



**s'
t'** **9th** Chamonix-Mont-Blanc
tourism summits

2007

**Property: from boom
to unbalance in tourist locations**

**Chamonix-Mont-Blanc
The Majestic Congress Centre
12, 13 et 14 December 2007**

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Together let's consider the tourism of tomorrow!



The Tourism Summits...

A fine idea that has been coming to life in Chamonix Mont-Blanc since 1999.

Tourism is on the road to becoming the most important economic factor on a world scale, necessitating a global vision. It is the most promising expression of a new worldwide conviviality. Its social, economic, financial, political, cultural and, of course, ecological impacts call for concerted action based on an interdisciplinarity of scientific approaches.

Since 1999, the Tourism Summits have been a special venue for reflection, discussion, and the exchange of experiences on the issues of sustainability, as well as the balance between the environment, the economy, social issues, and culture within the context of developing tourism.

They bring together all of the parties concerned with preserv-

ing and enriching our heritage and with implementing the premises of sustainable development: ministers of tourism, tourism policy officials, tourism business leaders and market operators, teachers and researchers, officials from NGOs in the tourism sector, officials of associations, journalists, etc.

The Tourism Summits are held in Chamonix Mont-Blanc, one of the places where tourism was invented: a highly appropriate place for addressing the future of worldwide tourism. Each day in Chamonix Mont-Blanc, the authorities and the population are confronted with putting the concept of sustainable tourism development into practice, and the largest Alpine tourist resort is forced to examine the spatial and ecological consequences of urbanisation. At the same time, it must revitalise its tourism offering and reposition it in the marketplace.

Sustainable development, a long-term political strategy

The strategy of sustainable development, which the international community adopted during the Earth Summits in Rio de Janeiro in 1992 and in Johannesburg in 2002, is increasingly oriented towards the long-term management of crises. This strategy goes against the general trend of public life, which is dominated by the short term. Tourism presents a model scenario for putting this strategy into practice. It makes humanity aware of the need to protect our remaining large areas of natural beauty. It makes the transformation of landscapes and the environment visible. It creates prosperity in regions undergoing difficulties and can make development a sustainable asset.

Objective 2005-2007: Find innovative solutions to the main tourism problems that destinations are encountering today.

The 9th Summits

2007 theme: Property: from boom to unbalance in tourist locations

For the past few years there has been a boom in the demand for holiday accommodation. This demand is still growing and is becoming more and more international. The housing market invests in the most popular up-and-coming and traditional destinations. Those involved in this market are developing new business models to make the purchase of

such properties as attractive as possible.

The strong growth in the leisure properties market is an important development factor. In the best of cases it allows the creation of new tourist locations and the revitalisation of existing structures that are often stuck in the past or badly utilised in older and existing regions. In the worst of cases it means lower room occupation in traditional hotel accommodation and higher rental fees for the local residents. The 2007 conference

will analyse the opportunities and risks associated with the property boom and the strategies of the destinations that will allow them to extract the best of these developments while minimising the negative effects. The measures that could be taken by the local authorities to highlight these strategies will also be studied.



Organisation/Partners/Contacts

The Tourism Summits are organised by the Tourism Summits' Association.

The Summits' programme is prepared by a scientific committee chaired by Peter Keller, Director of Tourism Policy and Promotion, State Secretariat for Economic Affairs (SECO), Bern (Switzerland), President of the OECD's Tourism Committee (Paris), President of the International Association of Scientific Experts in Tourism (AIEST), and Professor at HEC Lausanne.

Under the high-ranking patronage of:

- . French National Association of Mayors of Classified Resorts and Tourist Communes (ANMSCCT)
- . National association of elected representatives from mountain areas (ANEM)
- . Espace Mont-Blanc
- . HEC Lausanne
- . International Association of Scientific Experts in Tourism (AIEST)
- . Best of the Alps

In partnership with:

- . City of Chamonix Mont-Blanc
- . Rhône-Alpes Regional Council
- . Haute-Savoie General Council
- . Province of Turin
- . City of Turin
- . Ariège General Council
- . University of Toulouse-Le Mirail
- . Joint Association of the Ax Valleys
- . Lake Annecy District Union (SILA)

The conference's languages are French, English, and German.

