



BERGSTEIGER  
DÖRFER

Schweizer Alpen-Club SAC  
Club Alpin Suisse  
Club Alpino Svizzero  
Club Alpin Svizzer



# Bergsteigerdörfer / Mountaineering Villages



*Bergsteigerdörfer?*

*Villaggi degli alpinisti?*

*Gorniške vasi?*

*Mountaineering Villages?*

*Villages d'alpinistes?*

*«... the mountaineering villages are intended to appeal to guests who choose places for holiday where things are still somewhat “normal”...»*



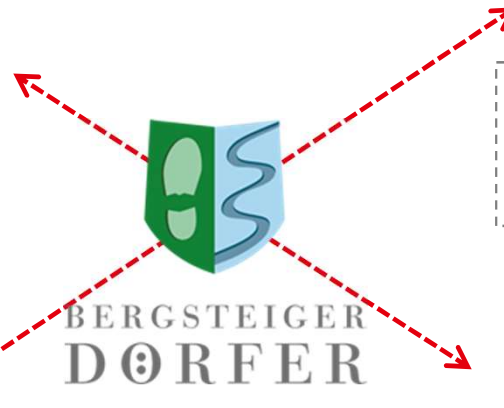
# Core Elements



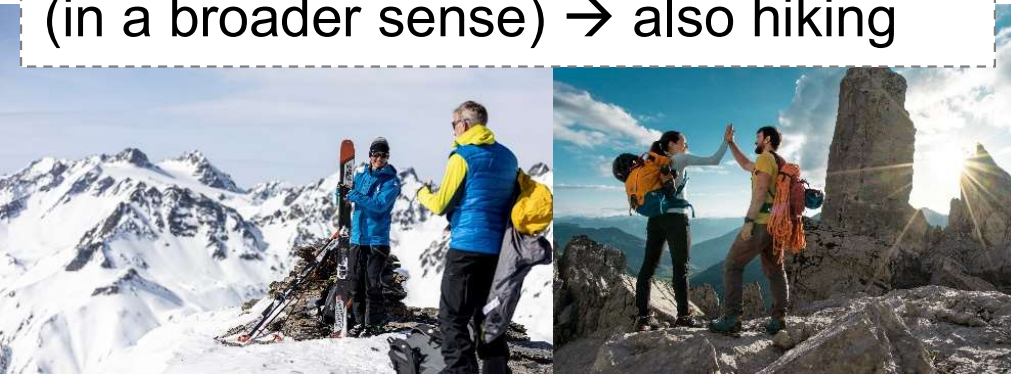
Mountaineous,  
Intact landscape



Local culture  
Regional products



Positioning in mountains sports  
(in a broader sense) → also hiking



Public transport



# Criteria

## Target criteria

## Mandatory criteria

## Exclusion criteria



Excellente Quality of  
nature and landscape



Nature-based  
tourism



Village  
character

# Criteria

## Target criteria

## Mandatory criteria

## Exclusion criteria



Excellente Quality of  
nature and landscape

*Criteria regarding landscape damage are very strict e.g. regarding:*

- *Tourism-intensive winter sport facilities*
- *Facilities for energy production such as hydropower plants*

# Quality Seal and Label



Not only tourism, regional development or nature/landscape protection ...  
→ connected approach

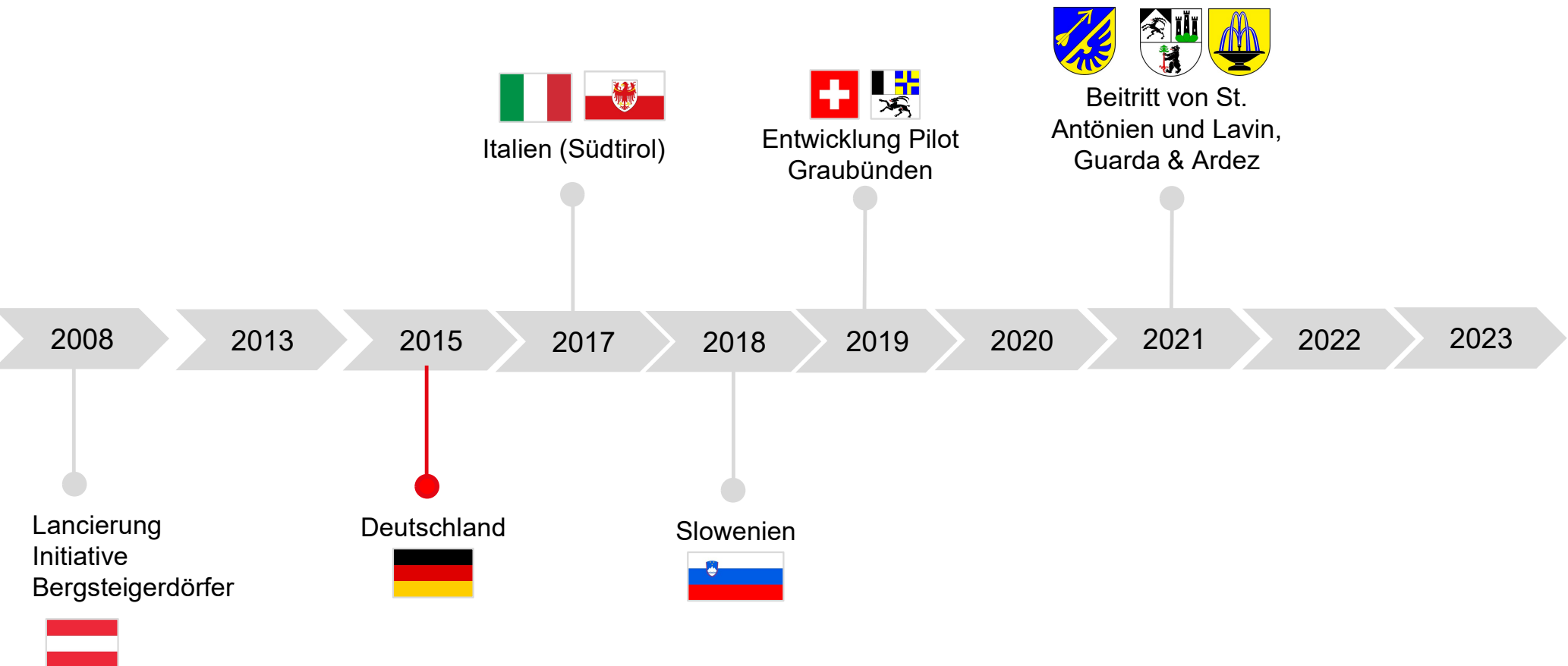
official implementation project of the Alpine Convention



