Alpine Health Tourism for Regional Innovation
17th European Tourism Forum, October 2nd 2018, Vienna, Austria
Walter Haas, ITG Innovationservice for Salzburg (AT)
Alpine Health Tourism

“Alpine health tourism can be defined as the provision of authentic alpine health interventions for specific health conditions offered in a holiday setting. The interventions reflect the rich natural and cultural alpine heritage in terms of being based on location-bound natural and cultural resources. They provide beneficial health effects and promote health and wellbeing based on the best available current scientific research and are integrated in intersectorial regional value chains.”

Alpine Health Tourism combines medical and tourism perspectives within the cornerstones of tourism, Alpine authenticity, medical evidence, indication-based development, and regional development.
Establishing a Dynamic Dialog Between Science (Medicine) and Tourism

Strategic success factor: Evidence-based development of the value chain along specific indications

- Prevention
  - Live longer and healthier
  - Stress & burn-out
  - Fitness & sports
  - Nutrition

- Therapy
  - Rheumatism
  - ADHD
  - Best Agers
  - Obesity
  - Diabetes
  - Asthma
  - Back pain
  - Gastrointestinal
  - Fibromyalgia

- Special products
  - Disabled Persons
  - Vacation from care

- Cross-sectoral businesses
- Doctors, Therapists
- Health tourism infrastructure (spa...)
- Exercise/Nutrition
- Natural health resource
- Hotels, cooperations

Hartl, A. (2013)
VALUE CHAINS & CROSS SECTORAL INNOVATION AND COLLABORATION

Alpine Health Region Salzburg- Cluster
13 Partners, ~80 Companies

Common Strategy and Roadmap
Innovation-/Marketingmanagement

Endlich, das Holz für Allergiker

Education and specialist staff
Knowledge-transfer, training
ICT/ Digital Health solutions
Collaboration with other business sectors
Nutrition, Construction, ...

Alpine Health Tourism Congress
Paracelsus Medical University Dep. Ecomedicine

Paracelsus Medical University

Services/ Products

Therapy
Exercise
Knowledge
Relax
Medical Report

Food
Accommodation
Entry examination
Booking

ITG Innovationsservice Salzburg
Paracelsus Medical University Dep. Ecomedicine
LAND SALZBURG

Health care provider, Insurances

OHE TAUERN HEALTH
SCALE UP THE HEALTH TOURISM APPROACH IN ALPINE SPACE

„WinHealth“ Austria- Italy

„Trail for Health Nord“ Austria- Bavaria

Project: HEALPS (Alpine Health Tourism – Positioning the Alpine region as globally attractive health promoting place)

- Protected areas
- Hiking paths
- Fine dust concentration
- Crowding
- Geo-Diversity
- Bio-Diversity ➔ Microbioma
- Authenticity / Tradition
- Green space / blue space

Salzburg Region
RETHINKING TOURISM INNOVATION ECOSYSTEM

1. ...more innovation driven tourism policy and business development.

2. ...more hands-on R&D and translation into useable knowledge for SME.

3. ...more Ecosystem based approach for cross-sectoral collaboration, innovation and value chains (Smart Specialization- RIS 3)
See you in Bad Hofgastein/Salzburg (AT)!

Healing Power of the Alps – Alpine Health Tourism Congress
December 6th/ 7th 2018
Thank you for your attention!
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