reproducible.

(See example below of part of a grid for a mountain hut).

Example of a part of an audit grid for mountain huts:

MOUNTAIN HUT:			Date of the visit:
Marks 0/3: very dissatisfied 3/3 very satisfied	Code	Mark	Remarks
Welcome given to the guests			
The hut-keeper gives the guests a friendly welcome.			
His/her behaviour is the same with everybody.			
The hut-keeper explains the rules governing a stay in the establishment to the guests.			
The hut-keeper is particularly attentive when the guests arrives (e.g. a welcome drink).			
The signs used to organise life in the hut should be relevant and friendly.			
The signs are written in different languages, they are clean and well maintained.			
Overall, the welcome seems very professional.			

2. Tools for quality improvement

a) Existing quality charters and actions

General description:

Quality charters set up by networks or public bodies exist in different countries and on different subject matters:

- Hiking itineraries
- Accommodation and catering
- Services.

As a rule, training and coaching accompany the setting up of the charter.

It is essential to use these charters as often as possible because the organisations are already in place: it is impossible for the Via Alpina Structure to set up training and coaching and, furthermore, it is important to avoid superfluous actions.

But it is also fundamental for each country to check the spirit and the different items taken into account in these charters in order to make an efficient selection

and then complete this action with Via Alpina quality charters if necessary.

In fact, the links between the Via Alpina Structure and the different selected networks have to be continuously strengthened. This is among other things in order to have the possibility of using a relevant part of a charter set up in one of the countries by a network, applying it all along the Via Alpina route.

b) Via Alpina Quality Charters

For certain aspects, it is important that Via Alpina has its own charter to complete the Quality manual. This is the case when there is no charter to follow in a given region (no label networks for example) or when the label gives no details on these aspects.

The charter should be as simple as possible and only one page long, so that it can be pinned up. It must set out the main rules in a few sentences.

For a very precise subject, it is important to have the possibility of using a relevant part of a charter set up in one of the countries by a network and applying it all along the Via Alpina.

For accommodation and catering:

The main specific aspects of accommodation are mainly concerned with the hospitality.

Furthermore, it will be helpful for some managers to receive procedures to follow when they are:

- Giving information to the guests;
- Making a booking;
- Checking a guest in or out .

Concerning catering, the main aspects are:

- The breakfast;
- The packed lunch.

3. Tools for quality guarantee

a) Existing labels and networks

In the same way as quality charters, existing networks and public bodies have set up labels and trademarks in different countries and on different subject matters in order to guarantee the quality of different services. These labels and trademarks mainly concern:

- Hiking itineraries;

- Accommodation and catering;
- Services.

It is also essential to use these labels as often as possible because the organisational structure has already been set up and, furthermore, it is important to avoid any superfluous action.

But it is also fundamental for each country to check the spirit and the different items guaranteed by these labels and trademarks in order to make an efficient selection.

b) Via Alpina checks and guarantee

The means used to assess quality (a simplified questionnaire or an audit grid) should be reproducible so they can be regularly used as a control system. In fact, we have to be aware of the necessity of using "Via Alpina partner hikers" as this is the only way to have a regular check on the quality.

A special Via Alpina label could be attributed to establishments or territories which have particularly good quality results quality and a reward could be given.

C. NATIONAL INFORMATION

1. Austria and Germany

a) Territorial organisation

Bundesländer (regions) in Austria from west to east: Vorarlberg, Tyrol, Salzburg, Upper Austria, Lower Austria (not part of Via Alpina) Styria and Carinthia.

Bundesland (region) in Germany: Only Bavaria. Landkreise (districts) in Bavaria from west to east: Lindau (not part of Via Alpina), Oberallgäu, Ostallgäu, Garmisch-Partenkirchen, Bad Tölz-Wolfratshausen, Miesbach, Rosenheim, Traunstein, Berchtesgadener Land.

Protected areas along Via Alpina:

In Austria:

National Parks: Kalkalpen (Upper Austria);
Nature Parks: Zillertal (Tyrol), Alpenpark Karwendel (Tyrol);
Biosphere Reserve: Großes Walsertal (Vorarlberg).

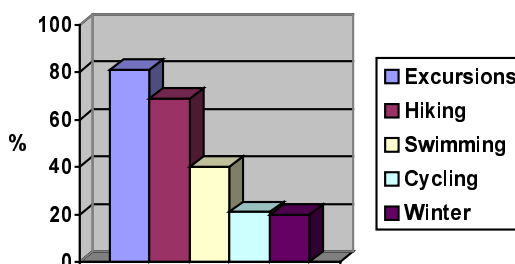
In Germany:

National Park: Berchtesgaden;
Nature Parks: Alpenpark Karwendel;
Biosphere Reserve: Berchtesgadener Land.

b) Main trends and data in hiking tourism

Hiking is developing positively. On the basis of various local hiking surveys, we can say that every second person likes to hike. In the German region of Allgäu, 69% of visitors go hiking. There are more sales for winter sports, but only 20% of the guests are involved in them.

Activities of visitors in the Allgäu Alps, Germany:



New Hiking – The hiker likes (several choices possible):

Nice landscape, wide views	90%
Natural trails, calm	80%
Individual tours à la carte	80%
Reliable signposting/Marking	80%
Medium elevations	70%
Starting in the course of the morning	60%
Moderate length of tours	10-15km
Moderate tempo	3-4km/h
Escort by partners/friends	90%
Breaks, stops at inns	90%

(source: *Wanderbares Deutschland – Qualitätsoffensive Wandern*)

The shorter a hiking holiday is, the more favoured hiking is. The longer the holidays, the greater variety of activity the guest wants. Bookable hiking packages should consider these facts.

c) General information about lodging used during hiking itineraries

In the case of Austrian and German alpine tourism, most overnight stays besides the conventional hotels are in the mountain huts and boarding houses and, in places where there are also winter sports, in apartments.

The Austrian alpine club owns 270 mountain huts and is the largest accommodation enterprise in Austria. Altogether, there are 282,000 alpine club members, arranged into 197 sections in Austria. The German Alpine Club has approximately 650,000 members. Hiking is thereby by far the most popular activity of these members. The German Alpine Club also maintains 305 huts and a hiking trail network of approximately 40,000km in the German and Austrian Alps. It offers the necessary infrastructure from hut to hut and along the long-distance alpine hiking routes. Boarding houses (bed and breakfast) are present throughout the Austrian and German alpine region, but especially where winter tourism is strongly developed.

d) About quality

Innumerable quality offensives have been launched over recent years in tourism in Germany and Austria. Information about local and interregional quality offensives and catalogues of criteria can be obtained from the different main tourism associations in the regions (see the address list).

The core of each quality offensive is the sharing of obligatory main or minimized criteria and voluntary or desirable criteria. A rule for the desirable objectives, through which each quality aspect can be assessed, is: the more, the better.

In recent years, material quality has been improved through human behaviour in terms of communication, information and service. Those are soft quality factors and are much more difficult to realise, which is why they are also very difficult to improve.

A new type of awareness started to develop in the late 1980s. This led to the production of "Total Quality Management" (TQM). TQM in service enterprises is a system of programmes and guidelines, which include - starting with the top level of the enterprise - the absolute satisfaction of the customer in each detail of the service process. That's Total Quality Service (TQS).

The following guideline can be a means to give quality a higher ranking: Quality of service in tourism is present if each host offers what they themselves would expect from their holiday.

An overview of the situation in Germany is shown in the following publication: *Neue Fachreihe des Deutschen Tourismusverband e. V. 28, 01.2003.*

e) Quality and accommodation

- Quality and hotel classification in Austria: More information from the Chamber of Commerce Austria (address list).
- Quality offensives in German tourism are compiled in this publication: *Neue Fachreihe des Deutschen Tourismusverband e. V. 28, 01.2003.*
- Quality label of Swiss tourism: a model for German tourism – since 1997 (see Good practices).
- Model project: "Qualitätsoffensive für Bayerische Tourismusregionen" (quality offensive for the tourism region of Bavaria) – since 1999.
- Model regions: e.g. Oberallgäu. Contents: specialisation of target groups, advance in capability of the providers, education of employees, quality standards in services and infrastructure, producing a positive image
- Quality offensive in Upper Bavaria. Contents: priority given to the qualifications of tourism employees, classification and certification to improve the tourist infrastructure.
- Classification of apartments and guesthouses (Bed and Breakfast). Initiator: Deutscher Tourismusverband. Contents: obligatory expertise on which each enterprise is tested by a test commission.

f) Quality of hiking and walking itineraries

Austria has about 44,000km of marked trails. Many, but not all, of them are partly in high mountain areas. Many trails are local, although many long distance footpaths also exist. Of the eleven European paths, no less than six cross Austria: the E4, E4-Alpine, E5, E6,

E8 and E10. They usually follow the Austrian long distance footpaths, "Weitwanderwege", numbered 01 to 10.

Germany also has an extensive network of hiking trails, including long-distance trails, of which the "Maximilian Trail" (part of European trail E4), which crosses the entire Alpine range.

Via Alpina often follows segments of these long-distance trails.

The security of mountain hikers is a priority for the alpine clubs in Austria and Germany:

- Maintenance of trails and reliable marks;
- Supply of maps and literature;
- Up-to-date info service on weather and snow conditions and data on hut opening times via internet and telephone;
- Education of tour operators to arrange group journeys;
- Education about health risks and particular risks in the mountains;
- Insurance offer with worldwide validity, sport liability and costs of search and rescue covered for each member.

The attractiveness of the trails is highlighted by the presence of regional standardised signposting. Examples are the hiking net concepts of Vorarlberg, Tyrol, Salzburg and Styria.

The determination of Club Arc Alpin (CAA), the alpine-wide association of alpine clubs, is of great relevance for Via Alpina. Summary:

- All over the alpine regions, there should be standardised signage. The signs should have the form of arrows.
- The signs should have the following content: destination of the trip, walking time to destination, current elevation, name of location.
- Principle of signage: in the mountains, as much as necessary and as little as possible should be signposted.
- Marking should be red/white/red in the mountains.
- No recommendation for difficulty categories (but possible).

Standardisation of the signing in the Austrian and German Alps, with reference to these criteria and the ones of the Swiss Hiking Federation, is currently in progress.

g) Experiments of economic development using hiking tours of several days

See Best Practice Example: "Rothaarsteig".

Benefit opportunities for valleys can be approached through initiatives on tourism quality trade marks, partner enterprises, opportunities for mountain farmers to offer direct marketing (cheese, food, vegetables) and adventure programmes for nature lovers and children. Local initiatives have started all over the alpine region. Coordination and interregional marketing can be improved through a network such as Via Alpina.

National parks and biosphere parks have introduced a lot of activities in recent years. Their strength lies in the common appearance of quality trademarks. A wonderful example is the offer in the Hohe Tauern national park. Other examples in Austria have been developed in the Kalkalpen (Limestone Alps) and Gesäuse national parks, the Großes Walsertal Biosphere Park (see Good practices) and the Karwendel Alpenpark. In Bavaria, the best example is the Bechtesgaden National Park.

h) Quality and nature activities in territories

In Austria there is a forum called "Umweltbildung" (Environmental Education). In Germany, there is the "Environment and Development" forum (see address list). They coordinate the nature area offensives. There are seminars on nature education, e. g. "Schule des sanften Reisens" (the school of gentle travel).

These forums offer very well functioning networks, where a lot of specialists participate and everybody can follow the activities through newsletters and the attendance of seminars. Via Alpina should profit from these network, where each actor can obtain advice.

i) Quality and environment

The main message of the alpine clubs is nature-friendly, economic mountain hiking:

- No new huts and trails, environmentally friendly supply and waste management in huts and prevention of damages due to the erosion of trails.
- The supply of nature-friendly journeys and direct marketing for mountain farmers at alpine huts.
- Environmental education for members and tourists in the mountains.

Even if it is commonplace now, it can be mentioned that today, the protection of the environment is integrated into all catalogues of criteria.

j) Recommended literature

Amt der Vorarlberger Landesregierung (1995): "Wanderwegekonzept Vorarlberg", Bregenz.

Amt der Tiroler Landesregierung (o. A.): "Wander- und Bergwegekonzept des Landes Tirol", Innsbruck.

Amt der Salzburger Landesregierung (2003): "Salzburger Wander- und Bergwegekonzept", Salzburg.

Amt der Steiermärkischen Landesregierung (o. A.): "Wanderwegekonzept – Richtlinien für eine einheitliche Planung, Beschilderung und Markierung", Graz.

Deutscher Wanderverband (2002): "Wanderbares Deutschland – Praxisleitfaden zur Förderung des Wandertourismus", Bonn.

Deutscher Wanderverband (2003): "Qualitätsoffensive Wandern – Empfohlene Gütekriterien für Wandewege, wanderfreundliche Gastgeber und Wanderprospekte", Bonn.

Müller, D. (2003): "Qualitätsoffensiven im Deutschlandtourismus", Deutscher Tourismusverband e. V., Neue Fachreihe, 28.

2. France

a) Territorial organisation

The French part of the Alps is located in two Regions (Provence-Alpes-Côte-d'Azur and Rhone-Alpes) and seven departments (counties) (from South to North: Alpes-Maritimes 06, Alpes-de-Haute-Provence 04, Hautes-Alpes 05, Drôme 26, Isère 38, Savoie 73, and Haute-Savoie 74).

The alpine structure is composed of internal massifs, higher in altitude, mainly granitic and metamorphic and external limestone and karstic ranges.

The northern part is really more developed than the southern one which has stayed wilder (for example there are 2,250 ski lifts in the North and 737 in the South).

In a great part of these areas (mostly in the south), nature parks (national or regional) have been set up.

The main brief of national parks is nature preservation. The three in the French Alps (the Mercantour, the Ecrins and the Vanoise) are located on the internal ranges.

Regional parks primarily approach the objective of economic development in a sustainable manner. Five are situated on external, karstic massifs (Bauges, Chartreuse, Vercors, Verdon, Luberon). Only one, the Queyras, is located in the internal massifs.

b) Main trends and data in mountain tourism

Over the last ten years, the percentage of French tourists who go on a holiday in mountain areas in summertime has varied from 16 to 17.5%. Summertime represents 135 million overnight stays each year (30 million of these are accounted for by

foreigners) (*in Carnet de route de la Montagne AFIT 2001*).

We have precise data on the number of visitors to the national parks in the mountains each year. The figure for Vanoise is about 800,000; Ecrins 800,000 and Mercantour 400,000 (*sources: visitors studies of French National Parks*). Furthermore, numerous surveys have provided information about tourism in the mountains. For example (*in Carnet de route de la Montagne AFIT 2001*):

- 40% of French tourists claim to be attracted by holidays in mountain areas;
- 22% say that they are attracted and come to the mountains;
- 18% say that they are attracted but never come to the mountains.

Among the population that does not care for mountain holidays, the main reasons are:

- They are too expensive;
- There are too many people;
- One must book very early;
- One continually have to spend money.

Among the population that comes to the mountains, we note real disappointment. Holidaymakers complain that:

- The entertainment is unsatisfactory;
- Nature is not always respected;
- There are too many commercial activities and huge facilities;
- Mountain activities are only for sportsmen and women;
- It is difficult to discover new places away from the "base camp".

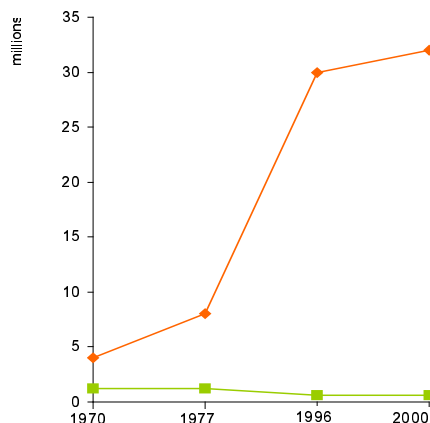
They are looking for free activities, fun activities, better organisation, gentle sports, pleasure sports and a beautiful, natural setting.

c) Hikers and walkers main trends

The surveys show that, over the last twenty years in France, there have been two main evolutions for hikers and walkers (meaning people who do a 2-hour walk at least once a month):

- Firstly, the number of walkers and hikers has increased by a factor four (from less than 8 million to more than 30 million).
- Secondly, during the same period, the number of people who went hiking for several days levelled out (about 1 million hikers).