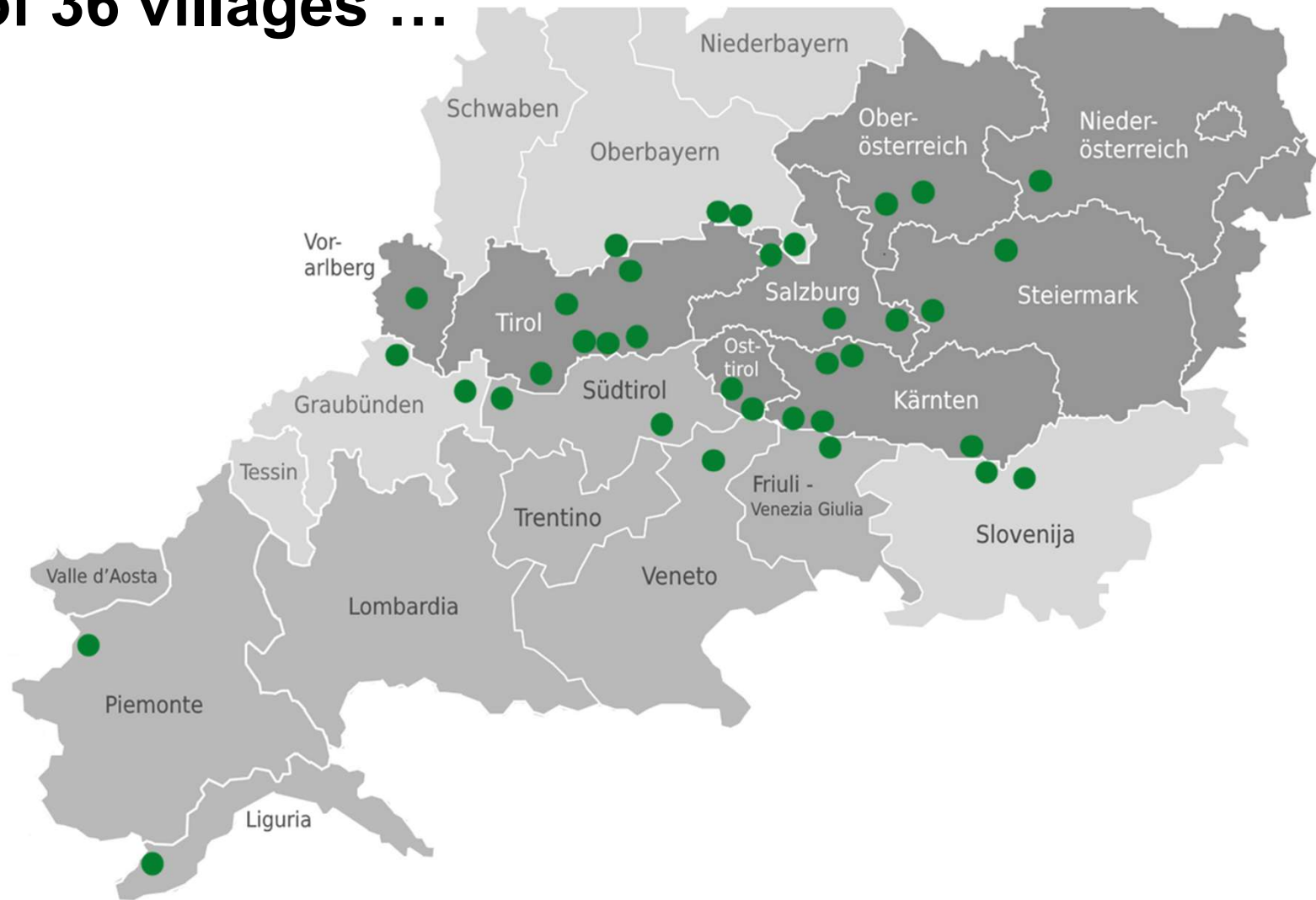
# Goals and opportunities

- Promotion of nature-based tourism → clear positioning of the destination
- Preservation of local natural and cultural values
- Strengthening the value creation chain on site
- Improvement of environmentally friendly mobility
- Networking throughout the Alpine region – learning from each other!

# History



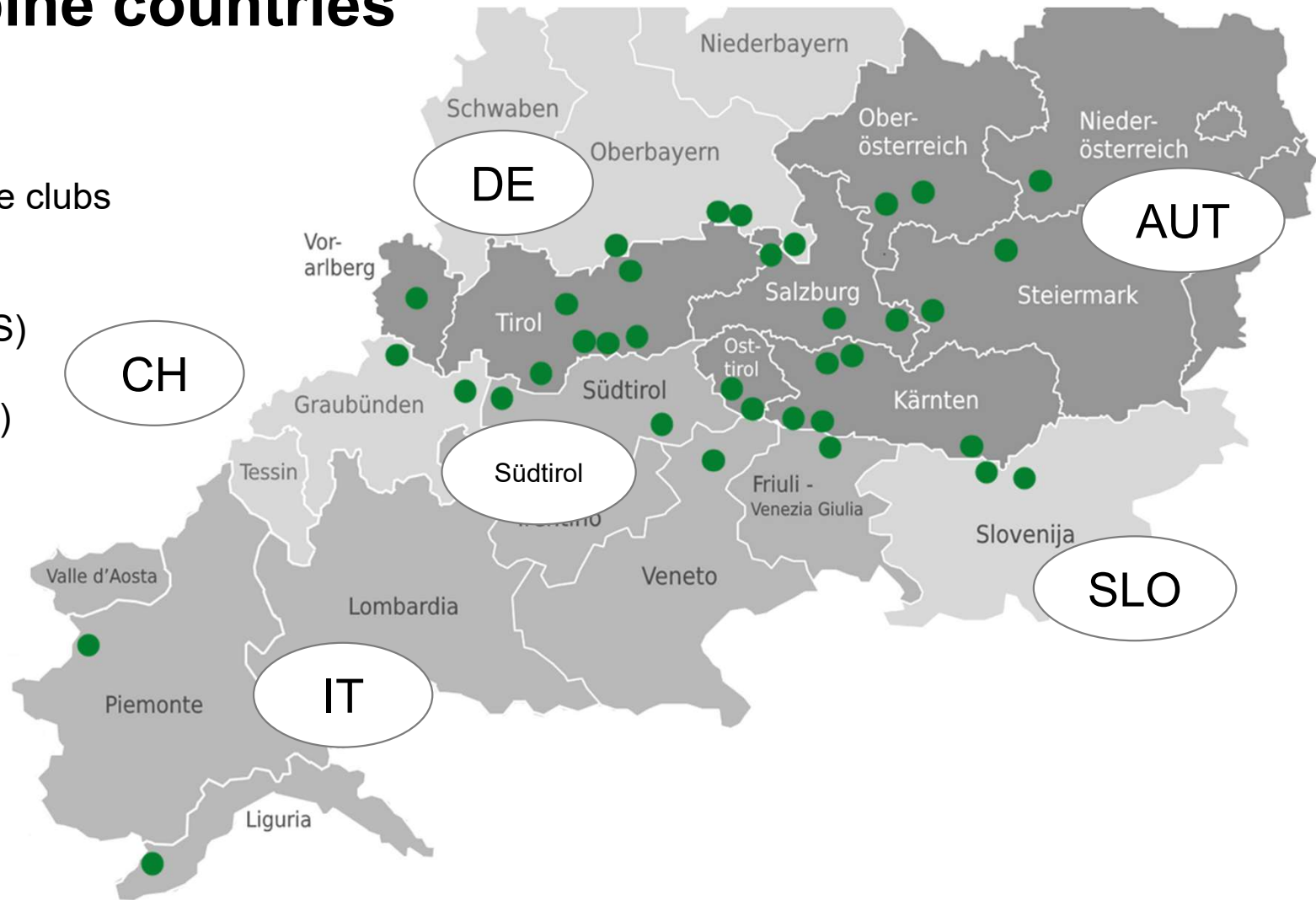
# Network of 36 villages ...



