Local Actors‘ Involvement to Develop Scenarios of a Sustainable Future for Landscape and Society –

The Montafon Experience

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Brief Project Description

Project environment:

*mountain.scapes*: Part of ProVision project *future.scapes* of the Bundesministerium für Wissenschaft und Forschung

*future.scapes*: Three case studies with differing situations:

*agri.scapes*: KAMPTAL - Transition in agriculture in a rural region

*urban.scapes*: STEYR - Globalisation and structural change in a industrial, urban region

*mountain.scapes*: MONTAFON - Climate change and globalisation in an Alpine tourist region

Major aims of *future.scapes*:

- To understand possible impacts of Global Changes on societies and landscapes,
- To discuss them, and
- To develop adaptation strategies in collaboration with the local community.
The Montafon Region

- Alpine Valley, 39 km
- 11 municipalities with an overall population of 17'500
- Economic structure dominated by tourism industry (> 30 % of jobs, but proportion decreasing)
- Overnight stays in winter about 2 times the summer stays
- Traditional Alpine landscape
Global Transitions affecting the Montafon and its landscape

> Global Transitions

Climate change:
- Snow reliability and duration of the snow cover as a major resource of local tourism industry

Globalisation:
- International pressures in the tourism industry and in agriculture

Society:
- Life style changes, e.g. leading to difficulties in succession planning in farming, or household sizes, or increased mobility

>> Landscape Change:

- Settlement extension, change of agricultural land use, re-growth of forest

>>> Possible impacts on regional welfare:

- Appearance and attraction of traditional landscape
- Employment and income, mainly in summer tourism
- Regional identity
Methodological Approach

(0) Preparation of a Land Use Change Model with respect to
  • socio-demographic transition
  • tourism development
  • climate change

  ➞ Spatially explicit Land Use Modelling

(1) Workshops 1 with local stakeholders to develop future scenarios

(2) Scenario simulations

(3) Workshop 2 to present and discuss the simulation results,

(4) And to formulate a vision for the region and establishment of strategies for a sustainable development within the region
The Land Use Model & Simulations
(Gebetsroither & Loibl)

Situation 2002: Hochjoch, Kristberg
The Land Use Model & Simulations
(Gebetsroither & Loibl)

Simulation 2030:
+ settlement expansion
+ forest regrowth on abandoned agricultural land
The Land Use Model & Simulations
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Simulation 2030:
+ settlement expansion
+ forest regrowth on abandoned agricultural land
+ climate impact on treeline
1st Workshop January 19, 2007: Scenario Development

Three focus groups: Population/Settlement, Tourism/Economy, Environment/Landscape

(1) System Analysis

(2) Scenario Development

Workshop 1: January 19, 2007

[Image of workshop participants]

[Diagram showing system analysis and scenario development]
Scenarios

Large similarities between the scenarios of all three groups.

Positive Scenario:
• Snowy winters and warm summers
• High-quality, culture and eco-tourism
• Conservation of the mountain agriculture through area-bound subsidies

⇒ Effects on the local economy, the local community and the landscape according to system graphs

Negative Scenario:
• Snowless winters and rainy summers
• Budget tourism / „Ballermann“ reputation / decrease in tourism
• Increase in second homes
• Decrease in mountain agriculture

⇒ Effects on the local economy, the local community and the landscape according to system graphs

But…

⇒ Most likely, this will not happen. Necessity to acknowledge global change.
⇒ The scenarios are pretty general and do not represent the region’s specific situation.
Outline

(1) Weighting of key factors >> focus of workshop

(2) Specification of the abstract system analyses and structuring of the situation and on-going transitions

(3) Formulation of a “vision” for the Montafon with respect to global change

(4) Development of strategies and measures
Weighting of key factors

Tourism as focus point of 2nd workshop.
Specification of the system with focus on tourism

Tourism Montafon Region

Summer Tourism
- Hiking, mountain biking etc.
- Successful education activities, e.g. on mountain/protection forest
- Mainly driven by small businesses

High-Tech Skiing Tourism
- Large companies involved
- Regional economy still depends on tourism
- Population tired of tourism
- 40% of overnight stays in private accommodation
- Traffic volume < day trippers, commuting
- Partly decoupled from regional value-added chains

Event Tourism
- No option

Job Opportunities outside the Region

Tourism Monafon Region
Climate change

Tourism Montafon Region

Alternative / Soft / Summer Tourism
- Decreasing interest in winter sports
- Decreasing snow reliability
- Great investments for artificial snow making
- Retreat in areas of great height and north facing slopes

High-Tech Skiing Tourism
- demand
- offer require
- contribute, but large potential to improve
- main actors

Event Tourism

Tourism Montafon Region

Accommodations, 4**** Hotels

Private Boarding Houses

Private Households

Jobs

Day Trippers

Regional Value Added

Traffic

Support

Additional income on the farm

Summer Activities: nature educ., sports, arts...

Farn Holidays

High-Tech Skiing Tourism

Job Opportunities outside the Region

One option

Support

Farn Holidays

Job Opportunities outside the Region

Support

Additional income on the farm

Summer Activities: nature educ., sports, arts...

Farn Holidays

High-Tech Skiing Tourism

Job Opportunities outside the Region

Support

Additional income on the farm

Summer Activities: nature educ., sports, arts...

Farn Holidays

High-Tech Skiing Tourism

Job Opportunities outside the Region

Support

Additional income on the farm

Summer Activities: nature educ., sports, arts...

Farn Holidays
Tourism as an attractive opportunities (rather than necessity) for the region.

All-year-round overnight tourism with “winter holidays” (instead of “skiing holidays”) and ”cool mountains” in summer.

Smaller, high-quality skiing areas (limited day-tripping).

Tourism supports regional production chains and a more divers regional economy.

Overall, tourism is less dominant within the regional economy.
Transition Strategies & Measures

„professionalisation“

(1) Information, education, qualification
(2) Quality Management → checked by independent organisation
(3) Improved Branding, connecting the relatively „traditional“ state of the region tourism with a positive connotation, e.g. „Back to the Roots“.

„smart shrinking of skiing industry“

(1) Retreat of skiing areas in snow-save areas with ensured quality standards
(2) Yield management and rationing of day skiing passes

„improved integration of local production chains“

(1) Use of local products

„diverse, all-year-round activities‘ portfolio“

(1) Diversification of options in winter
(2) Better communication of activities‘ portfolio
Conclusions

A) The positive scenarios weren’t very innovative, but rather nostalgic.

B) The negative scenarios contained a lot more information about reality and fears within the regions.

C) A more detailed, but less formal way to describe the situation within the region was necessary to develop a vision for a sustainable future of tourism.

D) Based on this, adaptation and transition strategies could be developed.

E) Land use change was an important trigger for the discussion, but played a minor role in the future strategies.
Thank you for your attention!

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