Several days hikers (green) and walkers and hikers (orange) evolution in France:



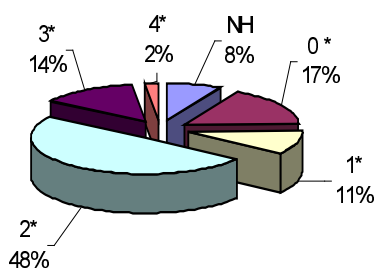
(Sources: *La Randonnée pédestre en France, studies direction du Tourisme 1978, 1992, 1997*)

So, today, a “hiker” has to be considered more like a tourist who wants to stay in a place and have a one-day or a half-day walk and do another activity the following day. Furthermore, most people who go rambling for several days now want walks of less than five hours, interesting sightseeing trails, good meals and comfortable accommodation.

d) General information about lodging used during hiking itineraries

Hotels

Hotels in mountain areas in France:



(Sources: *Direction du Tourisme, L'Hôtellerie en France*)

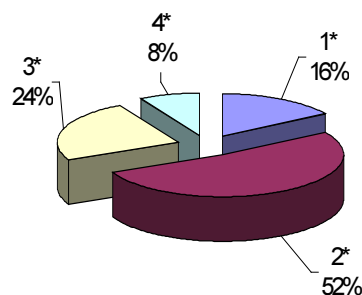
Hotels are classified from no star to 4* (and luxury 4*). Some very small hotels are not classified (hotel NH, “non homologué”). Medium comfort hotels (2-star hotels) are the most numerous.

As a rule, we find high comfort hotels (3 and 4-star hotels) in the big ski resorts.

A huge number of the little rural hotels are out of date.

Campsites

Classified campsites in France:



(Sources : *Direction du Tourisme, L'Hôtellerie de Plein air en France 1998*)

Campsites are classified from 1 to 4 stars. More basic, bivouac areas and farm campsites also exist. The two star campsites are the most numerous.

“Gîtes d'étape et de séjour”

There are about 1,350 such establishments on the French territory. A great number are in mountain areas. It is a typically French kind of accommodation with bedrooms for several persons, home-cooked cuisine and also the possibility for the traveller to do their own catering. They were initially intended only for hikers but now most of the guests are families or simply tourists. Today, the trend is to improve the quality of comfort but many of these structures are still rudimentary.

Mountain huts

There are about 150 mountain huts on the French side of the Alps. Many belong to the French Alpine Club. While some structures have been refurbished in recent years, we can generally observe a great difference between the product provided and the expectations of most of the users.

Various activities have been carried out at national, regional, and department levels in order to try to plan an improvement in the quality of these structures. For the moment, a quality charter is actually in use only in the Hautes-Alpes department.

Bed and breakfast

They are well known in France by the term “Chambre d'Hôtes”. A great number of these structures are members of the network “Gîtes de France”. They are classified with 1 to 4 “épis” (“ears of corn”).

e) Quality and accommodation

It is difficult to gain an objective overview of the French situation for accommodation in mountain areas. We gained the following impression, based on different studies:

- Much of the accommodation in the French mountains is of a low or medium grade of comfort, except in the big ski resorts;
- The quality of these establishments is, as a rule, insufficient, mainly in the hospitality provided, the information available to the guests, the atmosphere of the establishment, the services and the marketing process.

Therefore, accommodation and quality are certainly the aspects that the French have recently been working on most. The experiments carried out include:

- Charters and quality labels, for example the charter for mountain huts in the "Hautes-Alpes" department;
- Accommodation networks: structures that bring together, on a voluntary basis, a certain number of establishments all bearing the same trade mark and offering a specific guaranteed product. A network usually has a charter, a common sales policy, strict checks and exchanges between the different members. In France, there are large and long established national networks such as "Gîtes de France" or "Logis de France"; and specialised networks such as the "Rando Accueil" programme (see Best Practices) for different kinds of accommodation linked to hiking activities and the "Auberge de Pays" for little local inns.
- Quality Processes: processes for improving the quality of hotels and campsites set up by the Chambers of Commerce and Industry which usually comprise a mystery audit, a debriefing, training, checks and membership or not of a quality label.
- Certification: a quality process certified by an independent organisation and set up by the Chambers of Commerce and Industry with AFAQ (French Agency for Quality Improvement). For the moment, only hotels are actually concerned.

It should be noted that departments and regions have the legal possibility – which many use – of providing financial assistance to improve the quality level of tourism accommodation, whether public or private.

f) Quality of hiking and walking itineraries

So far, we cannot really speak about "quality processes" for hiking itineraries, but we can note that some initiatives have been taken in order to guarantee walkers improved use of the trails.

The most important development is definitely a law passed in 1985, allowing the departments to set up, signpost and maintain the network of hiking trails (PDIPR Department Plan for Walking and Hiking Routes) and giving them the financial possibility to do so.

A great number of the departments have initiated such actions (often in collaboration with the French hiking federation FFRP, communities and local hiking groups), which have led to an improvement in safety, marking, the linking up of itineraries and the guarantee of their future existence.

However, there are big differences in the way these operations are going ahead. So the situation could be very different in each department.

The French Hiking Federation has also done some important work. In addition to often working with the departments for the PDIPR, it has proposed different tools such as a charter for paint marks or more recently a qualification process for the new GR long hiking itineraries.

g) Experiments of economic development using hiking tours of several days

Over the last twenty years, there have also been a lot of local experiments (mainly in regional nature parks) in order to try to increase the value of rural territories using hiking itineraries lasting several days. These experiments are numerous and very interesting. Even if they have not really integrated a quality process, there has been a lot of reflection on quality.

For example, the "Mare e monti" trails in Corsica set up by the Corsica Regional Natural Park or the original "Retrouvance" experiment in the "Hautes-Alpes" department (see Best Practices).

h) Quality and nature activities in territories

Over the last ten years, several surveys on walkers and hikers and on people staying in the mountains have led to a new approach. They have demonstrated the need to define a quality concept for mountain territories, because the French people who do holiday in mountain areas are not really satisfied and the gap between what customers expect and what the product provides has been increasing (see point b.). Furthermore, the surveys have also shown the importance of integrating this quality concept into each step of the marketing process.

This led to two new kinds of initiatives:

- The first concern territorial qualification and the establishment of networks over these territories for sales objectives. Among these experiments, "Villages de Montagne" and "Rando Village" can be quoted.
- The second concern a set of local development initiatives using nature activities and quality processes on a territorial level. For example, French organisations are trying to set up two experiments in the southern Alps with the Italian neighbours in order to develop territories with

hiking or mountain-biking programmes based on five quality policies. These concern equipment, accommodation, various services, tourism production, and the information and marketing process. Among these experiments, the "INTAMA" or "MBALA" projects can be quoted.

i) Quality and environment

We note that the aim of all of these operations is to improve the quality of the services and the equipment. Very few indeed of these actions concern a high quality level in environmental management. In fact, there are a lot of projects but only a few have been implemented.

We can however take note of some eco-labels: for campsites (Clefs Vertes), for rural lodges and bed and breakfast (Gîtes Panda) and for hotels (Hôtel au Naturel). There has been some reflection on mountain huts, mainly concerning how to manage energy, litter and wastewater.

Furthermore, the Chambers of Commerce and Industry with different French bodies are for the moment trying to set up a certification process on environmental management for accommodation.

3. Italy

a) Situation

Mountain tourism in Italy is growing but remains a minority part of the tourism movement, which is mainly dominated by seaside and art/city tourism. Over the last 15 years, we can register a different way to use and enjoy mountain territory for sports and leisure time. Walkers and hikers and also general tourists have different ways of viewing and experiencing mountain territory than its inhabitants. These tendencies have been confirmed by several statistical reports compiled nationally (Censis, Enit, regional Apt, university institutes, etc.)

b) Tourist expectations

Tourism consumers want new and more complete services in mountain accommodation; however, in this sector, quality does not imply a new and luxurious structure; on the contrary, there is scope for a new way to offer hospitality that is more friendly and more in harmony with local values (food, handcraft, tradition), while respecting environmental conservation. In the valleys and along a hiking itinerary, the consumer wants to easily find lots of information on the territory and the culture, so as to better realise his holiday dream.

c) Administrative context

The Italian regional governments (in the Alps: Liguria, Piedmont, Aosta valley, Lombardy, Trentino-Alto Adige/South Tyrol, Veneto and Friuli-Venezia Giulia) are showing new interest in and a new point of view on mountain tourism and hiking trails. All of the regions are trying to achieve quality in the hospitality offered and in the footpath network structures.

In Italy, there is no national level in the tourism sector because this competence is delegated to the single regions. There is however a common tourism promotion agency, Enit. Each region has different ways of interpreting hiking tourism and has its own legislation. Via Alpina is one of the first projects that can really create a quality strategy and standards throughout the Italian Alps.

Since 1985 there has been a law defining the mission of the Italian Alpine Club (CAI) regarding the installation of way-marks and signposts. CAI, with 305,000 members, constitutes the most important Italian climbers' and hikers' association. In the 140 years of the club's existence, it has contributed to the creation of generations of alpinists who have climbed and studied the mountains worldwide. CAI also carries out an educational function by introducing large numbers of city-dwellers to the mountains and supporting the formation of an actual hiking and climbing culture, basing on respect for the environment and development of fraternity relationships. From the moment of its foundation to today CAI has been able to progressively transform and adapt to the changes that marked Italian society. From an association elitist in many ways it became more and more open to society and has now evolved into a real mass organization.

In 1995, CAI planned a national signing standard. The sign is a little red-white-red flag with standardised directional arrows. This standard has been implemented in many Italian regions (and in these cases also integrated into regional legislation, Veneto, T.A.A/S. etc.) and by several local subjects, public and private. CAI has also fixed trail construction methods and maintenance standards, to ensure minimum environmental impact. The first marked long distance itinerary to apply this new concept was the "Sentiero Italia" (often followed by Via Alpina), 6,600km of paths through not only the Alps but all of the Italian mountains.

d) The Italian mountains and their visitors

At first glance, a mountain range like the Italian ones may have lost its fascination, having been extensively described and explored also in its most remote corners. However both the Alps and the Apennines represent for many Italians the only large space conceded to adventure and fantasy. Today, for Italians as well as the CAI members themselves, the mountains are first of all vast area in which they may

rediscover their origins and their relationship to nature. How can else are we to interpret the expansion of hiking, not seen as in the past as the first stage towards the climbing routes, but more and more as an activity per se, which can be begun with at any age (with the necessary precautions) and, a fact not less important, can be continued up to an advanced age? Similarly, the Apennine and southern areas seem to hold an important future: currently, especially in the south, hiking and alpinism are still activities partly reserved for the elite, but all preconditions are present for their expansion. The population surely needs and requires it, at least potentially. The existing facilities are however obviously still insufficient (trail system, huts and bivouacs etc.). It is not without reason that more than 30% of the CAI members from the south-central region complain on the sorry state of maintenance of trails and markings, in respect of the national average of 14%.

e) The intensity of hiking and mountaineering practices

The CAI members go to the mountains very regularly, taking on an average of 23 trips per year. There is no official data on the overall population, but a recent study carried out in Veneto region showed that about 40% of the entire population went to the mountains making about four or five excursions per year. The links with the mountains among CAI members is thus much stronger than for the population as a whole. These experiences decidedly lead not only to a valuable physical fitness but also to a deeper knowledge of the land and to field experience. However a non-negligible fraction of members visit the mountains less than five times a year (9.5%). Age is a major factor. It is notable, in fact, that hikers over fifty years of age (often already retired) go an average of 24 times a year while the younger members go an average of 17 times and those younger than 20 years old as little as 11 times per year. From this point of view, it can confidently be stated that mountains are playing a more and more important social function, providing leisure and fitness conversation opportunities to the older population. For mountaineers, the situation is different, at least in parts. Indeed, younger mountaineers are those making the higher number of climbs (mountaineers under twenty take on average 34 trips per year). It is however quite surprising that among older members, there is not a significant reduction of the time spent on climbing routes. In other terms: even if the number of older people practicing activities diminishes, those who continue to go to the mountains tend to increase the number of trips excursions, due of course to the larger amount of free time. It is also interesting to note that the average number of excursions is essentially equal between men and women, both among hikers and mountaineers and this indicates that in future the female fraction going to the mountains could become higher and higher.

f) Evaluation of the trails frequentation

It is common knowledge that in some periods and some areas, the frequentation of hiking trails and climbing routes is very high. Few data are required to show this phenomenon. One study from Cortina d'Ampezzo indicated that the approx. 110 square kilometres wide Dolomiti Ampezzane nature park received 232,000 visitors during August 1999. An average of 30,000 people walk along the tunnels trail of Monte Pasubio in the province of Vicenza during the summer months. More than 60,000 visitors have been counted in the Mis valley in the Dolomiti Bellunesi nature park. It seemed useful to ask CAI members for their opinions about this. An average of 50% of those interviewed stated that they have occasionally encountered an excessive number of people on their excursions. Of course, the concept of "too many people" is undoubtedly very subjective but since so many CAI members stated it, there is evidence that trails and climbing routes often suffer from overcrowding. The percentage of complaints on this phenomenon is highest in the Dolomites (63% in Trentino Alto Adige and 55% in Veneto and Friuli Venezia Giulia) while, in the contrary, much lower in the Apennine region (48% in Central and Southern Italy and Italian Islands). Complaints of overcrowding are more prevalent among climbers (57%) than hikers (47%). This could be due on one side to the different approach to the mountains of both categories (mountain hiking leads to a higher conviviality and a higher tolerance of encountering large numbers of people) and on the other side to primarily technical problems (crowds on climbing routes can be truly dangerous).

Effects of overcrowding	for mountaineers	for hikers
No problems	20.8%	29.2%
Safety risks	22.5%	11.8%
Less enjoyable excursions	32.9%	40.9%
Damage to the trails	8.4%	8.3%
Damage to the environment	19.1%	17.7%

While, in most cases there is a notable unanimity of opinion with regard to the environmental problems and damage to the trails, a higher percentage of mountaineers complain of less satisfying climbing experiences, a good 22.5%, not to be understated, have claimed that this may lead to safety risks. While it is not thinkable that in Italy one may resort to requiring payment for the access to some climbing routes (as is the case in some other countries), it is certain that in the near future the question of implementing some form of control, at least in certain

massifs and in certain periods of the year, may be raised.

(Information made available by contributions from Mara Thiene and Tiziano Tempesta – University of Padua)

g) References (selection)

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D. ADDRESSES

1. Austria

a) National level

National accommodation and catering networks

Österreichischen Alpenverein (Austrian Alpine Club) OeAV (Alpine Huts)
Wilhelm-Greil-Straße 15, A-6010 Innsbruck
T +43 (0) 512 59547, F +43 (0) 512 575528
huetten.wege@alpenverein.at, www.alpenvereinshuetten.at

Österreichs Wanderdörfer (Austrian Hiking Villages)
Unterwollaniger Straße 53, A-9500 Villach
Info-Hotline +43 (0) 4242 257531, F +43 (0) 4242 21 66 30
office@wanderdoerfer.at, www.wandern-in-oesterreich

Österreichischer Jugendherbergsverband (Austrian Youth Hostel Association)
Schottenring 28, A-1010 Wien
T +43 (0) 1 5335353, F +43 (0) 1 5350861,
oejhv-zentrale@oejhv.or.at, www.oejhv.or.at

Bundesverband der Privatvermieterorganisationen in Österreich (State Association of Austrian Private Hosts)
Hof Nr. 104, A-5322 Hof bei Salzburg
office@privatvermieter.at, www.privatvermieter.at

Die BIO-Hotels, Verein für Angebotsentwicklung und Marketing
Brunnwald 400, A-6465 Nassereith
T/F +43 5265/5099
service@biohotels.info, www.biohotels.info

Landhotels Österreich (Country Hotels Austria)
Blütenstr. 3, A-4040 Linz
T +43 (0) 732 654756, F +43 (0) 732 654757
info@landhotels.at, www.landhotels.at

Europa Wanderhotels (Europa Hiking Hotels)
Postfach 100, A-9773 Irschen
T/F +43 (0) 4710 2780
europa@wanderhotels.com, www.wanderhotels.com

G'sund und Vital
Hof 229, A-6951 Lingenau
T +43 (0) 5513 6242 0, F +43 (0) 5513 6242 6
Hotline 00800 2535 2636
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Landidyll
Wienergasse 146, A-2380 Perchtoldsdorf
T +43 (0) 18673660
office@landidyll.at, www.landidyll.at

50plus Hotels Österreich
Prof. Kaserer Weg 333, A-3491 Straß
T +43 (0) 2735 5535 0, F +43 (0) 2735 5535 14
info@50plusHotels.at, www.50plushotels.at

Tyrolean Hiking Hotels
c/o MBS, Unterm Hohen Rain 1a, A-6460 Imst
www.wanderhotels.at

Best Practice Examples:
Gastwirte Nationalpark Hohe Tauern / Jugendhäuser National
Park Hohe Tauern
Saalfeldnerstraße 7, A-5700 Zell am See
T +43 (0) 6542 72393 27, F +43 (0) 6542 72393 26
gastwirte@nationalpark.at, www.gastwirte-nationalpark.at,
jugend-nationalpark.at