## ... in 5 alpine countries

Carried by the alpine clubs

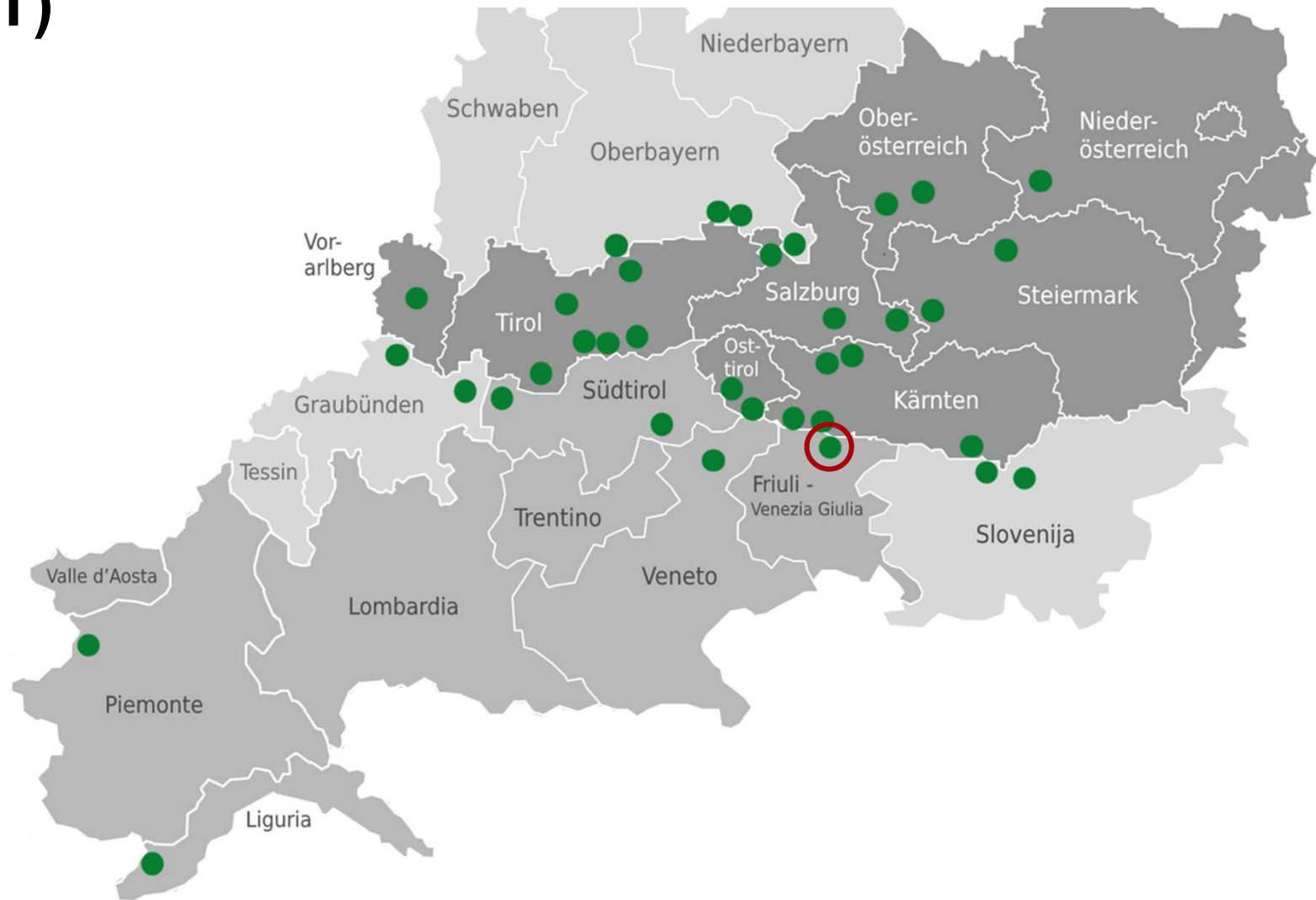
- Austria (OeAV)
- Germany (DAV)
- South Tyrol (AVS)
- Italy (CAI)
- Slowenien (PSZ)
- Schweiz (SAC)







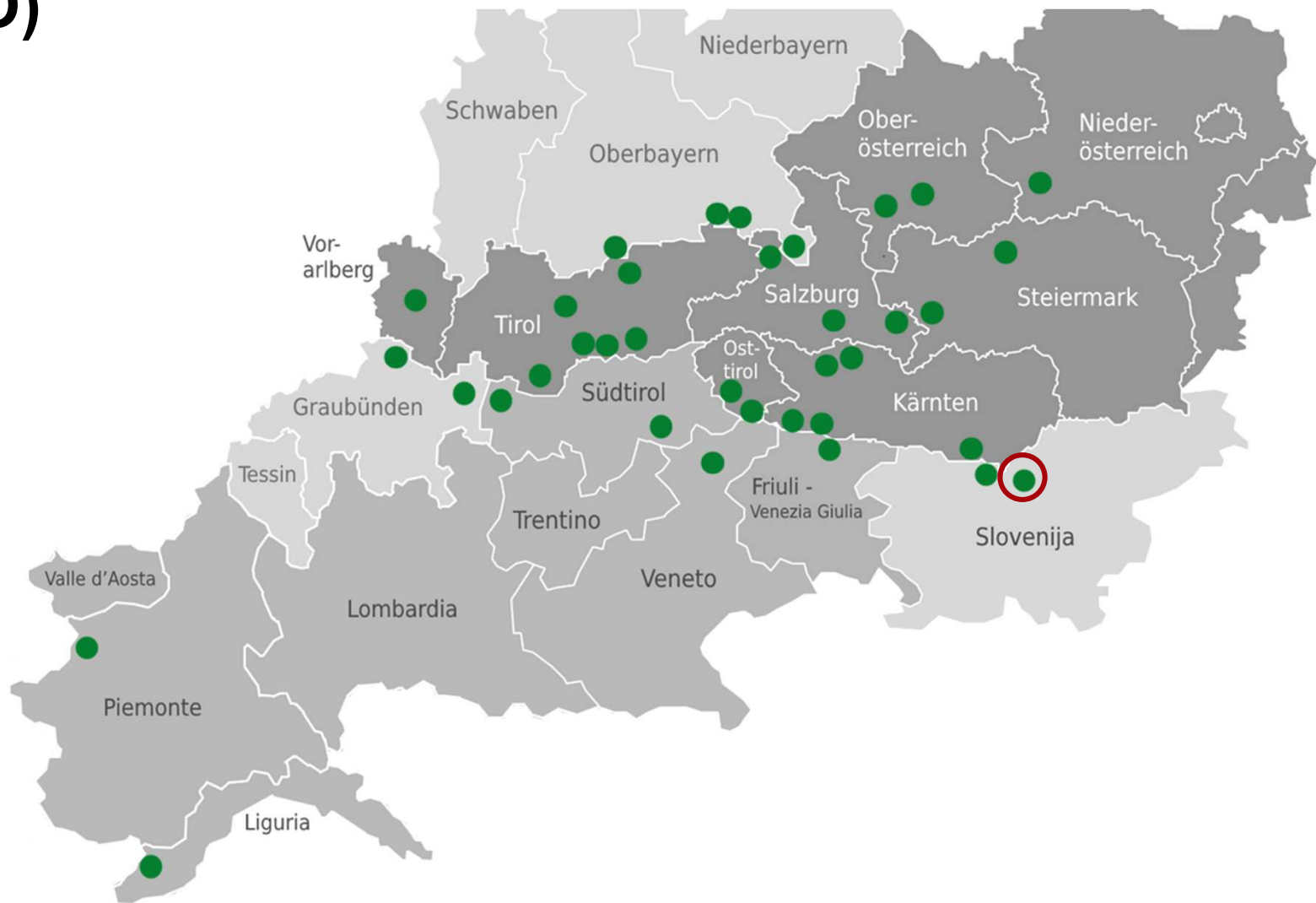
# Paularo (IT)