In partnership with:

Contact

Sommets du tourisme

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www.sommets-tourisme.org



Rhône-Alpes Région



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LES PYRÉNÉES AVEC UN GRAND A



The Tourism Summits will award the 7th Sustainable Development in Tourism Prize Under the patronage of the Conseil Général of the Haute-Savoie

Do you have a project in the domain of sustainable development? Is your project already under way but lacking the means or the method? Are you asking yourself how to harmonise objectives with apparently diverging priorities; what business plan to adopt; what finance to source? Tell us about your project. A jury of experts composed of scientific and tourism professionals, business representatives and journalists will meet in Chamonix Mont-Blanc on 14th December 2007. They will choose what appears to them to be the most interesting, original and feasible project from among the list of candidates. The jury will pay particular attention to the economic feasibility of the project and its impact on local

economic development. They will also look into its effect on the defence of local culture and identity; to the preservation and emphasis of the environment; to the sustainability of the plan with the accent put on the balance between economic development and the social, cultural and environmental aspects touched by the project. The winner will receive the sum of 3 000€ towards the development of this project.

If you are interested, apply before midnight on 30th November 2007 by contacting the S't team in Chamonix or by consulting the web site www.sommets-tourisme.org (rules and full regulations of the prize).

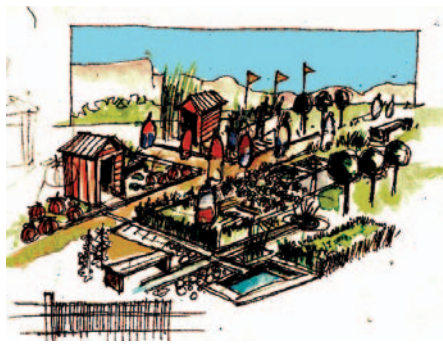
The 2006 Tourism Summits Prize was awarded to the project supported by the Passy Council (Haute-Savoie in France) for the SCIC Champ des Cimes: Le Jardin des Cimes.

Located in Passy, only a few metres from the church Notre Dame de Toute Grâce at the Plateau d'Assy, the project to create a garden neighbouring the mountain tops fits well into the development of the area and compliments Passy's cultural and tourism plans. The 'Jardin des Cimes' gives access to one of the most beautiful panoramas in the valley of the Mont-Blanc massif. It is an unusual place from which to discover the universe of the surrounding mountains from several angles: nature, cultural and artistic. It is presented in the form of a stroll through a series of seven spaces separated by doors, which together makes up a voyage in the form of a day's ascent.

To renew interest in visiting the garden a different theme will be proposed each year in the framework of the operation 'carte blanche for an artist' put into place with the commune.

Created in June 2005, Champ des Cimes specialises in the development of natural landscapes and of the heritage of mountain locations. The enterprise takes its expertise and the quality of its work from a team of professionals and salaried apprentices. Champ des Cimes creates a service and work in creating a botanical garden made for tourism. A cooperative business of collective interest, Champ des Cimes shares their common values and develops its social vocation by accompanying people struggling to get back to work.

More info: <http://www.champdescimes.com>





Wednesday 12th December 2007 - The Majestic Congress Centre, Chamonix-Mont-Blanc
17h - 19h

Opening session

•**Françoise Devouassoux**, President of the Chamonix Mont-Blanc Tourism Summits Association. Chamonix-Mont-Blanc (France).

•**Sylvie Gillet de Thorey**, Mayor of Meythet, Vice President delegated to Tourism and the Mountains, Conseil Régional Rhône-Alpes (France).

•**Denis Bouchet**, Vice-President for Sport, Tourism and Mountain Policy, Haute-Savoie General Council, Annecy

•**Peter Keller**, President of the Tourism Summits Scientific Committee.
Brief introduction to the summit themes.

Inaugural debate

The future of holiday accommodation and the development of tourism.

Séance chaired by **Claude Comet**, Head of projects Savoie Mont-Blanc Tourisme, Chambéry, France.