Partnerbetriebe Biosphärenpark Großes Walsertal
Jagdbergstraße 272, A-6721 Thüringerberg
T +43 (0) 5550 20360, F +43 (0) 5550 2417 4
biosphaerenpark@grosseswalsertal.at,
biosphaerenpark.grosseswalsertal.at

National organisations in charge of tourism

Österreich Werbung
Margaretenstr. 1, A-1040 Wien
T +43 (0) 1 588 66 0, F +43 (0) 1 588 66 20
urlaub@austria.info, www.austria-tourism.at

Bundesministerium für Wirtschaft und Arbeit (Ministry of
Economy and Labour)
Stubenring 1, A-1011 Wien
T +43 (0) 1 71100 0
service@bmwa.gv.at, www.bmwa.gv.at

Wirtschaftskammer (State Chamber of Commerce)
Wiedner Hauptstraße 63, A-1045 Wien
T +43 (0) 5 90 900 0, F +43 (0) 5 90 900 - 250
wkoe@wko.at, wko.at

National hiking networks

Österreichischen Alpenverein (Austrian Alpine Club) OeAV
Wilhelm-Greil-Straße 15, A-6010 Innsbruck
T +43 (0) 512 59547, F +43 (0) 512 575528
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Naturfreunde Österreich
Viktoriagasse 6, A-1150 Wien
T +43 (0) 1 8923534, F +43 (0) 1 8923534 36
susanna.mattes@naturfreunde.at, www.naturfreunde.at

Österreichischer Touristenklub ÖTK
Bäckerstraße 16, A-1010 Wien
T +43 (0) 1 512 38 44, F +43 (0) 1 512 16 57 74
zentrale@touristenklub.at, www.touristenklub.at

National sustainability networks

Forum Umweltbildung (Environmental Education) Salzburg
Hellbrunnerstr. 34, A-5020 Salzburg
T +43 (0) 662/8044-5815, F +43 (0) 662/8044-5822
forum.salzburg@umweltbildung.at, www.umweltbildung.at

Forum Umweltbildung (Environmental Education) Wien
Aiser Straße 21, A-1080 Wien
T +43 (0) 1/402 47 01, F +43 (0) 1/402 47 01-51
forum@umweltbildung.at, www.umweltbildung.at

Netzwerk-Servicestelle LEADER+
ÖAR-Regionalberatung GmbH, A-1010 Wien
T +43 1 512 1595-12, F +43 1 5121595-10
fidlschuster@oear.co.at, www.leader-austria.at

Österreichisches Umweltzeichen für Tourismusbetriebe
(Austrian Ecological Label for Tourism)
Bundesministerium für Land- und Forstwirtschaft, Umwelt
und Wasserwirtschaft, Stubenbastei 5, A-1010 Wien
T +43-1-515221648, F. +43-1-515227649
susanne.chlan@bmu.gv.at, www.umweltzeichen.at

Eco-Tour
Diefenbachgasse 36/3, A-1150 Wien
T +43-1-8923877, F +43-1-8129789
nfi@nfi.at, www.eco-tour.org

Interessensgemeinschaft Sanfte Mobilität (community of
interests on soft mobility)
Klostergasse 2, A-6850 Dornbirn
T +43 5572 386781; F +43 5572 386781 9
igmobil@busoffice.at, www2.vol.at/igmobil/home.htm

Best Practice Examples:
Grüne Hand (green hand)
Gemeinde Saalbach, c/o C.Deutinger, Hotel Birkenhof
Haldweg 312. A-5754 Saalbach-Hinterglemm
T + 43 (0) 6541 6257. F + 43 (0) 6541 8482
www.eco-tour.org/info/w_10084_de.html

Q-Plus Kleinwalsertal
Kleinwalsertal – Tourismus, Im Walserhaus, D-
87568 Hirschegg
T +43-551751140, F. +43-5517-511421
kwt_tourismus@vol.at, www.kleinwalsertal.com

Raiffeisen Förderungspreis (Promotion prize)
Naturforum Weissensee, c/o Weissensee Information, A-
9762 Weissensee
T +43-4713-22200, F. +43-4713-222044
weissensee@carnica.or.at

Regionalmarke Nationalpark Hohe Tauern (regional trade
mark)
ARGE Nationalparkregion Hohe Tauern, c/o
Bezirksbauernkammer, Saalfeldnerstr. 7, A-5700 Zell am See
T +43-6542-72393-26, F. +43-6542-72393-30
office@nationalparkregion.co.at, www.nationalparkregion.at

Ecological Label for Alpine Huts
Deutscher Alpenverein, Postfach 500 200
D-80972 München
T +49-89-14003-0, F. +49-89-14003-71
info@alpenverein.de, www.alpenverein.de

& Österreichischer Alpenverein, Wilhelm-Greil-Straße 15, A-
6010 Innsbruck
T +43 512 59547, F +43 512 575528
office@alpenverein.at, www.alpenverein.at

Umweltsiegel Lungau (ecological label)
Ferienregion Lungau, Postfach 19, A-5582 Lungau
T +43 (0) 6477 8988
info@lungau.net, www.lungau.co.at

Umweltsiegel Tirol-Südtirol (ecological label)
Amt der Tiroler Landesregierung, Adamgasse 2 a, A-6020
Innsbruck
T +43-512-508-3262, F. +43-512-508-3265
g.foeger@tirol.gv.at

b) Regional level

Regional organisations in charge of tourism promotion

Vorarlberg: Vorarlberg Tourismus, Bahnhofstraße 14, A-6901
Bregenz
T +43 (0)5574 42525 0, F +43 (0) 5574 42525 5
info@vtour.at, www.vorarlberg-tourismus.at

Tirol: Tirol Werbung, Maria-Theresien-Str. 55, A-6010
Innsbruck
T +43 (0) 512 7272, F +43 (0) 512 7272 7
info@tirol.at, www.tirol.at

Salzburg: SalzburgerLand Tourismus, Postfach 1, A-5300
Hallwang
Telefon +43 (0) 662 6688, F +43 (0) 662 6688 66
info@salzburgerland.com, www.salzburgerland.com

Oberösterreich: Oberösterreich Tourismus, Schillerstraße 50,
A-4010 Linz
T +43 (0) 732 600 221, F +43 (0) 732 600 220
tourismus@lto.at, www.lto.at

Steiermark: Steirische Tourismus GmbH, St. Peter
Hauptstrasse 243, A-8042 Graz
T +43 (0) 316 40030, F +43 (0) 316 400330
info@steiermark.com, www.steiermark.com

Kärnten: Kärnten Werbung GesmbH, Casinoplatz 1, A-9220
Velden
T +43 (0) 463 3000, F +43 (0) 4274 52100 50
info@kaernten.at, www.kaernten.at

Regional organisations in charge of hiking itineraries: Landesregierung

Vorarlberg: Amt der Vorarlberger Landesregierung,
Vorarlberger Wanderwegekonzept, DI Manfred Kopf,
Abteilung Raumplanung und Baurecht, A-6900 Bregenz
T +43 (0)5574 511 27119, F +43 (0)5574/511-927195
manfred.kopf@vorarlberg.at

Tirol: Amt der Tiroler Landesregierung, Tiroler Berg- und
Wanderwegekonzept, Amt der Tiroler Landesregierung, Abt.
Sport, HR Mag. Friedl Ludescher, Wilhelm-Greil-Straße 17, A-
.6020 Innsbruck
T +43 (0) 512 508 2390, T +43 (0) 512 508 2395
sport@tirol.gv.at

Salzburg: Amt der Salzburger Landesregierung, Salzburger
Berg- und Wanderwegekonzept, Abteilung 15 Wirtschaft,
Tourismus und Energie, Referat 15/04 Tourismus, A-5010
Salzburg, Postfach 527
T +43 (0) 662 8042 3795
wirtschaft@salzburg.gv.at, www.salzburg.gv.at/tourismus

Oberösterreich: Amt der Oberösterreichischen
Landesregierung, Wander- und Bergwegekonzept
Oberösterreich, Dr. Maria Schmeiss, Überörtliche
Raumplanung, Annagasse 2, A-4011 Linz
T +43 (0) 7327720 4827, T +43 (0) 732 7720 4819
Maria.schmeiss@oev.gv.at

Steiermark: Amt der Steiermärkischen Landesregierung,
Wanderwegekonzept Steiermark, Dr. Manfred Pögl,
Referatsleiter touristischer Strategien und Konzepte, Projekt-
und Destinationsmanagement, A-8011 Graz-Burg
T +43 (0) 316 877 2261, F +43 (0)3169 877 2008
manfred.poegl@stmk.gv.at

Kärnten: Amt der Kärntner Landesregierung,
Tourismusbeauftragter, Dr. Hannes Slamanig, Abteilung 20-
Landesplanung, Wulfengasse 13, A-9020 Klagenfurt
T +43 (0) 463 536 32051, F +43 (0) 463 536 32007

Regional organisations in charge of commerce, services and industry: Wirtschaftskammer

Vorarlberg: Wichnergasse 9, A-6800 Feldkirch
T +43 (0)5522 305
praesidium@wkv.at, wko.at/vlbg

Tirol: Meinhardstraße 14, A-6020 Innsbruck
T +43 (0)5 90 905
office@wktiroel.at, wko.at/tirol

Salzburg: Julius-Raab-Platz 1, A-5027 Salzburg
T +43 (0) 662 88 88
Wirtschaftskammer@sbg.wk.or.at, wko.at/sbg

Oberösterreich: Hessenplatz 3, A-4010 Linz
Telefon +43 (0) 5 90 909
wirtschaftskammer@wkoee.at, wko.at/ooe

Steiermark: Körblergasse 111-113, A-8021 Graz
T +43 (0) 316 601
office@wkstmk.at, wko.at/stmk

Kärnten: Europaplatz 1
A-9021 Klagenfurt
T +43 (0) 5 90 90 4
wirtschaftskammer@wkk.or.at, wko.at/ktn

c) Local level

Local organisations in charge of sustainable development and the environment

Vorarlberg:
LA 21 Vorarlberg, Büro für Zukunftsfragen, Weiherstr. 22, A-
6900 Bregenz
T +43 (0) 5575 511 20605, F +43 (0) 5574 511 920695
zukunftsbuero@vorarlberg.at,
www.vorarlberg.at/zukunftsbuero, www.unternehmen-v.at

LEADER Vorarlberg, Entwicklungsverein Natur- und
Kulturerbe Vorarlberg, A-6780 Schruns
T +43 (0) 5556 72132 17, F +43 (0) 5556 72132 9
leader@leader-vlbg.at, www.leader-vlbg.at

Tirol:
LA 21-Leitstelle, Brixnerstraße 02, A-6020 Innsbruck
T +43 (512) 508 3484, F +43 (0) 512 508 3499
agenda-tirol@tirol.gv.at, www.agenda-tirol.at

LEADER Außerfern, Regionalentwicklung Außerfern, A-6600
Pflach
T. +43 (0) 5672 62387
verein.rea@aon.at

LEADER Bezirk Imst, Regionalentwicklung Bezirk Imst, A-6424 Silz
T +43 (0) 664 242 07 94, F +43 (0) 5263 20134 14
wkraeutler@pline.at

Salzburg:

LA 21 - Amt der Salzburger Landesregierung, Abteilung 16
Umweltschutz, Michael-Pacher-Straße 36, A-5020 Salzburg
T +43 (0) 662 8042 4738
F +43 (0) 662 8042 4167
markus.graggaber@salzburg.gv.at, www.salzburg.gv.at

LEADER Salzburger Saalachtal, LAG Salzburger Saalachtal, A-5760 Saalfelden
T. +43 6582 75187, F. +43 6582 75187
theba@sbg.at

LEADER Pongau, Lebens. Wert Pongau, A-5500
Bischofshofen
T +43 (0) 6462 33030 35, F +43 (0) 6462 33030 34
regionalforum@aon.at, www.regionalforum-pongau.org

LEADER Tennengau, A-5400 Hallein
T +43 (0) 6245 70050 5, F. +43 (0) 6245 7005070
regionalverband@tennengau.com, www.tennengau.at

Oberösterreich:

LA 21 Oö. Akademie für Umwelt und Natur, Leitstelle Agenda
21 – beim Amt der OÖ Landesregierung, Stockhofstraße 32,
A-4021 Linz
T +43 (0) 732 7720 14444, F +43 (0) 732 7720 14420
guenther.humer@ooe.gv.at, www.lebensraumtitzukunft.at

LEADER Salzkammergut, Kulturerbe Salzkammergut
Erni KALS, A-4830 Hallstatt
T +43 (0) 6134 8723
office@regis.or.at, www.regis.or.at

LEADER Upper Austria, ANNE Nationalpark Naturregion
Eisenwurzen, DI Föbleitner Felix, A-4594 Steinbach/Steyr
T+43 (0) 7257 8484-81, F +43 (0) 7257 84 84-34
foessleitner@regionalforum.at, www.regionalforum.at

Steiermark:

LA 21 -Verein Ökologische Landentwicklung Steiermark
(ÖLE), Am Ökopark 4, A-8230 Hartberg
T +43 (0) 3332 62922, F +43 (0) 3332 62922 4
office@oele-stmk.at, www.oele-stmk.at

LEADER Steirisches Salzkammergut, A-8990 Bad Aussee
+43 (0) 3622 52511 0, +43 (0) 3622 52511 27
reinhard.weidacher@badaussee.at, www.ausseeerland.at

LEADER Gesäuse-Eisenwurzen, Natur- und Kultur Gesäuse
und Eisenwurzen, A-8933 St. Gallen
T +43 (0) 3632 7714
naturpark@eisenwurzen.com, www.eisenwurzen.com

LEADER Weststeiermark, Lang Harald, A-8430 Leibnitz
+43 (0) 3452 84510
rm.sw@aon.at

Kärnten:

LA 21 - Amt der Kärntner Landesregierung, Abt. 20,
Akademie der Dorf- und Stadtentwicklung Kärnten,
Wulfengasse 15, A-9020 Klagenfurt
T +43 (0) 50536 32026, F +43 (0) 50536 32040
adsk@ktn.gv.at, www.lokaleagenda21.at

LEADER Unterkärnten, Regionalkooperation Unterkärnten, A-9170 Ferlach
T +43 (0) 4227 5119, F +43 (0) 4227 4970
office@carnica-rosental.at, www.carnica-rosental.at

LEADER Villach – Karnische Region, Regionale Entwicklungs
GmbH Region Villach - Karnische Region, A-9500 Villach
T +43 (0) 4242 205 6016, F +43 (0) 4282 313131
karnische.region@utanet.at, www.rm-naturarena.at

**Local organisations in charge of tourism
development: Regionalmanagement**

Vorarlberg:

RM Stand Montafon, Montafonerstraße 21, A-6780 Schruns
T +43 (0) 5556 7213217, F +43 (0) 5556 721329
stand@montafon.at

RM Biospherepark Großes Walsertal, Jagdbergstraße 272, A-6721 Thüringerberg
T +43 (0) 5550 20360, F +43 (0) 5550 2417-4
biosphaerenpark@grosseswalsertal.at

RM Bregenzwald, Regionalentwicklung Bregenzwald
GmbH, Impulszentrum Bregenzwald, Gerbe 1135
A-6863 Egg/Vorarlberg
T +43 (0) 5512 26 000, F +43 (0) 5512-26 000 4
regio.gf@bregenzwald.vol.at, http://regio.bregenzwald.at

Tirol:

RM Außerfern, Regionalentwicklung Ausserfern REA,
Kohlplatz 7, A-6600 Pflach
T +43 (0) 5672 62387, F +43 (0) 5672 62387 43
verein.rea@aon.at

RM Alpine Park Karwendel, Amt der Tiroler Landesregierung,
Abteilung Umweltschutz, Altes Landhaus, A-6010 Innsbruck
T +43 (0) 512 508 3460
info@karwendel.org, www.karwendel.org

RM Silberregion, Stadt- und Regionalmarketing Silberregion
Schwaz, Franz-Josef-Straße 2
A-6130 Schwaz
T +43 5242 6960 331, F +43 5242 6960 332
silberregion@schwaz.at, www.silberregion.at

RM Nature Park Zillertal, OeAV-Heim Sektion Zillertal,
Sportplatzstr. 307, A-6290 Mayrhofen
T / F +43 (0) 5285 63601
naturpark.zillertal@alpenverein.at, www.naturpark-zillertal.at

RM East Tyrol, Amlacherstraße 12, A-9900 Lienz
T/F +43-(0)4852-72820 44, Mob +43 (0) 664 1626500
info@regionsmanagement-osttirol.at

RM MIAR Landeck, Bezirk Landeck, A-6500 Landeck
Bruggfeldstraße 5/4/23
T +43 (0) 5442 67804, F +43 (0) 5442 67816
office@miar.at, www.miar.at