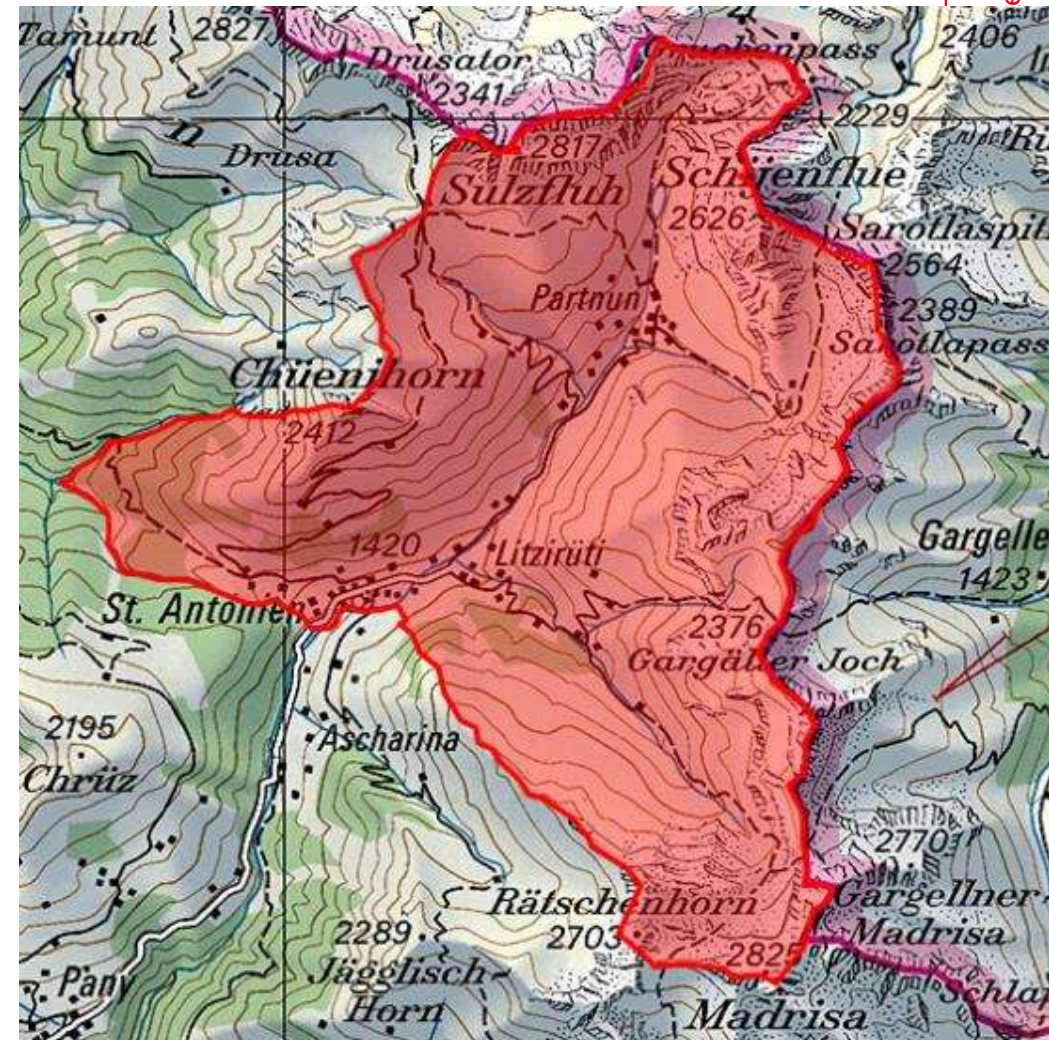


# Luče (SLO)



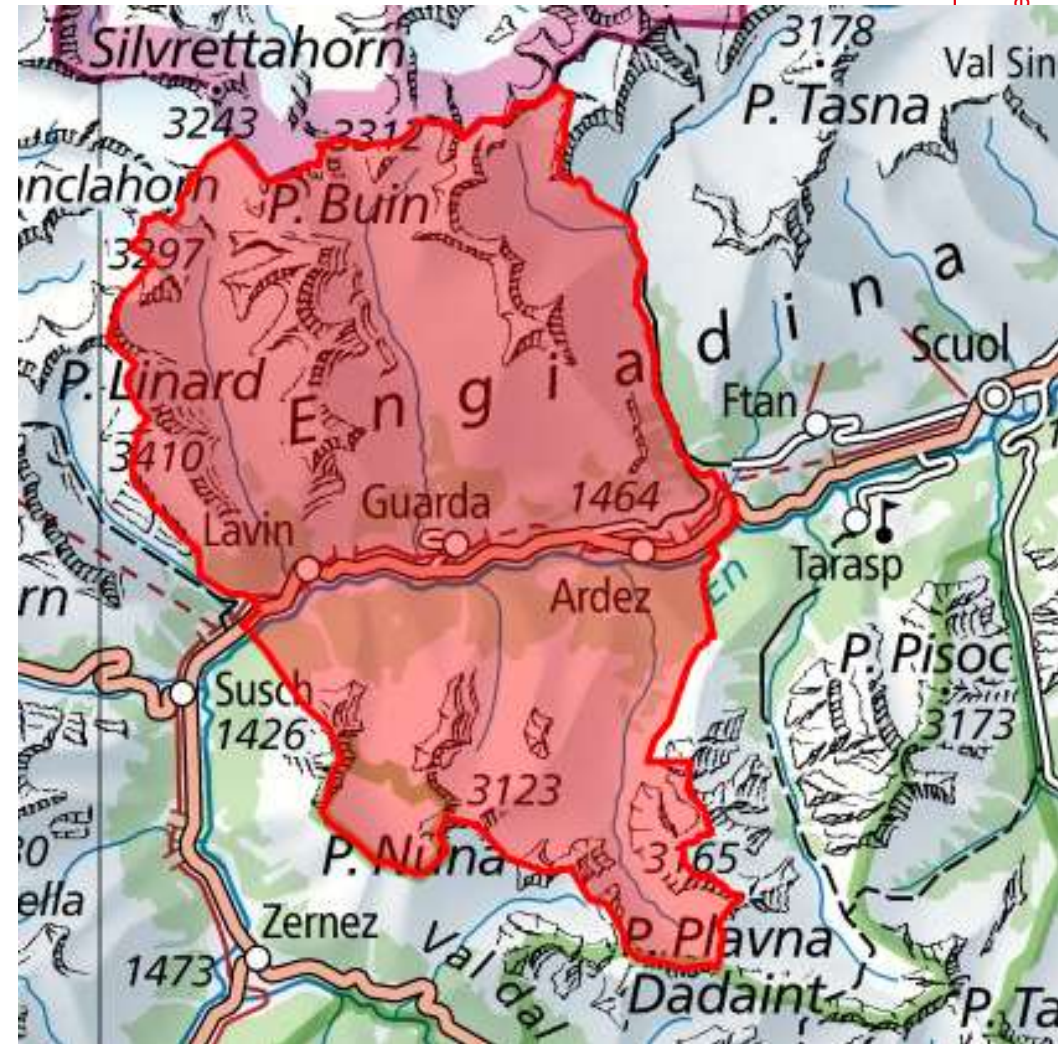


# St. Antönien



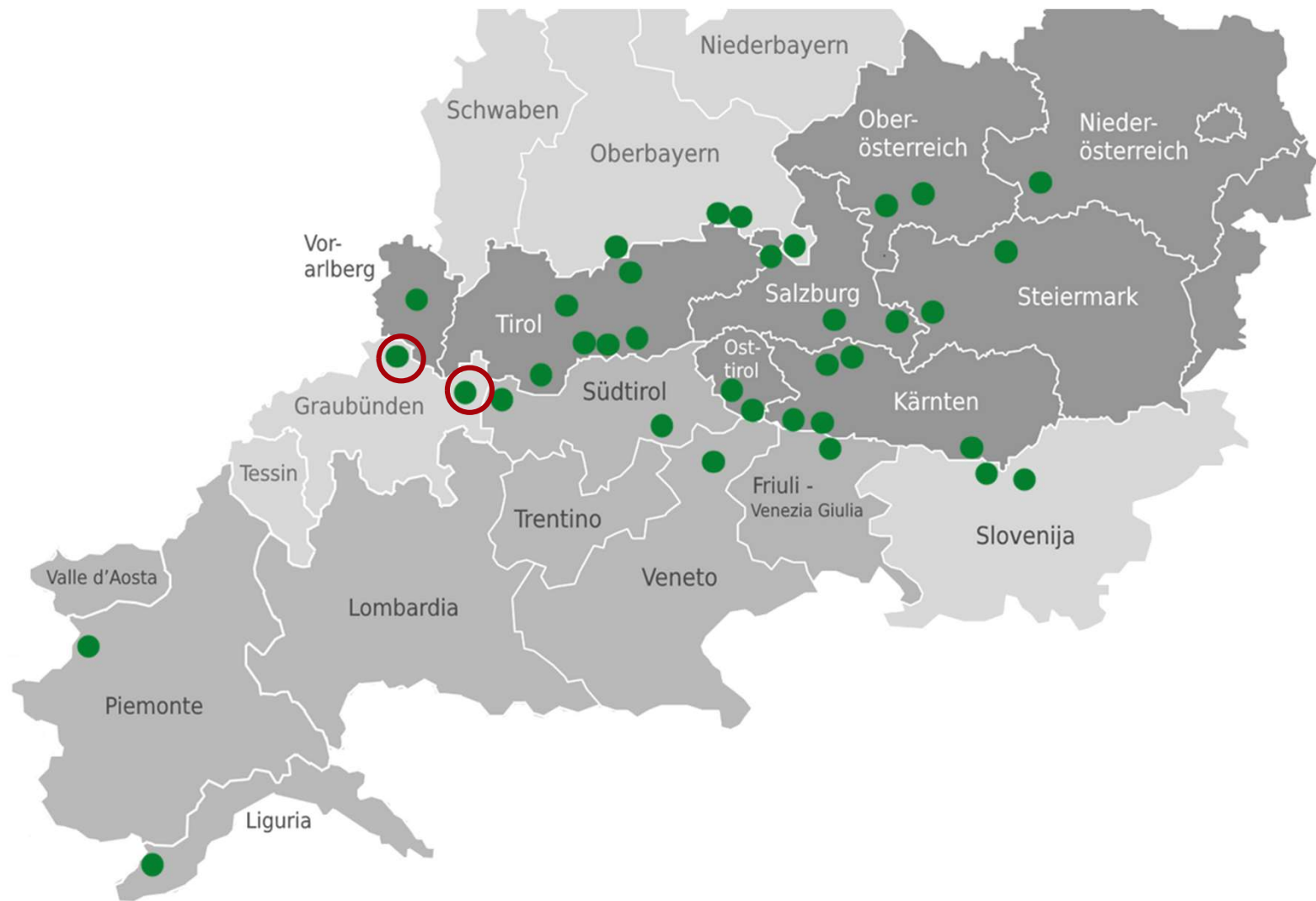


# Lavin, Guarda & Ardez





# CH MVs



# AC-members as target group





Partner companies can use the label



Regionalität



Qualität