•**Thierry Baudier**, Director General of Maison de la France, Paris, France.
Will France, a country of tourism, become a holiday home destination?

•**Martin Brackenbury**, President of the International Federation of Tour Operators (IFTO), London, United Kingdom.

The main markets in residential tourism: what are the tendencies for the future?

•**Christian Laesser**, Director, Institute for Public Service and Tourism, University of St Gallen, Switzerland.
New developments in the international industry of accommodation

Discussion

Dîner

Chamonix-Mont-Blanc.



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Thursday 13th December 2007 - The Majestic Congress Centre, Chamonix-Mont-Blanc

9h - 10h30

First debate : The holiday home market: why invest and buy?

Séance chaired by **Pierre Lefèvre**, freelance journalist and writer, Montrouge, France.

•**Nathalie N'Guyen**, Lawyer, Lyon, France.
The overheating of the leisure accommodation market: what are the financial and judicial mechanisms?

•**André Guinnard**, rental agency owner, Verbier, Switzerland.
The construction industry and rental agencies: are they the motors behind the growth of a destination? The case of Verbier

•**Jordi Datzira**, expert IASET, Barcelona, Spain.
Why has Spain become a country of holiday homes?

Discussion

Coffee break



15h-16h30

Third debate : The stagnant structures of accommodation: what can we do against these empty beds?

Séance chaired by **Sylvain Allemant**, writer and journalist, Auxerre, France.

•**Luwig Muxel**, Mayor of Lech, Lech am Arlberg, Austria.
The concept of development in the commune of Lech-Zürs: how we succeeded in safeguarding the equilibrium between accommodation for sale and accommodation for holiday letting.

•**Anne Cheseaux**, consultant, CFB Network, Zurich, Switzerland.
Does patrimonial transmission harm the better utilisation of available accommodation? The international comparison.

•**Peter Williams**, expert, Simon Fraser University, Burbany, USA
Holiday accommodation: how is the problem of under-utilisation of holiday accommodation dealt with in North America? The example of Whistler Mountain.

Discussion

Coffee break

11h - 12h30

Second debate : Innovations in leisure accommodation: how can we better use and market holiday accommodation?

Séance chaired by **Martin Brackenbury**, President of the International Federation of Tour Operators (IFTO), London, United Kingdom.

•**Gérard Brémond**, Chairman and Chief Executive Officer, Pierre et Vacances, Paris, France.
Renting holiday apartments: what are the key factors to success?

•**Kurt Scholl**, President Hapimag, Baar, Switzerland.
What is Hapimag's contribution to the better marketing of residential tourism?

•**Denis Zanon**, Director of Tourism in Courchevel, Courchevel, France
Investing in leisure accommodation: what role does it play in the development and marketing of a resort? The case of Courchevel.

Discussion

Lunch

17h-18h30

Fourth debate : Property policies for tourist communities: how can tourist accommodation and the local habitat be given a face-lift?

Séance chaired by **Serge Delémontex**, journalist, Annecy, France.

•**Vincent Rolland**, Deputy member for the Savoie, Pralognan la Vanoise, France.
Accommodation in the winter sports resorts: how can we rejuvenate them and make them more attractive to the clientele?

•**Peder Plaz**, Forum des Grisons, Coire, Switzerland.
Growth or restriction: what are the tools in managing the sustainable development in the growth of holiday accommodation to the benefit of the resort?

•**Romano Blua**, Mayor of Courmayeur, Italy.
Can a tourist resort with few hotels have economic success? The new strategy of Courmayeur.

Discussion

Dîner



Friday 14th December 2007 - The Majestic Congress Centre, Chamonix-Mont-Blanc

9h - 10h30

Fifth debate

The resident populations: can we master the socio-economic effects of the huge demand for holiday accommodation?

Séance chaired by **Alain Boulogne**, Mayor of Les Gets, France.

• **Peter Ries**, General director, Garmisch-Partenkirchen Tourist Office, Germany.

The problem of holiday homes: how this was solved by Garmisch-Partenkirchen

• **Bruno Faréniaux**, Chief Inspector of Equipment, Minister of Transport, Tourism and the Sea, Paris, France.