RM Bezirk Imst, A-6424 Silz, Widumgasse 27
T +43 (0) 5263 51174, F +43 (0) 5263 51174 4
regionalentwicklung.imst@pline.at, www.iri.at

Salzburg:

RM Pinzgau Verein, Stadtplatz 1, A-5700 Zell am See
T +43 (0) 6542 760 6818, F +43 (0) 6542 760 6719
michael.payer@salzburg.gv.at, www.regpi.at

RM Pongau, Wenig 42, A-5453 Werfenweng
T +43 (0) 646 6414, F +43 (0) 646 23303034
regionalforum@aon.at

Oberösterreich:

RM Salzkammergut, A-4810 Gmunden
Miller von Aichholzstr. 50
T +43 (0) 7612 73396 5290, F +43 (0) 7612 73396 5294
office@rmsk.at, www.rmsk.at

RM NP Nördliche Kalkalpen, Nationalparkallee 1, A-4591 Molln
T +43 (0) 7584 3651, F +43 (0) 7584 3654
nationalpark@kalkalpen.at, www.kalkalpen.at

Steiermark:

RM Liezen, Rathausplatz 3, A-8940 Liezen
T +43 (0) 3612 25970, F +43 (0) 3612 25970 20
rml@rml.at

RM Obersteiermark-West, Bundesstraße 66, A-8740 Zeltweg
T +43 (0) 3577 758 320, F +43 (0) 3577 758 325
office@murtal.at, www.murtal.at

RM EU-Regionalbüro Voitsberg, Conrad v. Hötzendorfstraße 14a, A-8570 Voitsberg
T +43 (0) 3142 23595, F +43 (0) 3142 23595
pf@westnet.at, www.eurm.or.at

RM Südwest Steiermark, Grazer Gasse 4, A-8430 Leibnitz
T +43 (0) 3452 84510 0, F +43 (0) 3452 84510 30
rm.sw@aon.at

RM Nationalpark Gesäuse, Weng 2, A-8913 Weng im Gesäuse
T +43 (0) 3613 21000, F +43 (0) 3613 21000 18
info@nationalpark.co.at, www.nationalpark.co.at

Kärnten:

RM Villach-Karnische Region, Hauptstraße 14 A-2690 Hermagor
T +43 (0) 4282 4582, F +43 (0) 4282 313131
karnische.region@utanet.at, www.rm-austria.at/villach

RM Unterkärnten, Sponheimerplatz 1, A-9170 Ferlach
T +43 (0) 4227 5119, F +43 (0) 4227 4970
office@carnica-rosental.at, www.tiscover.com/carnica-rosental

Local organisations in charge of tourism promotion

Vorarlberg:

Montafon Tourismus, Montafonerstr. 21 A-6780 Schruns, Österreich
T +43 (0) 5556 722530, F +43 (0) 5556 74856
info@montafon.at, www.tiscover.at/montafon

Bodensee-Alpenrhein Tourismus, Römerstrasse 2 Postfach 6901 16, A-6900 Bregenz
T +43 (0) 5574 43443, F +43 (0) 5574 43443 4
service@bodensee-alpenrhein.at, www.bodensee-alpenrhein.at

Alpenregion Bludenz, Rathausgasse 12, A-6700 Bludenz
T +43 (0) 5552 30227, F +43 (0) 5552 302273
alpenregion@bludenz.at, www.alpenregion.at

Bregenzwald Tourismus, Impulszentrum 1135, A-6863 Egg, Postfach A-6863 29
T +43 (0) 5512 2365, F +43(0) 5512 3010
info@bregenzwald.at, www.tiscover.at/bregenzwald

Tirol:

Lechtal Tourismus, Elbigenalp 55 b, A-6652 Elbigenalp
T +43 (0) 5634-5315, F +43 (0) 5634 5316
info@lechtal.at, www.lechtal.at

Tannheimer Tal Tourismus, A-6675 Tannheim
T +43 (0) 5675 62 5 30, F +43 (0) 5675 68 12
info@tannheimertal.com, www.tannheimertal.com

Ferienregion Reutte, Tourismusverband Ferienregion Reutte, Untermarkt 34, A-6600 Reutte
T +43 (0) 5672 62336, F +43 (0) 5672 65422
info@reutte.com, www.ferienregion-reutte.at

Zugspitz Arena, Tourismusregion Tiroler Zugspitz Arena Kirchplatz 1, A-6632 Ehrwald
T +43 (0) 56 73 20 000, F +43 (0) 56 73 20 000 2
www.zugspitzarena.com, info@zugspitzarena.com

Olympiaregion Seefeld, Klosterstr. 43, A-6100 Seefeld
T +43 (0) 5212 2313, F +43 (0) 5212 3355 •
region@seefeld.com, www.seefeld-tirol.com/

Tourismusverein Schwaz-Pill, Franz-Josef-Str. 2, A-6130 Schwaz
T +43 (1) 5242 632 40 0, F +43 (1) 5242 65630
tourismus@schwaz.at, www.schwaz-info.at

Dursterstr. 225, A-6290 Mayrhofen
T +43 (0) 5285 6760, F +43 (0) 5285 676033
info@mayrhofen.at, www.tiscover.at/mayrhofen

TVB TirolWest, A-6500 Landeck, Postfach 55
T +43 (0) 5442 65600, F +43 (0) 5442 65600 15
info@tirolwest.at, www.tiscover.at/landeck

Tourismusverband Pitztal, Unterdorf 18, A-6473 Wenns, Österreich
T +43 (0) 5414 86999, F +43 (0) 5414 8699988
info@pitztal.com, www.tiscover.at/pitztal

Ötztal Arena, Tourismusverband Ötztal Arena, Rettenbach 466, A-6450 Sölden/Hochsölden, Postfach 6450 Postfach 90
T +43 (0) 5254 5100, F +43 (0) 5254 510520
info@soelden.com, www.tiscover.at/oetztal-arena

Erl, Dorf 39, A-6343 Erl
T +43 (0) 5373 8117, F +43 (0) 5373 8487
tvb@erl.at, www.erl.at

Osttirol Werbung GmbH, Albin-Egger-Str. 17/II, A-9900 Lienz
T +43 (0) 4852 65333, F +43 (0) 4852 653332
info@osttirol.com, www.osttirol-tourismus.at

Hochpustertal, TVB Hochpustertal, A-9920 Sillian 86
T +43 (0) 4842 6666, F +43 (0) 4842 6666 15
info@hochpustertal.com, www.hochpustertal.com

Kartitsch, Anton Kollreider Tourismusverband Kartitsch, Kartitsch 80, A-9941 Kartitsch
T +43 (0) 4848 6301, F +43 (0) 4848 630115
info@kartitsch.com, www.tiscover.at/kartitsch

Obertilliach, Tourismusbüro Obertilliach-Untertilliach, Dorf 4, A-9942 Obertilliach
T +43 (0) 4847 5255, F +43 (0) 4847 525511
info@obertilliach.com, www.tiscover.at/obertilliach

Salzburg:

Pinzgauer Saalachtal, Loferer Straße 5, A-5090 Lofer
T +43 (0) 6582 74017, F +43 (0) 6582 74017 4
office@pinzgauer-saalachtal.co.at,
www.salzburgerland.com/saalachtal

Dorf 65, A-5761 Maria Alm
T +43 (0) 6584 7816, F +43 (0) 6584 7600
info@tourismusverband-maria-alm.co.at,
www.salzburgerland.com/maria-alm/

Tourismusverband Werfen, Markt 24, A-5450 Werfen
T +43 (0) 6468 5388, F +43 (0) 6468 7562
info@werfen.at, www.werfen.at

Weng 58, A-5453 Werfenweng
T +43 (0) 6466 42 00, F +43 (0) 6466 581 72
tourismusverband@werfenweng.org, www.werfenweng.org

Lammertal, Markt 165, A-5441 Abtenau
T +43 (0) 6243 4040 0, F +43 (0) 6243 4040 40
ferien@lammertal.info, www.lammertal.info

Oberösterreich:

Inneres Salzkammergut, Kirchengasse 17, A-4822 Bad
Goisern
T +43 (0) 6135 83290, F +43 (0) 6135 832974
tourismus@bad-goisern.at, www.salzkammergut-ferien.at

Nationalparkregion Ennstal, Kirchenplatz 3, A-4463
Großbraming
T +43 (0) 7254 8414, F. +43 (0) 7254 84144
nationalparkregion@oberoesterreich.at,
www.nationalparkregion.com

Steiermark:

Salzkammergut-Ausseerland, Bahnhofstrasse 132, A-8990
Bad Aussee
+43 (0) 3622 54040 0, +43 (0) 3622 54040 7
info@ausseerland.at, www.ausseerland.at

Steirisches Oberland, Peter-Tunner-Straße 2, A-8700 Leoben
T +43 (0) 3842 48148, F +43 (0) 3842 48341
leoben@oberland.cc, www.tiscover.at/steirisches-oberland

Tourismusregionalverband Oberes Murtal, Hauptplatz 15a, A-
8720 Knittelfeld
T +43 (0) 3512 74406, F +43 (0) 3512 864646
office@msm.co.at, www.tiscover.at/murtal-freizeitarena

Region Süd-Weststeiermark, Hauptplatz 34, A-8530
Deutschlandsberg
T +43 (0) 3462 43152, F +43(0) 3462 30401
weststeiermark-info@utanet.at,
www.tiscover.at/weststeiermark

Kärnten:

Naturarena Gail-, Lesach-, Gitschtal, Weissensee,
Hauptstraße 14, A-9620 Hermagor
T +43 (0) 4282 3131, F. +43 (0) 4282 3131 31
info@naturarena.com, www.naturarena.com

Villach-Warmbad / Faaker See / Ossiacher See Tourismus
GmbH, Töbringer Straße 1, A-9523 Villach-Landskron
T +43 (0) 4242 42000, F +43 (0) 4242 4200042
office@vi-fa-os.at, www.dalachtdasherz.at

Carnica Region Rosental, Sponheimer Platz 1, A-9170 Ferlach
T +43 (0) 4227 5119, F +43 (0) 4227 4970
info@carnica-rosental.at, www.carnica-rosental.at

Tourismusverband Klopeiner See-Turnersee, Schulstraße 10,
A-9122 St. Kanzian/Seelach
T +43 (0) 4239 2222, F +43 (0) 4239 3065
klopeinersee@aon.at, www.tiscover.at/klopeinersee-
suedkaernten

Regionalverband Lavanttal, Minoritenplatz 1, A-9400
Wolfsberg
T +43 (0) 4352 2878, F +43 (0) 4352 28789
info@region-lavanttal.at, www.tiscover.at/lavanttal

2. France

a) National level

National accommodation and catering networks

Rando Accueil labels (Rando Gîte, Rando Plume, Rand'Hôtel,
Rando Toile, Rando Refuge)
www.rando-accueil.com
Rando Accueil Délégation Alpes: c/o Grande Traversée des
Alpes
14 rue de la République, B.P.227, F-38019 Grenoble cedex
T +33 (0) 4 76 42 08 31, F +33 (0) 4 76 42 87 08
gta@grande-traversee-alpes.com, www.grande-traversee-
alpes.com

Logis de France
83 avenue d'Italie F-75013 Paris
www.logis-de-france.fr

Gîtes de France
Maison des Gîtes de France et du Tourisme Vert, 59 rue
Saint-Lazare, F-75439 Paris Cedex 09
T +33 (0) 1 49 70 75 75, F +33 (0) 1 42 81 28 53
info@gites-de-france.fr, www.gites-de-france.fr

Clefs vertes
Office français de la Fondation pour l'Education à
l'Environnement, 6, avenue du Maine, F-75015 Paris
T +33 (0) 1 45 49 40 50, F +33 (0) 1 45 49 27 69
contact@laclefverte.org, www.laclefverte.org

Hôtels au naturel
Fédération des Parcs naturels régionaux de France, 9 rue
Christiani, F-75018 Paris
T +33 (0) 44 90 86 20, F +33 (0) 1 45 22 70 78
info@parcs-naturels-regionaux.tm.fr, www.parcs-naturels-
regionaux.tm.fr/hotels_au_naturel

National organisations in charge of tourism

Maison de la France
20, avenue de l'Opéra, F-75001 Paris
T +33 (0) 1 42 96 70 00, F +33 (0) 1 42 92 70 71
www.franceguide.com

Agence Française de l'Ingénierie Touristique
2, rue Linois, F-75740 Paris Cedex 15
T +33 (0) 1 44 37 36 00, F +33 (0) 1 44 37 36 69
www.afit-tourisme.fr

Observatoire National du Tourisme (ONT)
8, avenue de l'Opéra, F-75001 Paris
T +33 (0) 1 44 77 95 40, F +33 (0) 1 44 77 95 50
www.ont-tourisme.com

Direction du Tourisme
2, rue Linois, F-75740 Paris Cedex 15
T +33 (0) 1 44 37 36 00, F +33 (0) 1 44 37 36 36
www.tourisme.gouv.fr

Fédération Nationale des Offices de Tourisme et Syndicats
d'Initiative (FNOTSI)
280, Bld Saint Germain, F-75007 Paris
T +33 (0) 1 44 11 10 30, F +33 (0) 1 45 55 99 50
webmaster@fnotsi.net, www.tourisme.fr

National hiking networks

Fédération Française de la Randonnée Pédestre
14, rue Riquet, F-75019 Paris
T +33 (0) 1 44 89 93 93, F +33 (1) 40 35 85 67
info@ffrp.asso.fr, www.ffrp.asso.fr/

Fédération Française des clubs alpins et de montagne (FFCAM)
24 avenue de Laumière, F.75019 Paris
T +33 (0) 1 53 72 87 00, F +33 (0) 1 42 03 55 60
vosquestions@dubalpin.com, www.ffcam.fr

Fédération Française de la Montagne et de l'Escalade
8-10 Quai de la Marne 75019 Paris
T : 33 (0) 1 40 18 75 50 - F : 01 40 18 75 59 - info@ffme.fr.
www.ffme.fr

Other national organisations in charge of quality

Assemblée des Chambres Françaises de Commerce et d'Industrie ACFCI
45, Avenue d'Iéna, BP 3003, F-75773 Paris Cedex 16
T +33 (0) 1 40 69 37 00, F +33 (0) 1 47 20 61 28
www.acfci.cci.fr

Association française de normalisation AFNOR
11, avenue Francis de Pressensé, F-93571 Saint-Denis La Plaine Cedex
T +33 (0) 1 41 62 80 00, F +33 (0) 1 49 17 90 0
www.afnor.fr

Agence Française pour l'Amélioration de la Qualité AFAQ
T +33 (0) 1 46 11 37 00
info@afaq.org, www.afaq.org

b) Regional level

Regional organisations in charge of tourism promotion

Provence-Alpes-Côte d'Azur: Comité Régional de Tourisme Provence-Alpes-Côte d'Azur
Les Docks – Atrium 10.5, 10 place de la Joliette, BP 46214, F-13567 Marseille cedex 02 - France
T +33 (0) 4 91 56 47 00, F +33 (0) 4 91 56 47 01
information@crt-paca.fr, www.crt-paca.fr

Rhône-Alpes: Comité Régional du Tourisme Rhône-Alpes
104, route de Paris, F-69260 Charbonnières-les-Bains
T +33 (0) 4 72 59 21 59, F +33 (0) 4 72 59 21 60
www.crt-rhonealpes.fr

Regional organisations in charge of commerce, services and industry

Provence – Alpes – Côte d'Azur:
Chambre régionale de commerce et d'industrie Provence Alpes Côte d'Azur et Corse
8, rue Neuve-Saint-Martin, F-13224 Marseille Cedex 01
T +33 (0) 4 91 14 42 00, F +33 (0) 4 91 14 42 25
www.pacac.cci.fr

AFAQ MEDITERRANEE
141, avenue du Prado, F-13417 Marseille Cedex 08
T +33 (0) 4 96 19 13 20, F +33 (0) 4 91 32 31 21
antenne.marseille@afaq.org

Rhône-Alpes:

Chambre régionale de commerce et d'industrie Rhône-Alpes
75, cours Albert Thomas, 6ème Avenue, F-69447 Lyon Cedex 03
T +33 (0) 4 72 11 43 43, F +33 (0) 4 72 11 43 62
www.rhone-alpes.cci.fr

AFAQ Bureau Pays de Savoie
84, rue des Grands Champs, Lotissement "le jardin de Clémentine", 74370 Metz-Tessy
T +33 (0) 4 50 66 03 51, F +33 (0) 4 50 66 03 52
antenne.savoie@afaq.org

Regional organisations in charge of tourism development

Provence – Alpes – Côte d'Azur: Région Provence – Alpes – Côte d'Azur
Hôtel de la Région, 27, place Jules Guesde, F-13481 Marseille Cedex 20
T +33 (0) 4 91 57 50 57, F +33 (0) 4 91 57 51 51
www.cr-paca.fr