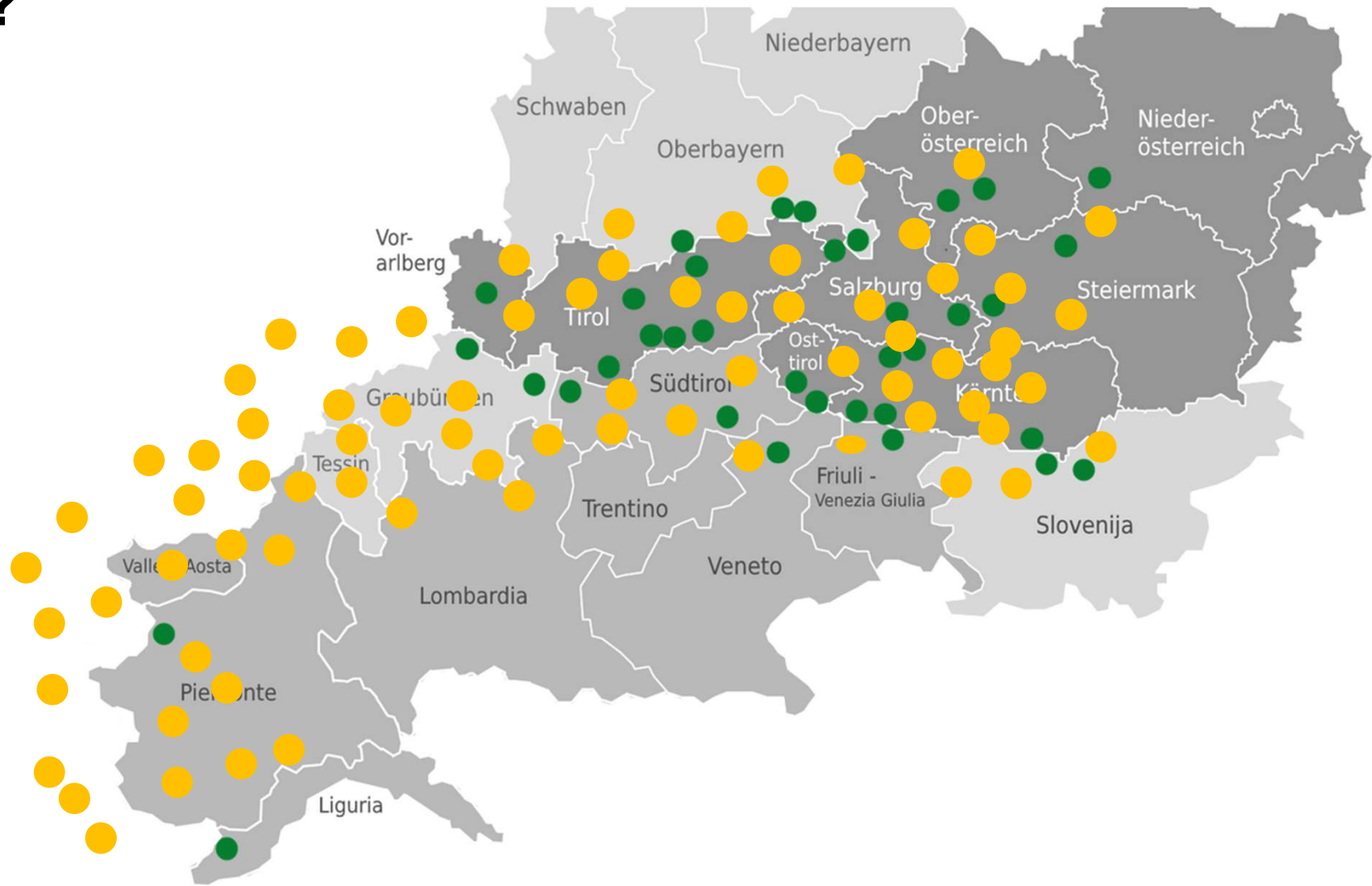
Bergsportkompetenz



Umwelt

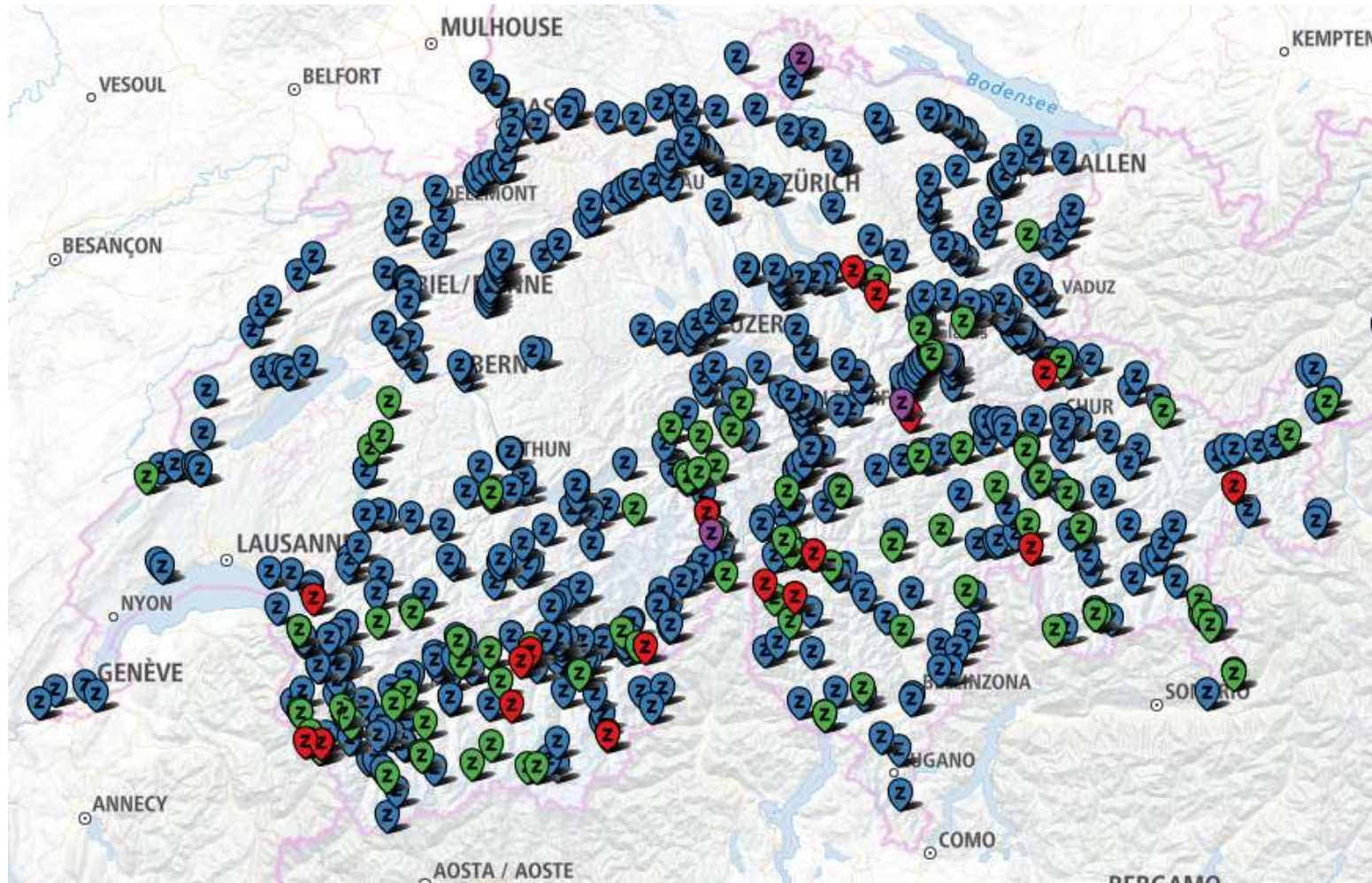


# Future?





# CH: 95% of hydropower potential already used











Schweizer Alpen-Club SAC  
Club Alpin Suisse  
Club Alpino Svizzero  
Club Alpin Svizzer



# Bergsteigerdörfer / Mountaineering Villages

Thank you !





