



Tourism as a major opportunity to reach a sustainable development

Examples from Canton du Valais

November 16th 2007 – Florence, Italy

Euromeeting – sviluppo del turismo sostenibile

Eric Nanchen, Executive Director FDDM



Presentation

- Geographical situation
- FDDM fields of expertise
- Tourism, sustainability and territorial development
- Challenges and issues

Switzerland - canton Valais





Canton Valais





FDDM

Agendas 21



Cooperation



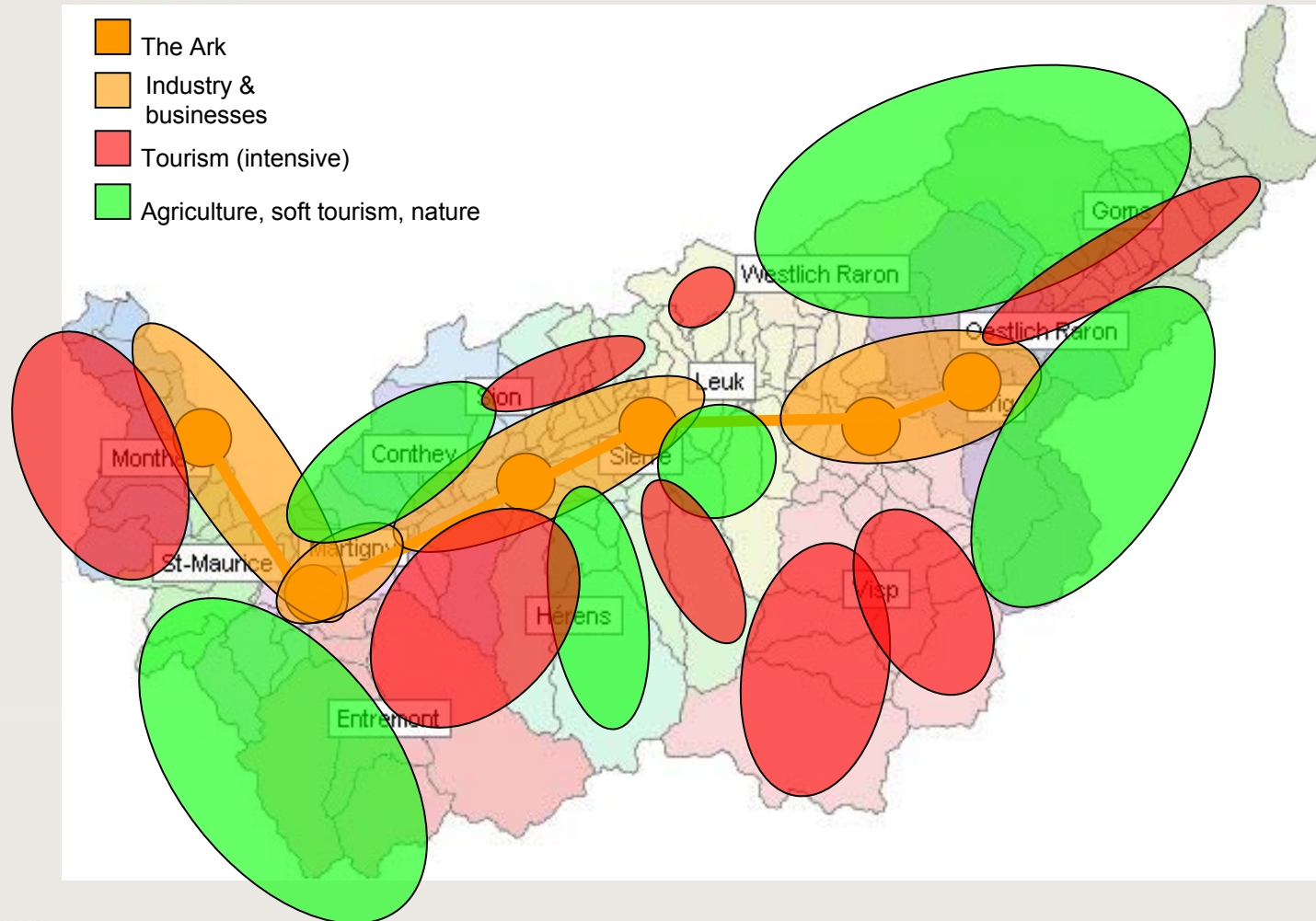
Education



Events



Territorial development





Territorial development

	Industry Technology Big companies	Tourism (intensive)	Agriculture Tourism (soft) Habitat/Craft /Parks
Territorial setting	Cities and regional centers	Mountain resorts	Rural areas and suburbs
Legal frame	Law on economic development	Law on tourism	Law on agriculture and rural areas
Tool	The Ark (Transfer of technology and knowhow in the industry)	- in tourism	- in rural areas - Public Management

← Regional politic and transboundary cooperation →



A vision

Objectives:

- **Economy:** increase the added value
- **Social:** create working places in mountain regions and valorize the culture
- **Environment:** increase the awareness
- **Quality:** improve the services
- **Security:** manage the risks