Rhône-Alpes: Région Rhône-Alpes
78 route de Paris - BP 19, F-69751 Charbonnières-les-Bains Cedex
T +33 (0) 4 72 59 40 00, F +33 (0) 4 72 59 42 18
www.cr-rhone-alpes.fr

Regional organisations in charge of sustainable development and the environment

Provence – Alpes – Côte d'Azur: Agence de l'Environnement et de la Maîtrise de l'Énergie ADEME, Délégation régionale PACA
2, Boulevard de Gabès, BP 139, F-13267 Marseille cedex 08
T +33 (0) 4 91 32 84 44, F +33 (0) 4 91 32 84 66
ademe.paca@ademe.fr, www.ademe.fr/paca

Rhône-Alpes: Agence de l'Environnement et de la Maîtrise de l'Énergie ADEME, Délégation régionale Rhône-Alpes
10, rue des Emeraudes, F-69006 Lyon
T +33 (0) 4 72 83 46 00, F +33 (0) 4 72 83 46 26
ademe.rhone-alpes@ademe.fr
www.ademe.fr/htdocs/presentation/Actionregionale/rhone-alpes/frame1.htm

Regional organisations in charge of hiking itineraries

Provence – Alpes – Côte d'Azur: Comité régional Provence – Alpes – Côte d'Azur de la randonnée pédestre
21, avenue de Mazargues, F-13008 Marseille
T/F +33 (4) 91 32 17 11
georgette.banon@wanadoo.fr

Rhône-Alpes: Comité régional Rhône-Alpes de la randonnée pédestre
Chemin de St Grat, Route de Joigny, F-73490 La Ravoire
T +33 (0) 4 79 71 00 08, F +33 (0) 4 79 72 88 31
info@ffrp-rhone-alpes.com, www.ffrp-rhone-alpes.com

c) Local level

Local organisations in charge of tourism development

Alpes-Maritimes (06):

Conseil Général des Alpes-Maritimes
Service tourisme, Bd Paul Montel, F-06 Nice cedex 1
T +33 (0) 4.97.18.60.00, F +33 (0) 4.97.18.64.09
www.cg06.fr

Communauté de communes de Cians Var
Centre administratif, F-06470 Valberg
T +33 (0) 4.93.23.24.24, F +33 (0) 4 93.02.57.97

Communauté de communes de la Tinée
1870, Rte de la Tinée, F-06420 Pont de Clans
T +33 (0) 4.93.02.96.12, F +33 (0) 4 93.02.96.16
www.cc-tinee.fr

Communauté de communes des stations du Mercantour
Place Jean Gaissa, F-06420 Isola
T +33 (0) 4.93.23.23.30, F +33 (0) 4 93.23.23.33

Communauté d'agglomération de la Riviera Française
5, rue St Charles, F-06500 Menton
T +33 (0) 4.92.41.80.30, F +33 (0) 4 92.41.80.40
www.carf.fr, direction.generale@carf.fr

Communauté de communes des Vallées d'Azur
Maison du Pays, F-06260 Puget-Théniers
T +33 (0) 4.93.05.02.81, F +33 (0) 4 93.05.02.81

Pays des Vallées des Alpes d'Azur Mercantour
Communauté de communes de Cians Var
Centre administratif, F-06470 Valberg
T +33 (0) 4.93.23.24.24, F +33 (0) 4 93.02.57.97

Pays de la Vésubie
Association des communes, Mairie, F-06450 Lantosque
T +33 (0) 4.93.03.00.02, F +33 (0) 4 93.03.03.12

Pays des Paillons
Association pour le développement du pays des Paillons,
Mairie BP 69, F-06392 Contes Cedex
T +33 (0) 4.93.79.00.01, F +33 (0) 4 93.79.06.67

Alpes-de-Haute-Provence (04):

Conseil Général des Alpes de Haute-Provence
Direction du Développement Economique, Finances,
Tourisme et Thermalisme, 13, rue du Docteur Romieu
F-04000, Digne Les Bains
T +33 (0) 4.92.30.04.00, F +33 (0) 4 92.32.35.80
www.cg04.fr

Communauté de communes de l'Ubaye
Maison de la Vallée, F-04400 Barcelonnette
T +33 (0) 4.92.81.28.23, F +33 (0) 4 92.81.15.26

Hautes-Alpes (05):

Conseil Général des Hautes-Alpes
Direction du tourisme, Place Saint-Arnoux, F-05000 Gap
T +33 (0) 4.92.40.38.00, F +33 (0) 4 92.40.38.01
www.cg05.fr

Communauté de communes de Champsaur
Quartier Le Roure, F-05500 St Bonnet-en-Champsaur
T +33 (0) 4.92.50.00.20, F +33 (0) 4 92.50.19.31
cc.champsaur@wanadoo.fr

Communauté de communes du Queyras-l'Escarton du
Queyras
Maison du Queyras, F-05470 Aiguilles
T +33 (0) 4.92.46.78.00, F +33 (0) 4 92.46.80.74
ccqueyras@wanadoo.fr

Communauté de communes du Valgaudemar
Maison de pays, F-05800 St Firmin-en-Valgaudemar
T +33 (0) 4.92.55.23.17, F +33 (0) 4 92.55.31.49

Communauté de communes de l'Embrunais
9, rue de l'Archevêché, F-05200 Embrun
T +33 (0) 4.92.43.22.78, F +33 (0) 4 92.43.55.50

Communauté de communes du Briançonnais
64, Grande Rue, F-05100 Briançon
T +33 (0) 4.92.21.35.97, F +33 (0) 4 92.20.38.90
ccb@briancon.com

Communauté de communes de Savinois-Serre Ponçon
Av. de la Combe d'Or, F-05160 Savines-Le-Lac
T +33 (0) 4.92.44.29.29, F +33 (0) 4 92.44.21.49
cte164@wanadoo.fr

Communauté de communes du Pays des Ecrins
Maison du Canton, F-05120 L'Argentière-La-Bessée
T +33 (0) 4.92.23.11.17, F +33 (0) 4 92.23.04.09
comcom@paysdesecrins.com

Communauté de communes de l'Avance
Mairie, F-05230 La Batie-Neuve
T +33 (0) 4 92.50.20.50, F +33 (0) 4 92.50.21.65

Communauté de communes du Canton de Guillestre
Tour François Bernard, F-05600 Guillestre
T +33 (0) 4 92.45.04.62, F +33 (0) 4 92.45.28.47
communauté@guil.net

Pays Gapençais
Communauté de communes de Champsaur
Quartier Le Roure, F-05500 St Bonnet
T +33 (0) 4 92.50.00.20

Pays Parpaillon Serre-Ponçon
Communauté de communes de Savinois-Serre Ponçon
Av. de la Combe d'Or, F-05160 Savines-Le-Lac
T +33 (0) 4 92.44.29.27

Isère (38):

Conseil Général de l'Isère
7, rue Fantin Latour, BP 1096, F-38022 Grenoble Cedex 1
T +33 (0) 4 76 60 38 38
www.cg38.fr

Communauté de communes du Pays de Corps
Mairie Grande Rue, F-38970 Corps
www.drac-obiou.com, corps@mageos.com

Communauté de communes des Deux Alpes
Maison des Deux Alpes, BP5, F-38860 Les Deux-Alpes
T +33 (0) 4 76.79.20.25, F +33 (0) 4 76.79.50.91
intercommunal.2alpes@wanadoo.fr

Savoie (73):

Conseil général de la Savoie
Château des Ducs de Savoie, BP 1802, F-73018 Chambéry
T +33 (0) 4 79.96.73.73, F +33 (0) 4.79.75.04.72
www.cg73.fr

Communauté de communes Haute Maurienne Vanoise
Centre national des Services publics, F-74380 Lanslebourg
Mont Cenis
T +33 (0) 4.79.05.90.78, F +33 (0) 4 79.05.80.96
cchmv@hautemaurienne.com

Communauté de communes Cœur de Maurienne
Hôtel de ville, F-73302 St Jean de Maurienne cedex
T +33 (0) 4.79.64.11.44, F +33 (0) 4 79.64.37.67
dmm@freesbee.fr

Communauté de communes de la Vallée du Glandon
Mairie, F-73130 St Colomban-des-Villars
T +33 (0) 4.79.56.37.00, F +33 (0) 4 79.59.42.81
info.stmichel@wanadoo.fr

Communauté de communes de l'Arvan
192, Av. des Clapeys, F-73300 St Jean de Maurienne Cedex
T +33 (0) 4.79.64.09.38, F +33 (0) 4 79.83.22.23
avan.villards@wanadoo.fr

Syndicat du pays de Maurienne
192, Av. des Clapeys, F-73303 St Jean de Maurienne Cedex
T +33 (0) 4.79.64.12.48, F +33 (0) 4 79.83.22.23
www.maurienne-expansion.fr

Haute-Savoie (74):
Conseil Général de Haute-Savoie
1 Avenue d'Albigny, F-74041 Annecy Cedex
T +33 (0) 4 50 33 50 00, F +33 (0) 4 50 45 23 30
info@cg74.fr

see also www.intercommunalites-tech.com for lists of all groups of communities.

Local organisations in charge of tourism promotion

Alpes-Maritimes (06): Comité régional du tourisme Riviera Côte d'Azur
55 promenade des Anglais, F- 06000 Nice
T +33 (0) 4 93 37 78 78
info@guideriviera.com, www.crt-riviera.fr/

Alpes-de-Haute-Provence (04): Comité départemental du Tourisme
19, Rue du Docteur Honorat - BP 170, F-04005 Digne les Bains
T +33 (0) 4 92 31 57 29, F +33 (0) 4 92 32 24 94
info@alpes-haute-provence.com, www.alpes-haute-provence.com

Hautes-Alpes (05): Comité départemental du Tourisme
8bis, Rue Capitaine de Bresson, BP46, F-05002 GAP cedex
T + 33 (0) 4 92 53 62 00, F +33 (0) 4 92 53 31 60
hautes-alpes@wanadoo.fr, www.hautes-alpes.net

Isère (38): Comité départemental du tourisme
14, Rue de la République - BP227, F-38019 Grenoble Cedex
T +33 (0) 4 76 54 34 36, F +33 (0) 4 76 51 57 19
www.grenoble-isere.com/cdt/

Savoie: Agence touristique départementale
24, Boulevard de la Colonne, F-73000 Chambéry
T +33 (0) 4 79 85 12 45, F +33 (0) 4 79 85 54 68
www.savoiehautesavoie.com

Haute-Savoie: Agence touristique départementale
56, Rue Sommeiller - BP348, F-74012 Annecy Cedex
T +33 (0) 4 50 51 32 31, F +33 (0) 4 50 45 81 99
www.savoiehautesavoie.com

Local organisations in charge of commerce, services and industry

Alpes-Maritimes (06): Chambre de commerce et d'industrie Nice Côte d'Azur
20, bd Carabacel, BP 1259, F-06005 Nice Cedex 1
T 0820 422 222
www.ccinice-cote-azur.com

Alpes-de-Haute-Provence (04): Chambre de commerce et d'industrie de Digne et des Alpes de Haute-Provence
60, bd Gassendi, F-04000 Digne Les Bains
T +33 (0) 4.92.30.80.80, F +33 (0) 4.92.32.04.73
www.digne.cci.fr

Hautes-Alpes (05): Chambre de commerce et d'industrie des Hautes-Alpes
16, rue Carnot, F-05000 Gap
T +33 (0) 4.92.56.56.05. F +33 (0) 4 92.56.56.56.
www.hautes-alpes.cci.fr

Isère(38): Chambre de commerce et d'industrie de Grenoble
1, place André Malraux - BP 297, F-38016 Grenoble Cedex 1
T +33 (0) 4 76 28 28 28, F +33 (0) 4 76 28 27 47
www.grenoble.cci.fr

Savoie (73): Chambre de commerce et d'industrie de la Savoie
5 rue Salteur, F-73024 Chambéry Cedex
T +33 (0) 4 79 75 76 77, F +33 (0) 4 79 75 76 00
accueil@savoie.cci.f, www.savoie.cci.fr

Haute-Savoie (74): Chambre de commerce et d'industrie de la Haute-Savoie Rhône-Alpes
5 rue du 27ème BCA, BP 2072, F-74011 Annecy cedex
T +33 (0) 4 50 33 72 00, F +33 (0) 4 50 52 89 95
www.haute-savoie.cci.fr

Local organisations in charge of hiking itineraries

Alpes-Maritimes (06):
Conseil Général des Alpes-Maritimes
Bd Paul Montel, Bureau PDIPR, F-06 Nice cedex 1
T +33 (0) 4.97.18.60.00, F +33 (0) 4 97.18.64.09

Comité départemental de la randonnée pédestre des Alpes-Maritimes
Maison des Associations, 4, avenue de Verdun, F-06800 CAGNES SUR MER
T / F +33 (0) 4 93 20 74 73
info@cdrp06.org, www.cdrp06.org

Alpes-de-Haute-Provence (04):
Association Départementale des Relais et Itinéraires (ADRI)
19 rue du Docteur Honorat, F-04000 Digne-les-Bains
T +33 (0) 4 92 31 07 01, F +33 (0) 4 92 32 14 88
adri.04@laposte.net

Comité départemental de la randonnée pédestre des Alpes-de-Haute-Provence
14, Chemin des Convertis
04350 MALIJAI
T / F +33 (0) 4.92.34.01.49
ffrp.cdrp04@wanadoo.fr

Hautes-Alpes (05):

Comité départemental de la randonnée pédestre des Hautes-Alpes
7, Rue du Four Neuf, F-05000 Gap
T/F +33 (0) 4 92 53 65 11
cdrp05@wanadoo.fr
<http://perso.wanadoo.fr/cdrp05/>

Isère (38):

Conseil Général de l'Isère
Bureau du PDIPR, 7, rue Fantin Latour, BP 1096, F-38022 Grenoble Cedex 1
T +33 (0) 4 76 60 38 38
www.cg38.fr

Comité départemental de la randonnée pédestre de l'Isère
36, rue Nicolas Chorier, F-38000 Grenoble
T / F +33 (0) 4 38 70 06 69
ffrp38@libertysurf.fr

Savoie (73):

Comité départemental de la randonnée pédestre de Savoie
Maison des sports, 90, rue Henri Oreiller, F-73000 Chambéry
T +33 (0) 4.79.33.05.64
cdrp73@wanadoo.fr

Haute-Savoie (74):

Conseil Général de Haute-Savoie
PDIPR, 1 Avenue d'Albigny, F-74041 Annecy Cedex
T +33 (0) 4 50 33 50 00, F +33 (0) 4 50 45 23 30
info@cg74.fr

Comité départemental de la randonnée pédestre de Haute-Savoie
Maison des associations, 3, avenue de la Plaine, F-74000 Annecy
T/F +33 (0) 4 50 51 39 26
cdrp74@wanadoo.fr, www.coderando74.com

Local organisations in charge of tourist information

Alpes-Maritimes (06): Union Départementale des Offices de Tourisme et Syndicats d'Initiative
2 Rue G. Deloye, F-06000 Nice
www.cote-azur.com.fr

Alpes-de-Haute-Provence (04): Union Départementale des Offices de Tourisme et Syndicats d'Initiatives :
7, avenue des Marronniers, BP 69, F-04800 Gréoux-les-Bains
T +33 (0) 4 92 78 12 95, F +33 (0) 4 92 78 13 00
udotsi.04@laposte.net

Hautes-Alpes (05): Union départementale des OT-SI
Hôtel de la Ferme Blanche, 3 ch. de l'Oratoire, Villarobert, F-05000 Gap
T +33 (0) 4.92.51.03.41, F +33 (0) 4.92.51.35.39

Isère (38): Union départementale des OT-SI
C/O FDOTSI Isère - 14, rue de la République - BP 227, F-38019 Grenoble
T +33 (0) 4.76.54.34.36
udisere@fnotsi.net

Savoie (73): Union départementale des OT-SI
24, Bld de la Colonne, F-73000 CHAMBERY
T +33 (0) 4.79.85.71.02, F +33 (0) 4.79.70.03.15
udsavoie@fnotsi.net, www.udotsi-savoie.com

Haute-Savoie (74): Union Départementale des Offices de Tourisme de Haute Savoie
56 rue Sommeiller, BP 348, F-74012 Annecy cedex
T +33 (0) 4 50 45 45 73, F +33 (0) 4 50 45 81 99
udotsi@udotsi-hautesavoie.com

See also www.tourist-office.org/otsi.htm for a list of all tourist offices

Local organisations in charge of accommodation and catering

Alpes-Maritimes (06):

Logis de France 06
CRT, 55 Promenade des Anglais, F-06000 NICE
T +33 (0) 4 93 80 80 40