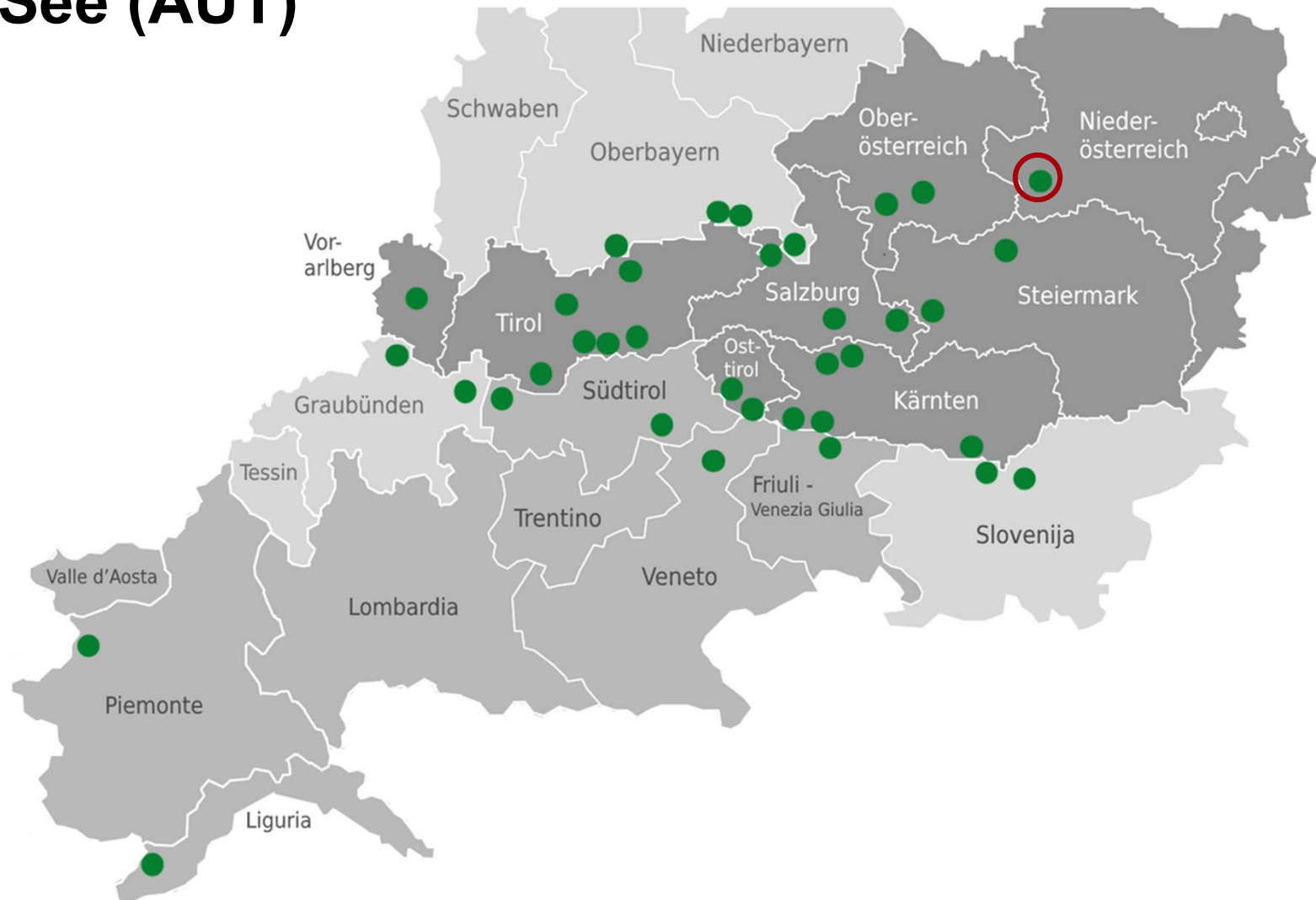








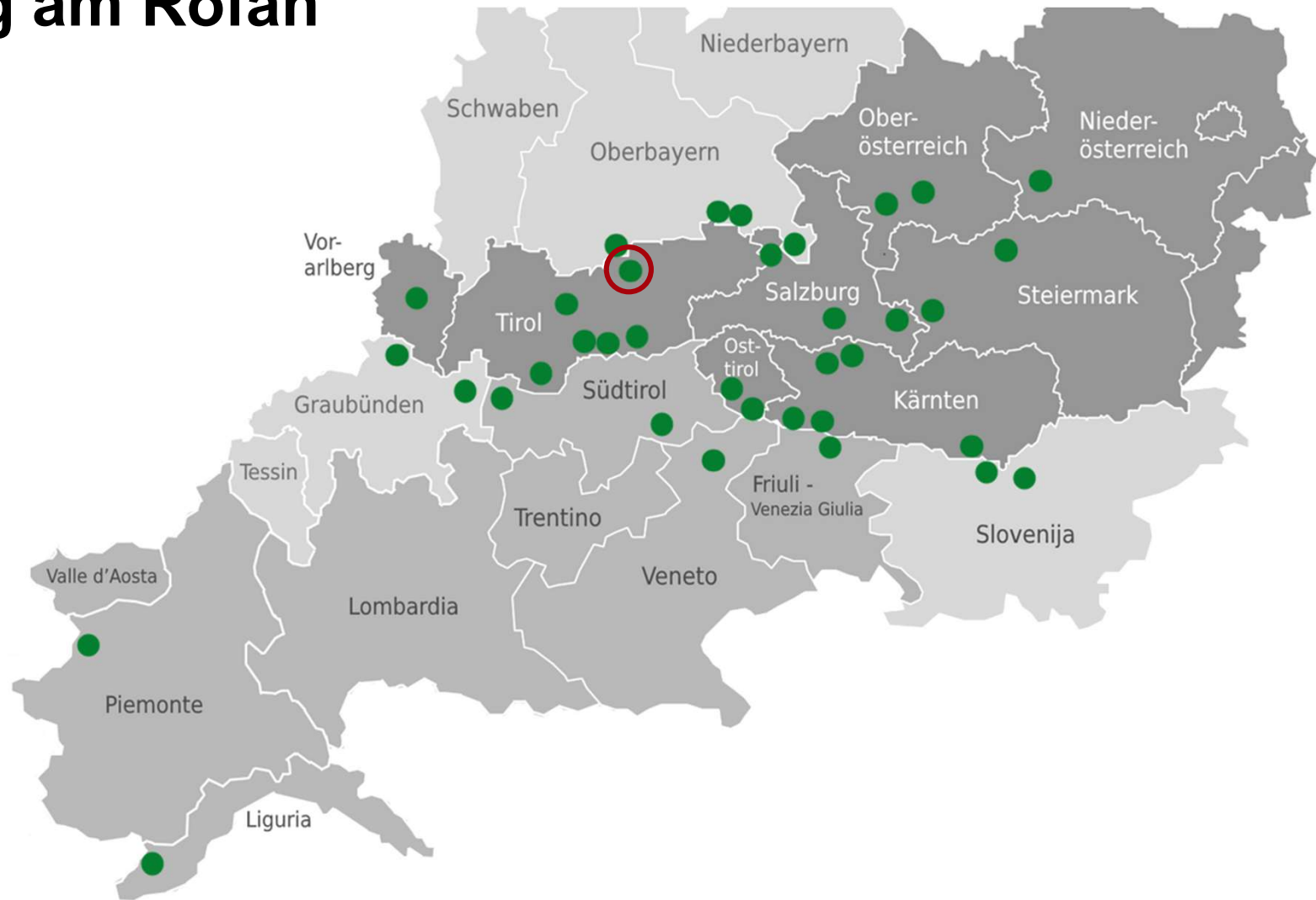
# Lunz am See (AUT)