Protected Areas



**UNESCO
World heritage
Aletsch**

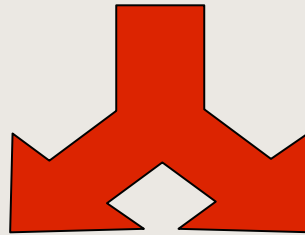
Regional Park Pfyn-Finges



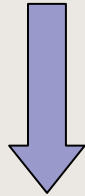
Know-how



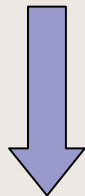
The Ark



Training

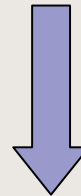


Swiss school of tourism

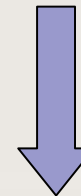


Bachelor of science
HES-SO in tourism

R&D



Economy and Tourism Institute



Section Tourism
Management



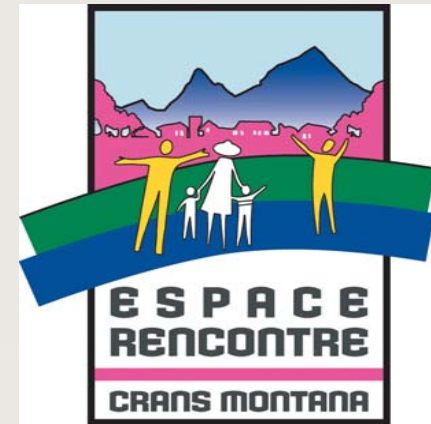
Resorts

Action plan environment and health (Crans-Montana):

4 main axes

- Mobility and wellbeing
- Nature and wellbeing
- Habitat and wellbeing
- Education and communication

15 projects



<http://www.paes-crans-montana.ch/>

« Valais Excellence »

A platform for a sustainable development



Valais Excellence: an innovative management tool to implement sustainability in the core of SMEs.



Identity Portrait

Main values

Humanness



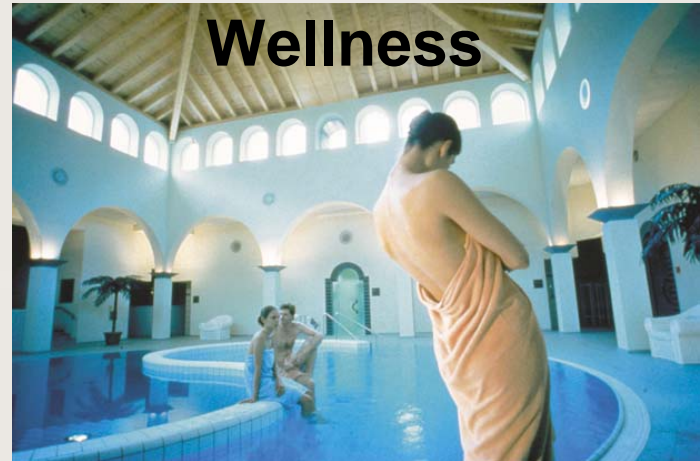
Action



Quality



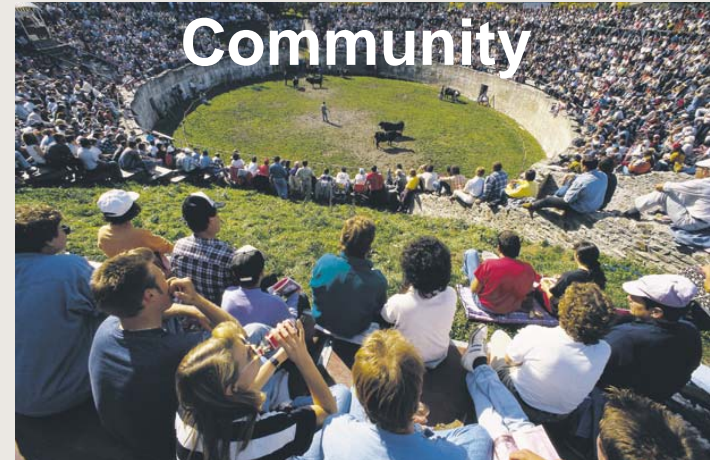
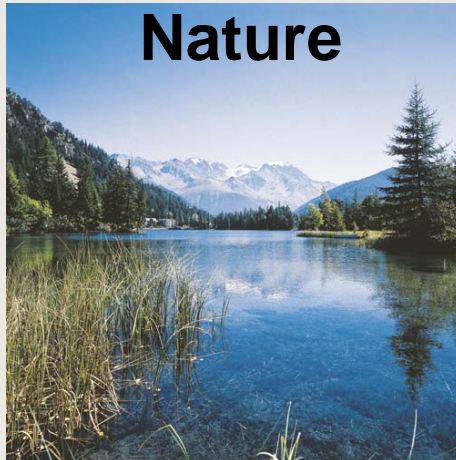
Wellness





Identity Portrait

Complementary Values





Challenges





Conclusion

- Take a holistic and integrated approach
- Plan for the long term
- Achieve an appropriate pace and rhythm of development
- Involve all stakeholders
- Use best available knowledge
- Set and respect limits



Thank you !

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