Gîtes de France

C.R.T. 55-57, promenade des Anglais
B.P. 1602, F-06011 NICE CEDEX 01
T +33 (0) 4.92.15.21.30, F +33 (0) 4.93.37.48.00
gites06@crt-riviera.fr

Alpes-de-Haute-Provence (04):

Logis de France 04
CCI, 60, Boulevard Gassendi, F-04000 Digne-les-Bains
T +33 (0) 4 92 30 80 89, F +33 (0) 4 92 30 80 91

Gîtes de France

Maison du Tourisme - Rond Point du 11 Novembre
B.P. 201, F-04001 Digne-les-Bains Cedex
T +33 (0) 4.92.31.30.40, F +33 (0) 4.92.32.32.63
infos@gites-de-france-04.fr, www.gites-de-france-04.org

Auberges de Pays

CCI, 60, bd Gassendi, F-04000 Digne Les Bains
T +33 (0) 4.92.30.80.80, F +33 (0) 4.92.32.04.73

Hautes-Alpes (05):

Logis de France 05
CCI, 16 rue Carnot - BP 6, F-05001 Gap cedex
T +33 (0) 4 92 56 56 80, F +33 (0) 4 92 56 56 56
logis@hautes-alpes.cci.fr

Gîtes de France

1, place du Champsaur, B.P. 55, F-05002 Gap cedex
T +33 (0) 4.92.52.52.92, F +33 (0) 4.92.52.52.90
gdf05@free.fr, www.gites-de-france-hautes-alpes.com

Charte refuge et gîte d'étape

Conseil Général des Hautes-Alpes, place Saint-Arnoux, F-05000 Gap
T +33 (0) 4.92.40.38.00, F +33 (0) 4 92.40.38.01

Isère (38):

Logis de France
Association départementale des LDF de l'Isère, 14 rue de la République - BP 227, F-38019 Grenoble cedex
T +33 (0) 4 76 54 34 36, F +33 (0) 4 76 51 57 19

Gîtes de France

Maison des Agriculteurs, B.P. 2646, F-38036 Grenoble cedex 2
T +33 (0) 4.76.40.79.40, F +33 (0) 4.76.40.79.99
sirt38@gites-de-france-isere.com, www.gites-de-france-isere.com

Savoie (73):

Logis de France 73
Syndicat Hôtelier, 221 avenue de Lyon - BP 448, F-73004 Chambéry cedex
T +33 (0) 4 79 69 26 18, F +33 (0) 4 79 62 68 33

Gîtes de France
Maison du Tourisme, 24, boulevard de la Colonne, F-73024
Chambéry cedex
T +33 (0) 4.79.85.01.09, F +33 (0) 4.79.85.71.32
gites.france.savoie@wanadoo.fr, www.gites-de-france-
savoie.com

Haute-Savoie (74):
Logis de France 74
CCI, 2 rue du Lac, BP 128, F-74004 Annecy cedex
T +33 (0) 4 50 33 72 00, F +33 (0) 4 50 52 89 95

Gîtes de France
Maison du Tourisme Vert, 16, rue Guillaume Fichet, F-74000
Annecy
T +33 (0) 4.50.10.10.11, F +33 (0) 4.50.10.10.12
resa.gites74@wanadoo.fr, www.gites-de-france-haute-
savoie.com

Protected areas administrations

Alpes-Maritimes (06) / Alpes-de-Haute-Provence (04):
Parc National du Mercantour
23, rue d'Italie, Boîte postale 316, F-06006 Nice Cedex 1
T +33 (0) 4 93 16 78 88, F +33 (0) 4 93 88 79 05
www.parc-mercantour.fr

Hautes-Alpes (05):
Parc Naturel Régional du Queyras
Route de la Gare - BP 3, F-05600 Guillestre
T +33 (0) 4 92 45 06 23, F. +33 (0) 4 92 45 27 20
pnrq@pnr-queyras.fr, www.pnr-queyras.fr

Hautes-Alpes (05) / Isère (38):
Parc National des Ecrins
Domaine de Charance, F-05000 Gap
T +33 (0) 4 92 40 20 10, F +33 (0) 4 92 52 38 34
www.les-ecrins-parc-national.fr

Savoie (73):
Parc National de la Vanoise
113, rue du Docteur Julliand, Boîte postale 705, F-73007
Chambéry Cedex
T +33 (0) 4 79 62 30 54, F +33 (0) 4 79 96 37 18
www.vanoise.com

3. Germany

a) National level

National accommodation and catering networks

Deutscher Alpenverein (German Alpine Club) DAV (Alpine
huts)
Postfach 500 220, D- 80972 München
T +49 (0) 89 14003 0, F +49 (0) 89 14003 11
info@alpenverein.de, www.alpenverein.de

Bayerischer Hotel- und Gaststättenverband e.V. (BHG)
Türkenstrasse 7, D-80333 München
T +49 (0) 89 287 60 , F +49 (0) 89 287 60 111
info@bhg-online.de, www.tiscover.de/bhg-beherbergung

Deutsches Jugendherbergswerk
Hauptverband für Jugendwandern und Jugendherbergen
e.V., Im Gilde-Park, Leonardo-da-Vinci-Weg 1, D-32760
Detmold
T + 49 (0) 5231 9936 0, F + 49 (0) 5231 9936 66
hauptverband@djh.org, www.djh.org

Landidyll
Humboldtstrasse 19, D-99423 Weimar
T +49 (0) 3643-49 15 0, F +49 (0) 3643-49 15 15
zentrale@landidyll.com, www.landidyll.com

Viabono
Friedrich-Ebert-Straße / Haus 51, D-51429 Bergisch Gladbach
T +49 (0) 2204 8423 70
info@viabono.de, www.viabono.de

National organisations in charge of tourism

Deutsche Zentrale für Tourismus e.V. (DZT)
Beethovenstraße 69, D-60325 Frankfurt / Main
T +49 (0) 69 97 46 40, F +49 (0) 69 75 19 03
info@d-z-t.com, www.deutschland-tourismus.de

National hiking networks

Deutscher Alpenverein e.V. (DAV)
Postfach 500 220, D- 80972 München
T +49 (0) 89 1 40 03 0, F +49 (0) 89 1 40 03 11
huetten.wege@alpenverein.de. www.alpenverein.de

Deutscher Tourismusverband e.V.
Bertha-von-Suttner-Platz 13, D-53111 Bonn
T +49 (0)228 98522 0, F +49 (0) 228 698722
kontakt@deutschertourismusverband.de,
www.deutschertourismusverband.de

Verband Deutscher Gerbirgs- und Wandervereine e.V.
(VDGWV, Deutscher Wanderverband)
Wilhelmshöher Allee 157-159, D-34121 Kassel
T +49 (0) 561 93873 0, F +49 (0) 561 93873 10
info@wanderverband.de, www.wanderverband.de

Projektpartner Wandern
Univ.-Prof. Dr. Rainer Brämer
Institut für Erziehungswissenschaft der Universität Marburg,
Wilhelm-Röpke-Straße 6B, D-35032 Marburg
T +49 (0) 6421-282 4709, F +49 (0) 6421 282 8946
braemer@mail.uni-marburg.de, www.staff.uni-
marburg.de/~braemer

Netzwerk Weitwandern
Innerer Grund 4, D-72555 Metzingen
T/F +49 (0) 7123 21322
webmaster@netzwerk-weitwandern, www.netzwerk-
weitwandern.de

National sustainability networks

Forum Umwelt und Entwicklung
Am Michaelshof 8-10, D-53177 Bonn
T+49 (0) 228 359704, F+49 (0) 228 92399356
www.forumue.de, info@forumue.de

Ecotrans-Ecotip
ECOTRANS e.V., Futterstraße 17-19, D- 66111 Saarbrücken
T +49 (0) 681 374679, F +49 (0)681 374633
info@ecotrans.de, www.ecotrans.org, www.eco-tip.org

Fahrtziel Natur
Deutsche Bahn AG, Bahn-Umwelt-Zentrum, Schicklerstraße
5-7, D-10179 Berlin
www.fahrtziel-natur.de

Vernetzte Gute Beispiele – Connected Best Practice
Agenda-Transfer. Agentur für Nachhaltigkeit GmbH
Budapester Str. 11, D-53111 Bonn
T +49 (0) 228 60461 35, F +49 (0) 228 60461 38
service@agenda-transfer.de, www.gute-beispiele.de

b) Regional level

Regional organisations in charge of tourism promotion

Bayern Tourismus
BAYERN TOURISMUS Marketing GmbH
Leopoldstraße 146, D-80804 München
T +49 (0) 89 212397 0, F +49 (0) 89 212397 99
tourismus@bayern.info, www.bayern.byayern-tourismus.de/

Tourismusverband Allgäu-Schwaben
Fuggerstraße 9, D-86150 Augsburg
T +49 (0) 821 45 04 01-0, F +49 (0) 821 45 04 01-20
info@tvabs.de, www.allgaeu.de

Tourismusverband München-Oberbayern
Bodenseestraße 113, D-81243 München
T +49 (0) 89 829218 0, F +49 (0) 89 829218 28
touristinfo@oberbayern-tourismus.de, www.oberbayern-tourismus.de

Regional organisations in charge of commerce, services and industry

Bayerisches Staatsministerium für Wirtschaft, Verkehr und Technologie
Prinzregentenstraße 28, D-80538 München
T +49 (0) 89 2162 01, F +49 (0) 89 2162 2760
poststelle@stmwvt.bayern.de, www.stmwvt.bayern.de

Industrie- und Handelskammer Schwaben
Stettenstraße 1+3, D-86150 Augsburg
T +49 (0) 821 3162 0, F +49 (0) 821 3162 323
info@schwaben.ihk.de, www.augsburg.ihk.de

Industrie- und Handelskammer für München und Oberbayern
Max-Joseph-Str. 2, D-80333 München
T +49 (0) 89 5116 0, F +49 (0) 89 5116 306
iszhkmail@muenchen.ihk.de

Regional organisations in charge of sustainable development and the environment

Lokale Agenda 21
KommA21 Bayern, Bayerisches Landesamt für Umweltschutz,
Bürgermeister-Ulrich-Str. 160, D-86179 Augsburg
T +49 (0) 821 9071 5021 21, F +49 (0) 821 9071 5221
komma21@lfu.bayern.de, www.bayern.de/lfu/komma21

LEADER+ Bayern
Bayrisches Staatsministerium für Landwirtschaft und Forsten,
Postfach 22 00 12, D-80535 München
T +49 (0) 89 21 82 22 82, F +49 (0) 89 21 82 17 282
Joseph.Koepfer@StMLF.Bayern.de,
www.stmlf.bayern.de/stmelf/b_1/leader.html

LEADER+ Schwaben Süd
Landwirtschaftsamt Kempten / Lindau, Adenauerring 97, D-87439 Kempten
T +49 (0) 831 52147 0
poststelle@lwa-ke.bayern.de, www.landwirtschaft-bayern.de

LEADER+ Ostallgäu
Landratsamt Ostallgäu, Schwabenstr. 11, D-87616 Marktoberdorf
T +49 (0) 83 42 911 266, F +49 (0) 83 42 91 12 66
thomas.brandl@lra-oal.bayern.de

LEADER+ Auerbergland
LAG Auerbergland, Marktplatz 4, D-86975 Bernbeuren
T +49 (0) 83 67 9 13 90 24, F +49 (0) 83 67 9 13 90 25
koordination.walk@t-online.de, www.auerbergland.de

LEADER+ Oberbayern West
Regierung von Oberbayern, Maximilianstraße 39, D-80538 München
T +49 (0) 89 2176 0, F +49 (0) 89 2176 2914
poststelle@reg-ob.bayern.de,
www.regierung.oberbayern.bayern.de

LEADER+ Oberbayern-Ost
Landwirtschaftsamt Altötting / Mühldorf, Am Kellerberg 11, D-84453 Mühldorf,
T +49 (0) 8631 6107 0
poststelle@lwa-aomu.bayern.de, www.landwirtschaft-bayern.de

c) Local level

Local organisations in charge of tourism development and promotion and hiking itineraries: Landratsämter

Landratsamt Oberallgäu
Oberallgäuer Platz 2, D-87527 Sonthofen
T +49 (0) 8321 612 0, F +49 (0) 8321 612369
landratsamt-oa@lra-sf.bayern.de, www.oberallgaeu.org

Landratsamt Ostallgäu
Schwabenstr. 11, D-87610 Marktoberdorf
T +49 (0) 8342 9110
poststelle@lra-oal.bayern.de, www.lra-ostallgaeu.de

Landratsamt Garmisch-Partenkirchen
Olympiastr. 10, D-82467 Garmisch-Partenkirchen
T +49 (0) 8821 751 1, F +49 (0) 8821 751 380
mail@lra-gap.de, www.lra-gap.de

Landratsamt Bad Tölz
Bahnhofplatz 1, D-83646 Bad Tölz
T +49 (0) 8041 505 0
www.lra-toelz.de, info@lra-toelz.de

Landratsamt Miesbach
Postfach 303, D-83711 Miesbach
T +49 (0) 8025 704 0, T +49 (0) 8025 704 289
www.landkreis-miesbach.de, poststelle@lra-mb.bayern.de

Landratsamt Rosenheim
Wittelsbacherstr. 53, D-83022 Rosenheim
T +49 (0) 8031 392 0
poststelle@lra-rosenheim.de, www.landkreis-rosenheim.de

Landratsamt Traunstein
Ludwig-Thoma-Str. 2, D-83278 Traunstein
T +49 (0) 861 58 0
poststelle@lra-ts.bayern.de, www.traunstein.com

Landratsamt Berchtesgadener Land
Salzburger Str. 64, D-83435 Bad Reichenhall
T +49 (0) 8651 773 0
info@lra-bgl.de, www.lra-bgl.de

Local organisations in charge of commerce, services and industry

Industrie- und Handelskammer Schwaben
Regionalgeschäftsstelle Allgäu, Büro Kempten
c/o COMETA Allgäu Gründerzentrum, Heisinger Straße 12, D-87437 Kempten
T +49 (0) 831 57586 0, F +49 (0) 831 57586 10
ihg-ke@schwaben.ihk.de

Industrie- und Handelskammer Schwaben
Regionalgeschäftsstelle Allgäu, Büro Kaufbeuren
Innovapark 20, D-87600 Kaufbeuren
T +49 (0) 8341 91 5020, F +49 (0) 8341 91 5021
ihg-kf@schwaben.ihk.de

Handelskammer Garmisch-Partenkirchen
Bahnhofplatz 6, D-82362 Weilheim
T +49 (0) 881 925474 0, F +49 (0) 881 925474 10
hofbauer@muenchen.ihk.de

Handelskammer Bad Tölz-Miesbach
Marktplatz 14, D-83607 Holzkirchen
T +49 (0) 8024 9039 21, F +49 (0) 8024 497 22
christoph.schmid@ksk-mbtg.de

Handelskammer Rosenheim
Hechtseestraße 16, D-83022 Rosenheim
T +49 (0) 8031 3800 79, F +49 (0) 8031 32204
klauss@muenchen.ihk.de

Handelskammer Traunstein
Rosenheimer Straße 1, D-83278 Traunstein
T +49 (0) 861 66221, F +49 (0) 861 66317

Handelskammer Berchtesgadener Land
Bahnhofstraße 21 a, D-83435 Bad Reichenhall
T +49 (0) 8651 707620, F +49 (0) 8651 707629

Local organisations in charge of tourist information

Oberstdorf Tourismus
Marktplatz 7, D-87561 Oberstdorf
T +49 (0) 8322 7000, F +49 (0) 8322 700236
info@oberstdorf.de, www.oberstdorf.de

Bad Hindelang Tourismus
Postfach 1152, D-87539 Bad Hindelang
T +49 (0) 8324 8920, F +49 (0) 8324 8055
info@hindelang.net, www.bad-hindelang.net

Pfronten Tourismus
Vilstalstrasse 2, D-87459 Pfronten
T +49 (0) 8363 698 88, F +49 (0) 8363 698 66
info@pfronten.de, www.pfronten.de

Vitales Land Tourismus
ALLGÄU-TIROL Vitales Land, Tiroler Straße 176, D-87459 Pfronten
T +49 (0) 8363 928990, F: +49 (0) 8363 928999
info@vitalesland.com, www.vitalesland.com

Füssen Tourismus
Kaiser-Maximilian-Platz 1, D-87629 Füssen
T +49 (0) 83 62 93 85 0, F +49 (0) 8362 938520
tourismus@fuessen.de, www.fuessen.de

Zugspitz-Region
Richard-Strauss-Platz 1a, D-82467 Garmisch-Partenkirchen
T +49 (0) 88 21 180 484, F +49 (0) 88 21 180 485
info@zugspitz-region.de, www.zugspitz-region.de