Main residences: how can we make permanent residence more attractive?

• **Claire Virole**, Construction engineer, Project Leader ODIT France, Chambéry, France.

Secondary residences: what are the levers of action to improve the social and economic effects?

Discussion

Coffee break

11h00-11h30

The Tourism Summits Prize, Chamonix Mont-Blanc.

Prize-giving for the winning 2006 project **Le jardin des Cimes de Passy** by **Ernest Nycollin** President of the Haute-Savoie General Council, Annecy, France, and the presentation of the project. Announcement of the winner of the 2007 prize.

11h30-13h00

The final debate

Measures in order to master the development in leisure accommodation: should the State intervene?

Séance chaired by **Michel Charlet**, Mayor of Chamonix-Mont-Blanc, France.

• **Alain Boulogne**, Mayor of Les Gets, France.

The question of the durability of the tourism/economic activity: what are the concerns of the local authorities?

• **Michel Champon**, Director of Tourism at the State department for consumption and tourism, Paris, France.

The problem of residential tourism: how can the State promote the development of a park of competitive and profitable accommodation in the tourist resorts?

• **Sergio Arzeni**, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD France.

Property, local development and tourism: what are the economic interdependences?

Discussion

Conclusions and lessons learned

• **Peter Keller**, President of the Tourism Summits Scientific Committee, Chamonix-Mont-Blanc, Bern/Lausanne, Switzerland.

• **Françoise Devouassoux**, President of the Chamonix Mont-Blanc Tourism Summits Association.

Closing buffet



Verbier (Suisse)

© Verbier



Les Gets (France)

© O.T. Les Gets



Hapimag (Antibes-France)

© Hapimag



Courchevel (France)

© O.T. Courchevel



Registration form

Please fill in this registration form and send it with your payment to
 Bureau des Congrès • Les Sommets du Tourisme • BP 25 - 74400 Chamonix Mont-Blanc - France
 Tél. 33 (0)4 50 53 75 50 • Fax 33 (0)4 50 53 80 83 • E-mail : geraldine.pignatelli@chamonix.com

First name Surname.....
 Institute Function.....
 Business address.....
 Town and post code Country.....
 Telephone fax e-mail.....

Free access to the conferences by registration

Dates of participation :

- December/12/2007 Number of participants : _____
 December/13/2007 Number of participants : _____
 December/14/2007 Number of participants : _____

Registration for Dinner at L'Impossible Restaurant

 December 13th 2007

50€/person

Number of participants : _____ x 50 €

Total _____ €

Three stars hotel *** accommodation Rates per person and per day, including breakfast and taxes

Possibility to book in a 2** (please check with the Congress Bureau
 (the name of your hotel will be mentioned in your confirmation document)

Single room: 65 € to 95 €/person per day

Double room: 57,50 € to 72 €/person per day

Deposit per person : 70 € /person (including 10 € booking fees)

Please reserve :

number of single rooms : _____

from _____ to _____ 2007

number of nights : _____

number of double rooms : _____ double bed _____ two single beds

from _____ to _____ 2007

number of nights : _____

Name of the second person _____

Hotel deposit (by person)

Hotel deposit 70€ x Number of people _____

Total _____ €

Inscription summary

Hotel deposit _____ €

Total 13th december Dinner inscriptions _____ €

Total Due

Registration or hotel cancellations

Please note: only completed forms received with the appropriate deposit (accommodation deposit and dinner) will be registered. Participants are **responsible for settling their final hotel bill to the hotel before leaving**. Cancellations received before November 15th 2007 will be fully refunded (dinner and hotel deposit). Cancellations received after this date will not be refunded.

Booking fees will not be refunded.

Payment

By a French euro cheque made payable to:
 SERVICE CONGRES ET SEMINAIRES
 By Bank transfer:
 Account No: 000472 500 08
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 I authorize the Sommets du Tourisme to charge my :
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Transfers and conference reception

Transfers should be organised by the participants themselves. The conference reception will open 30 minutes before the first debate, at the

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 le Majestic - Allée du Majestic
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