Technical Conclusions

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In order to differentiate, authenticity is key when developing new or convert existing accommodation facilities.

An authentic product can be reached by incorporating local architecture, local materials, local food or local habits.

Successful mountain tourism projects aim at combining international standards with authentic local elements.

Authenticity is also important in the re-positioning process of many accommodation facilities/chains.

Authenticity is also a key element to make your guests ambassadors for your facility.
More and more travellers are seeking for unique and authentic experiences during their holidays

As a consequence tourism stakeholders should focus more on creating experiences rather than standardized solutions

Large tourism companies – like Airbnb – already realized the market opportunities for selling experiences

Accommodation facilities in mountain destinations should try to offer remarkable mountain views as often as possible

In our high-tech world, tourists increasingly search for nature/wilderness/quietness – an advantage for mountain destinations
Key word: Innovation

1. Stakeholders can benefit from new IT-solutions, but need to pay attention to the topic in order to choose the right ones.

2. The integration of user generated (visual) content can be very useful for tourism companies.

3. One of the challenges for the tourism industry is to convert „big data“ into „smart data“.

4. The digitalization of customers is not an option for tourism companies but a „must have“.

5. „Smart tourism destinations“ – inspired by the concept of „smart cities“ – are the future.
To ensure a sustainable quality it is important to listen to stakeholders, customers AND the local community.

To convert „cold beds“ into „hot beds“ is an important topic in many mountain destinations.

(National) quality labels can help to increase the quality level in the tourism industry.

New educational programs for stakeholders and students are crucial to increase the quality in mountain tourism.

In the years to come the main goal for many mountain tourism destinations will be quality and not quantity.