Tölzer Land
Gästeinformation Tölzer Land an Isar und Loisach
Prof.-Max-Lange-Platz 1, D-83646 Bad Tölz
T +49 (0) 8041 505 206, F +49 (0) 8041 505 375
tourismus@lra-toelz.de, toelzerland.lra-toelz.de/

Tourismusverband Bayerisches Oberland e.V. (Tegernsee - Schliersee – Wendelstein)
Tegernseer Straße 20a, D-83734 Hausham
T +49 (0) 8026 920700, F +49 (0) 8026 924166
info@die-seele-bayerns.info, http://die-seele-bayern.info

Kur- und Tourismusverband Wendelstein e.V.
Bahnhofstr. 5, D-83075 Bad Feilnbach
T +49 (0) 8066 8870, F +49 (0) 8066/906 844
info@wendelstein-ist-inn.de, www.wendelstein-ist-inn.de

Chiemsee-Infocenter
Felden 10, D-83233 Bernau am Chiemsee
T +49 (0) 8051 96555 0, F +49 (0) 8051 96555 30
info@chiemsee.de, www.chiemsee.de

Tourismusverband Chiemgau e.V.
Landratsamt, D-83276 Traunstein
T +49 (0) 861 58223, F +49 (0) 861 64295
info@chiemgau-tourismus.de, www.chiemgau-tourismus.de

Fremdenverkehrsverband des Berchtesgadener Landes
Königsseer Straße 2, D-83471 Berchtesgaden
fon +49 (0) 86 52 9 67 0, F +49 (0) 86 52 9 67 4 00
info@berchtesgadener-land.com, www.berchtesgadener-land.com

Berchtesgaden Tourismus GmbH
Königsseer Straße 2, D-83471 Berchtesgaden
fon +49 (0) 86 52 9 67 215
F +49 (0) 86 52 9 67 4 02
marketing@berchtesgaden.de, www.berchtesgadener-land.com

Protected area administration

Nationalparkverwaltung Berchtesgaden
Doktorberg 6, D-83471 Berchtesgaden
T +49 (0) 8652 9686 0, F +49 (0) 8652 9686 40
poststelle@nationalpark-berchtesgaden.de,
www.nationalpark-berchtesgaden.de

see also: www.baynet.de

4. Italy

a) National level

National hiking networks

Club Alpino Italiano C.A.I.
Via Petrella 19, I- 20124 Milano
T +39 02 205731, F +39 02205723201

Commissione Centrale per l'escursionismo C.A.I. (CCE)
Via Monteverdi, I-Alessandria
T +39 0131 225379, F +39 0131/225379

Commissione nazionale per i sentieri C.A.I.-
Via B. Kofler 13, I-38050 Cognola (TN)
T +39 0461/231722, F +39 0461/231722
tarci@cr-surfing.net

Collegio nazionale Guide alpine italiane AGAI
Via Petrella 19, I-20124 Milano
T +39 02/29417650, F +39 02/29417650
guidealpi@tiscalinet.it

Centro Turistico Giovanile C.T.G.
Via della Pigna, 13/A, I-00186 Roma RM
T +39 06 6795077, F +39 06 6795078
ctg@ctg.it

Federazione nazionale PRO NATURA
Via Pastrengo,13, I- 10128 Torino
T +39 011 5096618, F +39 011 503155
pronto@arpnet.it

F.I.E. Federazione italiana escursionismo
Via La Spezia,58/R, I- 16149 Genova
T +39 010 414194, F +39 010 463261
fienazit@tin.it

Italia Nostra
Via Porpora,22, I-00198 Roma
T +39 06 8440631, F +39 06 8844634
info@italianostra.org

Touring Club Italiano T.C.I.
C.so Italia,10, I-20122 Milano
T +39 02 85261, F +39 02 8526262
soci@touringclub.it

Trekking Italia
Via Molino delle Armi, 31, I-20123 Milano
T +39 02 8372838, F +39 02 58103866
info@trekkingitalia.com

b) Regional level

Regional organisations in charge of tourism development (Via Alpina partners)

Liguria: Provincia di Imperia
Viale Matteotti 147, I-18100 Imperia
T +39 (0183) 704 337, F +39 (0183) 704 337

Regione Liguria
Ufficio Parchi ed Aree Protette
Via Fieschi 15, I-16121 Genova
T +39 010 548 47 40, +39 010 548 57 54

Piemonte: Regione Piemonte
Assessorato Politiche per la Montagna
Corso Stati Uniti, 21, I-10128, Torino
T +39 (011) 432 59 43, F+39 (011) 432 34 51

Valle d'Aosta: Regione Autonoma Valle d'Aosta
Direzione promozione e sviluppo attività turistiche e sportive,
Piazza Narbonne, 3, I-11000 Aosta
T +39 (0165) 27 27 03, F+39 (0165) 27 22 97

Lombardia: Regione Lombardia
Direzione Generale Qualità dell'Ambiente, Via Stresa 24, I-
20125, Milano
T +39 (02) 6765 45 30, F+39 (02) 6765 5686

Alto Adige: Provincia Autonoma di Bolzano/ Autonome
Provinz Bozen
Ripartizione regente al Turismo 36.3, Via Raiffeisen 5,
I-39100 Bolzano
T +39 (0471) 413780, F +39 (0471) 413789

Trentino: Provincia Autonoma di Trento
Servizio Turismo, Via Romagnosi 9, I-38100 Trento
T +39 (0461) 496535, F +39 (0461) 496 570

Veneto: Provincia di Belluno
Turismo e attività produttive, Via S. Andrea 5, I-32100
Belluno
T +39 (0437) 959 269, F +39 (0437) 950 041

Regione Veneto
Direzione Turismo, Palazzo Sceriman, Cannaregio 168, I-
30121 Venezia
T +39 (041) 2792641, F +39 (041) 2793936

Friuli Venezia Giulia: Regione Autonoma Friuli-Venezia Giulia
Servizio per la Montagna, Via Caccia 17, III piano,
I-33100, Udine
T +39 (0432) 555 476, F+39 (0432) 555 052

Regional organisations in charge of tourism promotion

Liguria: Regione Liguria
Assessorato Regionale al Turismo
Piazza De Ferrari,1, I-16121 Genova
T +39 010 5485024, F +39 010 5704197

Agenzia Regionale per la Promozione Turistica
"In Liguria"
Piazza Matteotti,9, I-16123 Genova
T +39 010530821, F +39 010 5958507
info.inliguria@liguriainrete.it

Piemonte: Regione Piemonte, Assessorato Turismo Sport
Via Magenta,12, I-10128 Torino
T +39 011 4321720, F +39 011 4322655
assessore.turismo@regione.piemonte.it

Valle d'Aosta: AIAT Valle d'Aosta
Piazza Chanoux,45, I-Aosta
T +39 0165 33352, F +39 0165 40532
aptaosta@aostashop.com

Lombardia: Regione Lombardia, Assessorato Turismo,Sport
Via T. Taramelli, 20, I-20124 Milano
T +39 02 67656209 F +39 02 67656137
mariangela_caravaglia@regione.lombardia.it

Alto Adige: Provincia Autonoma di Bolzano/ Autonome
Provinz Bozen
Ripartizione regente al Turismo 36.3, Via Raiffeisen 5,
I-39100 Bolzano
T +39 (0471) 413780, F +39 (0471) 413789

Trentino: Provincia Autonoma di Trento
Servizio Turismo, Via Romagnosi 9, I-38100 Trento
T +39 (0461) 496535, F +39 (0461) 496 570
dip.turismo@provincia.tn.it

Veneto: Regione Veneto
Direzione Turismo, Palazzo Sceriman, Cannaregio 168, I-
30121 Venezia
T +39 0412792644, F +39 0412792601
turismo@regione.veneto.it

Friuli Venezia Giulia: Regione Friuli Venezia Giulia, Direzione Regionale del Turismo
Viale Miramare,19, I-34135 Trieste
T +39 0403775747, F +39 0403775796
commercio.tour@regione.fvg.it

Regional organisations in charge of hiking itineraries

Commissione Centrale per l'escursionismo C.A.I. (Alpi occidentali)
Lungomare Vespucci 14, I-18100 Imperia
T +39 0183/710189, F +39 0183/710189
rallaria@uno.it

Commissione Centrale per l'escursionismo C.A.I. (Alpi centrali)
Via Bona Lombarda 51, I-23037 Tirano (SO)
T +39 0342/701589, F +39 0342/704422
bellesiniguido@tin.it

Commissione Centrale per l'escursionismo C.A.I. (Alpi orientali)
Via Garibaldi 6, I-34078 Sagrado d'Isonzo (GO)
T +39 0481/923555
nicostory@tiscalinet.it

Piemonte: Delegazione regionale C.A.I. Piemonte
c/o Regione Piemonte, Ass.to Montagna, C.so Stati Uniti 21,
I-10128 TORINO
T +39 011/5119460, F +39 011/5119460
cai.piemonte@libero.it

Associazione Grande Traversata delle Alpi
Via Barbaroux 1, I-10122 Torino
T +39 011/5621371, F +39 011/5624477
saspto@tiscalinet.it

Valle d'Aosta: Delegazione regionale C.A.I. Valle d'Aosta
c/o Biblioteca Com.le Verrès, Loc. Quass 28, I-11029 Verrès
(AO)
T +39 0125/929984, F +39 0125/920685

Lombardia: Delegazione regionale C.A.I. Lombardia
c/o CAI Monza, Via Longhi 3, I-20052 Monza (MI)
T +39 039/361485, +39 0362/852300, F +39 0362/852373

Alto Adige: Alpenverein Südtirol A.V.S.
Vintlerdurchgang 16, I-39100 Bolzano/Bozen
+39 0471/978141, +39 0471/980011
gislar@alpenverein.it

Alpine Information A.V.S. (Südtirol/ Alto Adige)
Pfarrpaltz 11, I- 39100 Bolzano/Bozen
T +39 0471/413809, F +39 0471/413889

Delegazione regionale C.A.I. Alto Adige/Suedtirolo
Piazza Erbe 45, I-39100 Bolzano/ Bozen
T +39 0471/981391, F+39 0471/979915

Veneto: Delegazione regionale C.A.I. Veneto
S.Marco 1672, I-30123 Venezia
T +39 041/989262, F +39 041/5225407
Delegazione regionale C.A.I. Friuli Venezia Giulia
c/o Soc. Alpina Friulana, Via Odorico da Pordenone 3, I-
33110 Udine
T/F +39 0432/504290

c) Local level

Local organisations in charge of tourism promotion

Piemonte:
ATL Turismo Torino
Via Bogino,8, I-10121 Torino
T +39 011 8185011, F +39 011 883426
info@turismotorino.org

ATL del Canavese e Valli di Lanzo
C.so Vercelli,1, I- 10015 Ivrea
T +39 012 5618131, F +39 012 5618140
info@canavese-vallilanzo.it

ATL Pinerolo Montagnedoc
Via v.le Giolitti, 7/9, I- 10064 Pinerolo
T +39 012 1795589, F +39 012 1794932
pinerolo@montagnedoc.it

ATL Biella
Piazza Vittorio Veneto, 3, I-13900 Biella
T +39 015 351128, F +39 015 34612
info@atl.biella.it

IAT Cuneo
Via Roma,28, I-12100 Cuneo
T +39 017 1693258, F +39 017 1693258
turismoacuneo@tin.it

ATL Novara
Baluardo Quintino Sella,40, I-28100 Novara
+39 032 1394059, F +39 032 1631063
novaraatl@tin.it

ATL Stresa, Ossola, Mergozzo, Maggiore,Orta
Via Principe Tomaso,70/72, I-28838 Stresa
T+ +39 032 330416, F +39 032 3934335
infoturismo@distrettolaghi.it

ATL Ossola
Via Giovanni XXIII,1, I-28845 Domodossola
T +39 032 4482541, F +39 032 4227277
infossola@distrettolaghi.it

ATL Orta
Via Panoramica, I-28016 Orta San Giulio
T +39 032 2905163, F +39 032 2905273
inforta@distrettolaghi.it

ATL Turismo Valsesia Vercelli
Piazza Grober,1, I-13021 Alagna Valsesia
T +39 016 3922988, F +39 016 391202
C.so Roma 38, I- 13019 Varallo
T +39 016 3564577, F +39 016 353091
atlvarallo@libero.it

IAT Sauze
Piazza Assetta,18, I-10050 Sauze d'Oulz
T +39 012 2858009, +39 012 2850700
sauze@montagnedoc.it

Promocuneo
Via XX Settembre,19, I-12100 Cuneo
T +39 017 1698388, F +39 017 1698388
promocuneo@tin.it

Valle d'Aosta

Les Amis Du Paradis
Via Burgeois,33, I-11012 Cogne (AO)
T +39 0165 74835, F +39 0165 74050
amisdu@tiscalinet.it

La Valle del Monte Bianco
Piazzale Monte Bianco,10, I-11013 Courmayeur
T +39 0165 842370, F +39 0165 842831
courmayeurincoming@libero.it

Lombardia:

APT Milano
Via Marconi,1, I-20123 Milano
T +39 02 72524301, F +39 02 72524350
apt.info@libero.it

APT Bergamasco
Viale Vittorio Emanuele,20, I-24121 Bergamo
T +39 035 213185, F +39 035 230184
apbtbg@apt.bergamo.it

APT Bresciano
Corso Zanardelli,38, I-25121 Brescia
T +39 030 45052, F +39 030 293284
apt.brescia@tin.it

APT Comasco
Piazza Cavour,17, I-22100 Como
T +39 031 3300111, F +39 031261152
lakecomo@tin.it

APT Lecchese
Via Nazario Sauro,6, I-23900 Lecco
T +39 034 1369390, F +39 034 1286231
info@aptlecco.com

APT Valtellina
v.C.Battisti,12, I-23100 Sondrio
T +39 034 2512382, F +39 034 2212590
aptvaltellina@provincia.so.it

APT Livigno
Via Dala Gesa 497°, I-23030 Livigno
T +39 034 2996379, F +39 034 2996881
info@aptlivigno.it

Associazione Sport e Turismo
Via Vanoni,38, I-23020 Caspoggio
T +39 034 2453536, F +39 034 2453736
as.caspoggio@tiscali.it

Consorzio Teglio Turismo
Piazza S.Eufemia,6, I-23036 Teglio
T +39 034 2782000, F +39 034 2783612
info@teglioturismo.it

Alto Adige:

Alto Adige Marketing
Piazza Parrocchia,11, I- 39100 Bolzano
+39 0471 999835, +39 0471 999800
smg.direction@suedtirol.info

Consorzio Turistico Alta Badia
Col Alt, 36, I- 39033 Corvara in Badia
T +39 0471 836176, F +39 0471 836540
info@altabadia.org

Consorzio Turistico Alta Pusteria
Piazza del Magistrato,1, I-39038 San Candido
T +39 0474913156, F +39 0474914361
info@altapusteria.net

Consorzio Turistico Crontur
Via Michael Pacher,11/A, I-39031 Brunico
T +39 0474555447, F +39 0474530018
info@kronplatz.com

Consorzio Turistico Il Giardino del Sudtirolo
Via Pillhof,1, I-30010 Frangarto
T +39 0471 633488, F +39 0471 633367
info@suedtrolls-sueden.info

Consorzio turistico Meraner Land
Via Palade,95, I-39012 Merano
T +39 0473200443, F +39 0473200188
info@meranerland.com

Consorzio Turistico Rosengarten - Latemar
Via Ponte Nova di Sotto, 9/b, I-39050 Ponte Nova
T +39 0471 610310, F +39 0471 610317
info@rosengarten-latemar.com

Consorzio Turistico Val Gardena
Via Dursan,78/b, I-39047 Santa Cristina Valgardena
T +39 0471 792277, F +39 0471 792235
info@valgardena.it

Consorzio turistico Val Venosta
Via dei Cappuccini,10, I- 39028 Silandro
T +39 0473620480, F +39 0473620481
vinschgau@suedtirol.com

Consorzio turistico Valle Isarco
Bastioni Maggiori 26/a, I-39042 Bressanone
T +39 0472802232, F +39 0472801315
info@valleisarco.info

Consorzio Turistico Valli di Tures e Aurina
Via Aurina,95, I-39030 Cadi Pietra
T +39 0474652081, F +39 0474652082
info@tures-aurina.com

Comitato turistico Alta Val di Non
via Centro,2, I-39040 Lauregno
T +39 0463530088, F +39 0463532100
info@altavaldinon.info

Associazione turistica San Leonardo in Passiria
Via Passiria, 40, I-39015 San Leonardo in Passiria
T +39 0473656188, F +39 0473656624
info@valpassiria.it

Trentino:

Trentino Spa
Via Romagnoli,11, I-38100 Trento
T +39 0461 839000, F +39 0461 260277
info@trentino.to

