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### PAPER TITLE:

Alpine Tourism: Image and Reality

### PAPER ABSTRACT:

Management decisions concerning the use and development of alpine areas should be based on sound data on the relevance of different touristic activities. Media coverage on alpine tourism tends to over-emphasize the relevance of so called trend sports such as canyoning, waterfall climbing or downhill-biking and thus creates a public image which does not represent the reality: The majority of mountain tourists pursue very traditional activities, and they are also sceptic towards new developments. In particular, classical mountaineering is mostly performed by mid-aged and older people, whose attitudes are very much oriented on traditional ideals such as free access to the landscape and a low level of commercialisation. Marketing activities in order to address new user groups might cause conflicts with this traditional community of mountain tourists. In order to secure a sustainable future of alpine tourism there is a need for integrated development approaches with a focus on communicating all aspects of sustainability to all relevant groups of stakeholders.