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„Impact Analysis of large-scale Tourism Resorts in Alpine Areas
A Chance for Cultural Landscape in Rural Areas?“

Abstract:

The current study shows a noticeable trend in Austrian and Swiss alpine region, which demonstrates that in the most recent years more and more resorts have been planned and built. The pristine small structured tourism, which attributes to the historic development is being changed or partly disappeared gradually. This trend gives economic impulse to the alpine commune, which exists exclusively from the tourism industry. However there are a lot of culture consequences and problems to be observed. Compared to the economic consequences, these consequences and problems are more far-reaching and sustainable for the future development. The external impacts of the resort on the commune and their relationship will be illustrated in the following figure (Fig.1). In Fig.1, the impulse “Tourism Project Resort” on a corner of the pentagon will cause chain reaction of the whole system within a certain region, which breaks the existing stable system.

It is much more difficult to find out a suitable method to quantify social and culture impacts of resort tourism than economic impacts. This paper will try to differentiate the social and culture impacts in different aspects: social structure, culture, art and tradition, as well as custom and morals.

According to the investigation and the analysis, the conclusion is that nowadays the traditional resorts, which are characterized by a closed complex with luxurious products and services, don't work anymore. The win-win-business can be reached, only if the projects have respect for the local culture and morals as well as make active communication with the commune and the local residents. Another important factor is using the local products, so that the resort has the especial brand and the local product has an enlarged market and reputation. The commune, not only government but also the residence, should also participate in planning and building the resort as early as possible. Only in this way they will have the chance to know and understand the project. The government should be able to coordinate the different actors' interests. It is not possible to have the only focus on the economic development, because it's already proved unsustainable. It must have enough know-how to make influence on the project with variable planning tools and protect the local culture. Here not only government but also governance will be concerned.

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