Apt Altopiano di Pinè Valle di Cembra
Piazza Toniolli,2, I-38034 Cembra
T +39 0461 683110, F +39 0461 683257
infocembra@aptpinecembra.it

APT Lagorai Valsugana Orientale e Tesino
Via Dante,10, I-38053 Castello Tesino
T +39 0461 593322, +39 0461 593306
apt@lagorai.tn.it

APT Predazzo
Via C.Battisti, 4, I- 38037 Predazzo
T +39 0462501237, F +39 0462502093
info.predazzo@valdifiemme.info

APT S.Martino di Castrozza e Primiero
Via Passo Rolle,165, I-38058 San Martino di Castrozza
T +39 0439768867, F +39 0439768814
info@sanmartino.com

APT Trento
via Mancì,2, I-38100 Trento
T +39 0461983880, F +39 0461232426
informazioni@apt.trento.it

APT Val di Fassa
Streda de Doleda 10/b, I-38032 Canazei
T +39 0462602466, F +39 0462602278
info@fassa.com

APT Val di Non
Via Roma,21, I-38013 Fondo
T +39 0463830133, F +39 0463830161
info@valledinon.tn.it

APT Valli di Sole,Pejo e Rabbi
Viale Marconi,7, I-38027 Malè
T +39 0463901280, F +39 0463901563
info@valdisole.net

Federazione Trentina Consorzi Pro Loco
Via Garibaldi,3, I-38100 Trento
T +39 0461239006, F +39 0461239006
federazione.proloco@trentino.to

Consorzio Turistico Giudicarie Centrali
Via D.Chiesa,3, I-38079 Tione
T +39 0465323090, F +39 0465324140
info@valligiudicarie.it

Consorzio Pro Loco Le Maddalene Val di Non
Fraz.Marcena,36, I-38020 Rumo
T +39 0463530310 F +39 0463531200
info@maddalene.it

Consorzio Pro Loco Valle dei Mocheni
Località Pintarei,75/A, I-38050 Sant'Orsola Terme
T +39 0461551440, F +39 0461551030
info@valledeimocheni.it

Consorzio Turistico Valle del Vanoi
p.zza Vittorio Emanuele III,6, I-38050 Canal San Bovo
T +39 0439719041, F +39 0439719041
vanoiv@vanoiv.it

IAT Feltre
Piazzetta Trento e Trieste,9, I-32032 Feltre
T +39 04392540, F +39 04392839
feltre@infodolomiti.it

Veneto:
IAT Belluno
Piazza Duomo,2, I-32100 Belluno
T +39 0437940083, F +39 0437940073
belluno@infodolomiti.it

IAT Agordo (Belluno)
Via XVII Aprile, 5/a, I-32021 Agordo
T +39 043762105, T +39 043765205
agordo@infodolomiti.it

IAT Arabba (Belluno)
Via Boè-Arabba,3, I-32020 Arabba
T +39 043679130, F +39 043679300
arabba@infodolomiti.it

IAT Auronzo (Belluno)
Via Roma,10, I-32041Auronzo
T +39 04359359, F +39 0435400161
auronzo@infodolomiti.it

IAT Sappada (Belluno)
Borgata Bach,11, I- Sappada
T +39 0435469131, F +39 043566233
sappada@infodolomiti.it

Consorzio Dolomiti
c/o Ascom piazza dei Martiri,16 I- 32100 Belluno
T +39 0437941148, F +39 0437944202
consorziodolomiti@dolomiti.it

Friuli-Venezia Giulia:
AIAT – IAT Trieste
Piazza Unità d'Italia,4/b, I-34121Trieste
T +39 0403478312, F +39 0403478320
info@triestetourism.it

AIAT-IAT Aliviano (Pordenone)
Piazza Duomo,1, I- 33081 Aliviano
T +39 0434651888, F +39 0434660348
info@piancavallo.com

Ufficio Promozione Turistica Udine
Piazza 1° Maggio,7, I-33100 Udine
T +39 0432295972, F +39 0432504743
arpt_ud1@regione.fvg.it

Ufficio Promozione Turistica Cividale del Friuli (Udine)
Corso Paolino d'Aquileia,4, I-33043 Cividale del Friuli
T +39 0432731461, F +39 0432731398
arpt_cividale2@regione.fvg.it

Ufficio Promozione Turistica Tarvisio (Udine)
Via Roma,12, I-33018 Tarvisio
T +39 04282135, F +39 04282972
apt@tarvisiano.org

Consorzio FriulAlberghi
Viale Trigesimo, 266, I-33100 Udine
T +39 0432470884, F +39 0432487134
friulalberghi@friulalberghi.it

5. Liechtenstein

National hiking network

Liechtensteinische Wanderwege
c/o Amt für Wald, Natur und Landschaft, Dr. Grass-Strasse
10, FL- 9490 Vaduz
T +423 236 64 03, F +423 236 64 11
ewald.oehry@awnl.llv.li, www.awnl.llv.li

National tourism promotion organisation

Liechtenstein Tourismus
Städtle 37, FL- 9490 Vaduz
T +423 239 63 00, F +423 239 63 01
touristinfo@liechtenstein.li, www.tourismus.li

Local tourism promotion organisation

Malbun Tourist Office
FL- 9497 Triesenberg-Malbun
T +423 263 65 77
malbuninfo@tourismus.li

6. Monaco

National hiking network

Club Alpin Monégasque
12 avenue des Castelans, MC- 98000 MONACO
T +377 97 70 53 99

National organisation in charge of tourism

Direction du Tourisme et des Congrès
2a, Bd des Moulins, Monte Carlo, MC- 98030 Monaco cedex
T +377 92166116, F +377 92166000
dte@monaco-tourism.com

Other national organisation in charge of quality

Association Qualité Monaco
"Le régina", 13, Bd des Moulins, MC 98000 MONACO
info@groupeexpression.com

National organisations in charge of sustainable development and the environment

Département des Travaux publics et affaires sociales
Ministère d'Etat, Place de la visitation, MC- 98000 MONACO
T +377 93 15 80 00
www.gouv.mc

Bureau de la Coopération Internationale
9 rue Princesse Marie de Lorraine, Monaco-Ville MC- 98000 MONACO
T +377 93 15 89 63 /-87 89 /-45 84, F +377 97 77 73 22
coopint@troisseptsept.mc

7. Switzerland

a) National level

National accommodation and catering networks

Hotelleriesuisse
Monbijoustrasse 130, Postfach, CH-3001 Bern
T +41 (0) 31 370 41 11, F +41 (0) 31 370 44 44
info@swisshotels.ch, www.swisshotels.ch

Gastrosuisse
Blumenfeldstrasse 20, CH-8046 Zürich
T +41 (0) 1 377 51 11, F +41 (0) 1 371 89 09
info@gastrosuisse.ch, www.gastrosuisse.ch

Schweizer Jugendherbergen SJH
Schaffhauserstrasse 14, Postfach, CH-8042 Zürich
T +41 (0) 1 360 14 14, F +41 (0) 1 360 14 60
marketing@youthhostel.ch, www.youthhostel.ch

National organisations in charge of tourism

Schweiz Tourismus ST
Tödistrasse 7, Postfach, CH-8002 Zürich
T +41 (0) 1 288 11 11, F +41 (0) 1 288 12 05
info@switzerland.com, www.myswitzerland.com

Schweizer Tourismusverband
Finkenhübelweg 11, Postfach 8275, CH-3001 Bern
T +41 (0) 31 307 47 47, F +41 (0) 31 307 47 48
stv@swisstourfed.ch, www.swisstourfed.ch

National hiking networks

Schweizer Wanderwege SAW/FSTP/FSS
Im Hirshalm 49, CH-4125 Riehen
T +41 (0) 61 606 93 40/-46, F +41 (0) 61 606 93 45
info@swisshiking.ch, www.swisshiking.ch

Schweizer Alpen-Club SAC/CAS
Monbijoustrasse 61, Postfach CH-3000 Bern 23
T +41 (0) 31 370 18 18, F +41 (0) 31 370 18 00
info@sac-cas.ch, www.sac-cas.ch

National public transport networks

Schweizerische Bundesbahnen SBB
Brückfeldstrasse 16, CH-3030 Bern
T +41 (0) 51 220 11 11, F +41 (0) 51 220 28 91
railinfo@sbb.ch, www.sbb.ch

Postauto Schweiz
Viktoriastrasse 21, CH-3030 Bern
T +41 (0) 31 328 31 11, F +41 (0) 31 311 03 10
info@post.ch, www.post.ch

Seilbahnen Schweiz SBS
Dählhölzliweg 12, Postfach, CH-3000 Bern 6
T +41 (0) 31 359 23 33, F +41 (0) 31 359 23 10
info@seilbahnen.org, www.seilbahnen.org

b) Regional level

Regional organisations in charge of tourism promotion

Ostschweiz: Tourismusverband Ostschweiz
Bahnhofplatz 1a, Postfach CH-9001 St. Gallen
T +41 (0) 71 227 37 37, F +41 (0) 71 227 37 67
info@ostschweiz.ch, www.ostschweiz-i.ch

Graubünden: Graubünden Ferien
Alexanderstrasse 24, CH-7001 Chur
T +41 (0) 81 254 24 24, F +41 (0) 81 254 24 00
contact@graubuenden.ch, www.graubuenden.ch

Glarus: Glarnerland Tourismus
Glarnerland A3, CH-8867 Niederurnen
T +41 (0) 55 610 21 25, F +41 (0) 55 610 28 26
www.glarnerland.ch, info@glarnerland.ch

Ticino: Ticino Turismo
Via Lugano 12, C.P. 1441, CH- 6501 Bellinzona
T +41 (0) 91 825 70 56, F +41 (0) 91 825 36 14
info@ticino-tourism.ch, www.ticino-tourism.ch

Vaud: Office du Tourisme du canton de Vaud
C.P. 164, CH-1000 Lausanne 6
T +41 (0) 21 613 26 26, F +41 (0) 21 613 26 00
lake.geneva.reg@fastnet.ch, www.lake-geneva-region.ch

Valais: Valais Tourisme
Maison Du Valais, C.P. 1469, CH-1951 Sion
T +41 (0) 27 327 35 70, F +41 (0) 27 327 35 71
info@valaistourism.ch, www.matterhornstate.com

Regional organisations in charge of hiking itineraries

St. Gallen: Kantonal st.gallische Wanderwege
Toggenburgerstrasse 20, CH-9652 Neu St. Johann
T +41 (0) 71 994 29 11, F +41 (0) 71 994 29 13
info@sg-wanderwege.ch, www.sg-wanderwege.ch

Graubünden: BAW Bündner Wanderwege
Kornplatz 12, CH-7000 Chur
T +41 (0) 81 258 34 00, F +41 (0) 81 258 34 01
info@buendnerwanderwege.ch,
www.buendnerwanderwege.ch

Glarus: Glarner Wanderwege
Rain 1, CH-8753 Mollis
T +41 (0) 55 622 36 11, F +41 (0) 86 079 405 71 87
info@glarnerwanderwege.ch, www.glarnerwanderwege.ch

Uri: Urner Wanderwege
Stiege 5, CH-6460 Altdorf
T +41 (0) 41 871 09 42, F +41 (0) 41 871 11 43
mail@i-uri.ch, www.i-uri.ch

Ticino: Associazione ticinese per i sentieri escursionistici
Contrada Cav. Pellanda 4, CH-6710 Biasca
T +41 (0) 91 862 33 27, F +41 (0) 91 862 42 69
info@atse.ch, www.atse.ch

Nidwalden: Nidwaldner Wanderwege
CH-6370 Stans
T +41 (0) 41 610 68 31, F +41 (0) 41 610 91 07
info@nidwaldnerwanderwege.ch,
www.nidwaldnerwanderwege.ch

Obwalden: Obwaldner Wanderwege
Gartenstrasse 41, CH-6060 Sarnen
T +41 (0) 41 660 30 22
gloisburch@bluewin.ch

Bern: Berner Wanderwege BWW
Moserstrasse 27, Postfach, CH-3000 Bern 25
T +41 (0) 31 340 01 11, F +41 (0) 31 340 01 10
info@bernerwanderwege.ch, www.bernerwanderwege.ch

Vaud: Association vaudoise de tourisme pédestre
Place Grand St-Jean 2, CH-1003 Lausanne
T +41 (0) 21 323 10 84
avtp@bluewin.ch, www.avtp.ch

Valais: Valrando
rue Pré-Fleuri 6, case postale 23, CH-1951 Sion
T +41 (0) 27 327 35 80, F +41 (0) 27 327 35 81
info@valrando.ch, www.valrando.ch

c) Local level

Local organisations in charge of tourism promotion

Graubünden:
Avers Tourismus, CH-7447 Avers
T +41 (0) 81 667 11 67, F +41 (0) 81 667 12 02
avers@viamalaferien.ch, www.viamalaferien.ch

Klosters Tourismus
CH-7250 Klosters
T +41 (0) 81 410 20 20, F +41 (0) 81 410 20 10
info@klosters.ch, www.klosters.ch

Maloja Tourismus
CH-7516 Maloja
T +41 (0) 81 824 31 88, F +41 (0) 81 824 36 37
info@maloja.ch, www.maloja.ch

San Bernardino Turismo
CH-6565 San Bernardino
T +41 (0) 91 832 12 14, F +41 (0) 91 832 11 55
info@sanbernardino.ch, www.sanbernardino.ch

Scuol Tourismus
CH-7550 Scuol
T +41 (0) 81 861 22 22, F +41 (0) 81 861 22 23
info@scuol.ch, www.scuol.ch

Valposchiavo Turismo
CH-7742 Poschiavo
T +41 (0) 81 844 05 71, F +41 (0) 81 844 10 27
info@valposchiavo.ch, www.valposchiavo.ch

Ticino:
Biasca e Riviera Turismo
Cotrada Cav. Pellanda 4, CH-6710 Biasca
T +41 (0) 91 862 33 27, F +41 (0) 91 862 42 69
Info@biascaturismo.ch, www.biascaturismo.ch

Vallemaggia Turismo
CH-6673 Maggia
T +41 (0) 91 753 18 85, F +41 (0) 91 753 22 12
info@vallemaggia.ch, www.vallemaggia.ch

Nidwalden/ Obwalden:
Vierwaldstättersee Tourismus
Bahnhofplatz 4, CH-6371 Stans
T +41 (0) 41 610 88 33, F +41 (0) 41 610 88 66
info@lakeluzern.ch, www.lakeluzern.ch

Sarnen Tourismus
Hofstrasse 2, CH-6060 Sarnen
T +41 (0) 41 666 50 40, F +41 (0) 41 666 50 45
info@sarnen-tourism.ch, www.sarnen-tourism.ch

Bern:
Adelboden Tourismus
CH-3715 Adelboden
T +41 (0) 33 673 80 80, F +41 (0) 33 673 80 92
info@adelboden.ch, www.adelboden.ch

Grindelwald Tourismus
CH-3818 Grindelwald
T +41 (0) 33 854 38 18 12 12, F +41 (0) 33 854 12 10
touristcenter@grindelwald.ch, www.grindelwand.com

Interlaken Tourismus
CH-3800 Interlaken
T +41 (0) 33 826 53 00, F +41 (0) 33 826 53 90
mail@interlakentourism.ch, www.interlakentourism.ch

Kandersteg Tourismus
CH-3718 Kandersteg
T +41 (0) 33 675 80 80, F +41 (0) 33 675 80 81
info@kandersteg.ch, www.kandersteg.ch

Meiringen-Haslital Tourismus
CH-3860 Meiringen
T +41 (0) 33 972 50 50, F +41 (0) 33 975 50 55
info@alpenregion.ch, www.alpenregion.ch

Saanenland Tourismus
CH-3780 Gstaad
T +41 (0) 33 748 81 81, F +41 (0) 33 748 81 33
gst@gstaad.ch, www.gstaad.ch

Wengen-Mürren Tourism
CH-3823 Wengen
T +41 (0) 33 855 14 14, F +41 (0) 33 855 30 60
info@wengen.ch, www.wengen-muerren.ch

Vaud:
Diablerets Tourisme
CH-1865 Les Diablerets
T +41 (0) 24 492 33 58, F +41 (0) 24 492 23 48
info@diablerets.ch, www.diaablerets.ch

Valais:
Goms Tourismus, CH-3984 Fiesch
T +41 (0) 27 970 10 70, F +41 (0) 27 970 10 75
Tourismus@goms.ch, www.goms.ch

Leukerbad Tourismus
CH-3954 Leukerbad
T +41 (0) 27 472 71 71, F +41 (0) 27 472 71 51
info@leukerbad.ch, www.leukerbad.ch

Office du Tourisme
CH-1920 Martigny
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www.martignytourism.ch, info@martignytourism.ch