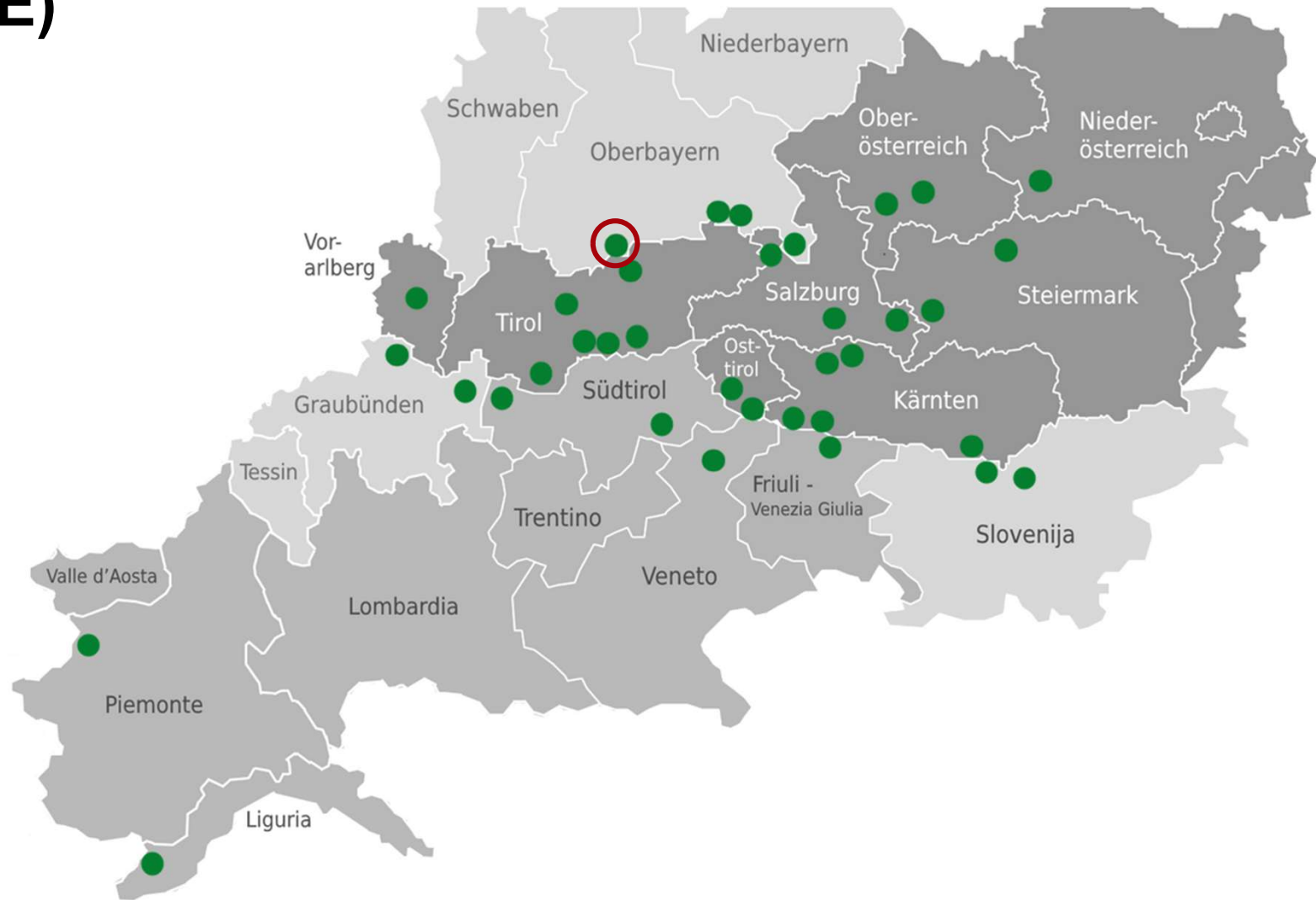
# Steinberg am Rofan







# Kreuth (DE)

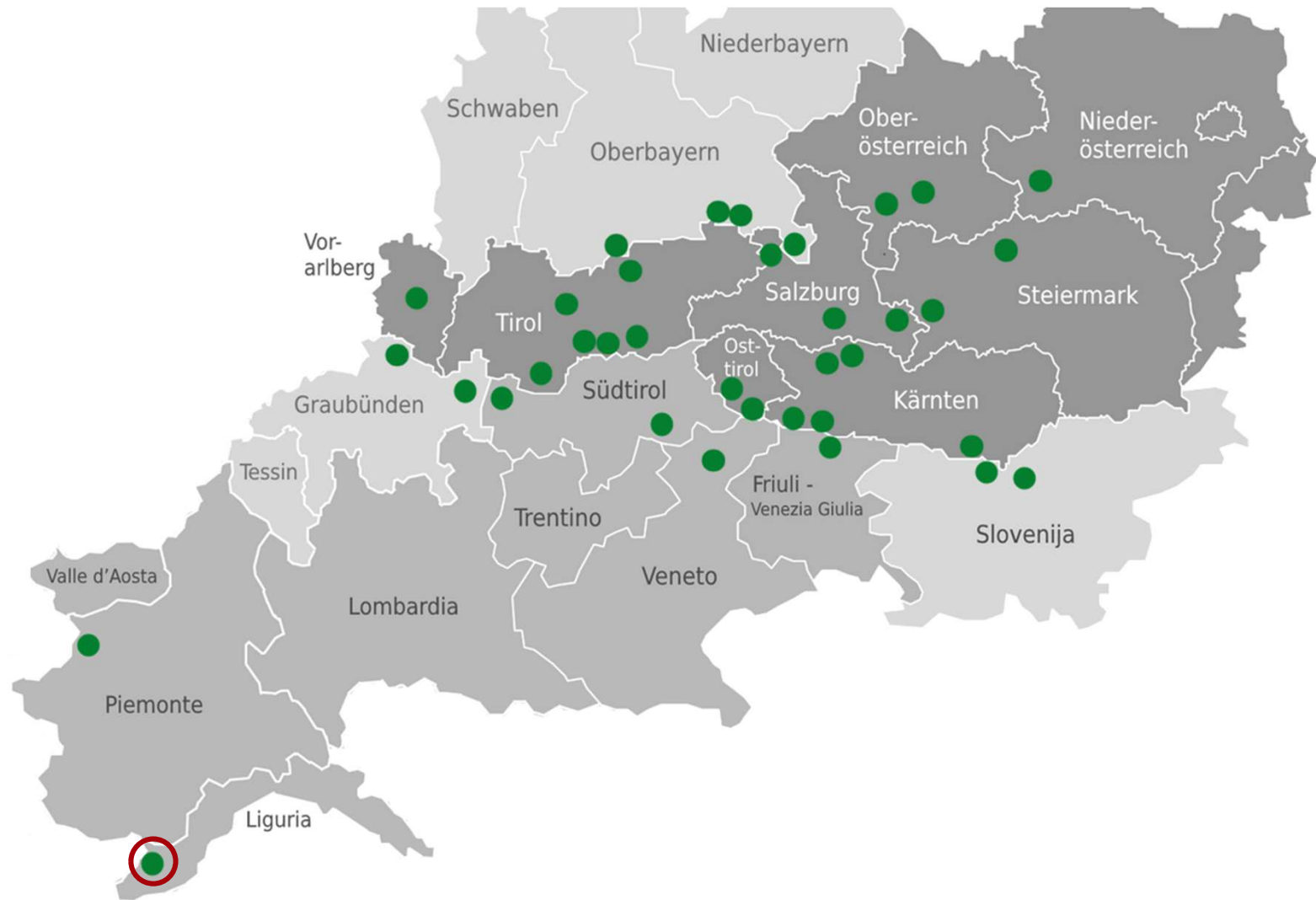








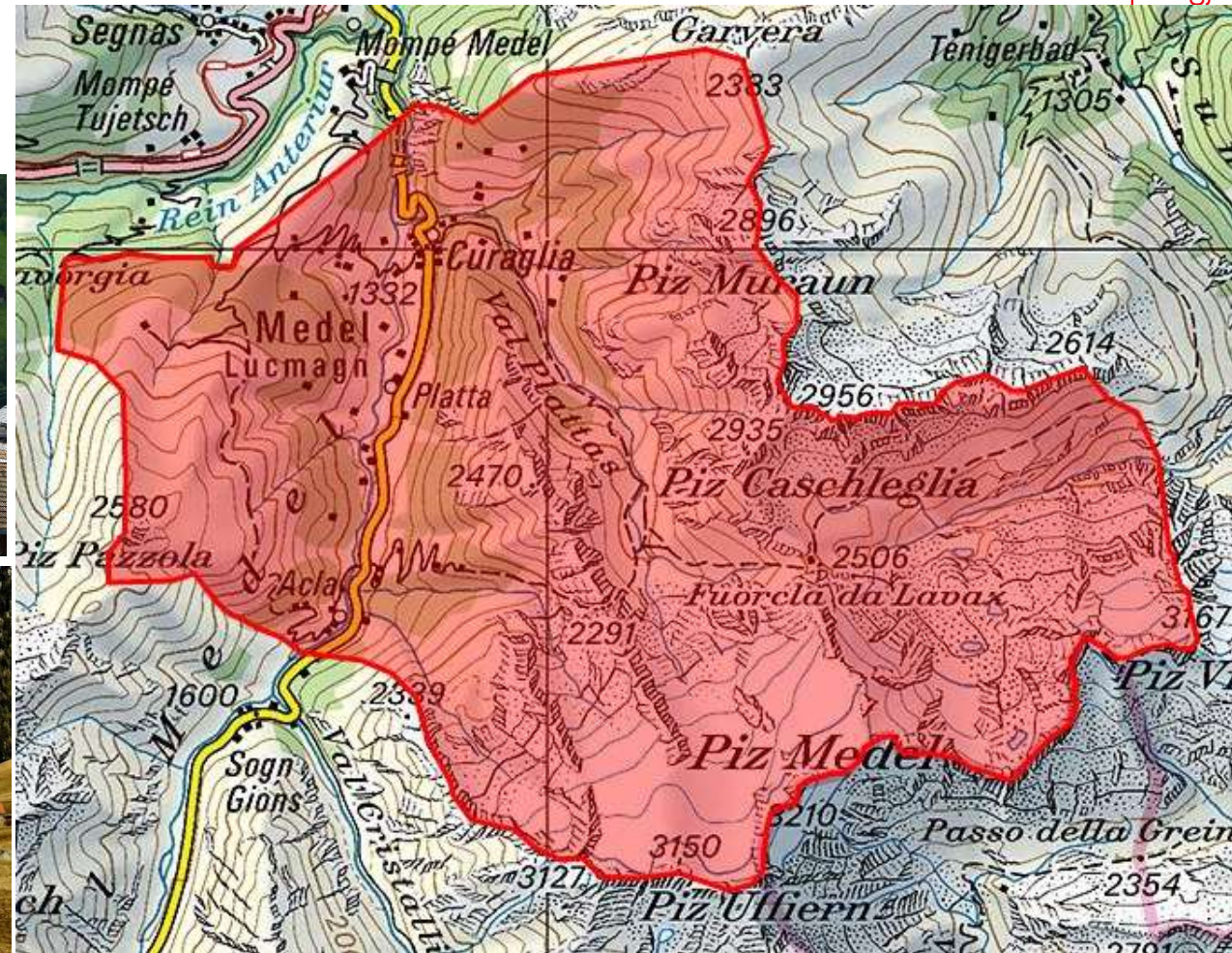
# Triora (IT)



**SRF**



# Beispiel gescheitertes Bergsteigerdorf Curaglia





# Beispiel gescheitertes Bergsteigerdorf Curaglia

