

Skiing, climatic changes and the environment.

A study into the perception of tourists in Austria.

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Introduction

Problem Statement

- Unavoidability of global warming in the 21st century
- Special sensitivity of ski tourism in mountain regions
- Good snow conditions as an essential requirement
- Lack of research concerning ski tourists' perception, changing skiing demand and ski tourists' adaptability

Introduction

Research Aim and Objectives

Understanding tourists' perception towards ski tourism, global warming and environmental impacts

- Evaluate global warming impacts
- Assess environmental impacts
- Analyse tourists' perception and attitudes
- Reveal likelihood of pro-environmental behaviour

Theoretical Background

Technological Adaptation and Environmental Impacts

Use of technological adaptation strategies to battle climatic influences

- Slope creations
- Snow grooming
- Machine-grading during summer
- Artificial snowmaking

BUT severe negative environmental impacts and not viable in the long term

Theoretical Background

Tourists' Perception and Pro-environmental Behaviour

- Lack of current research when considering the demand side

Sensitive towards impacts **vs.** Not willing to sacrifice any personal comfort

Several barriers to displaying pro-environmental behaviour:

- No observation of impacts
- Contradiction with personal priorities

Methodology

Primary Data Collection

- Population: members of listed ski clubs/associations in Austria
- Quantitative research
- Self-administered, internet-based questionnaires
- Analysis of data with the help of SPSS

Results

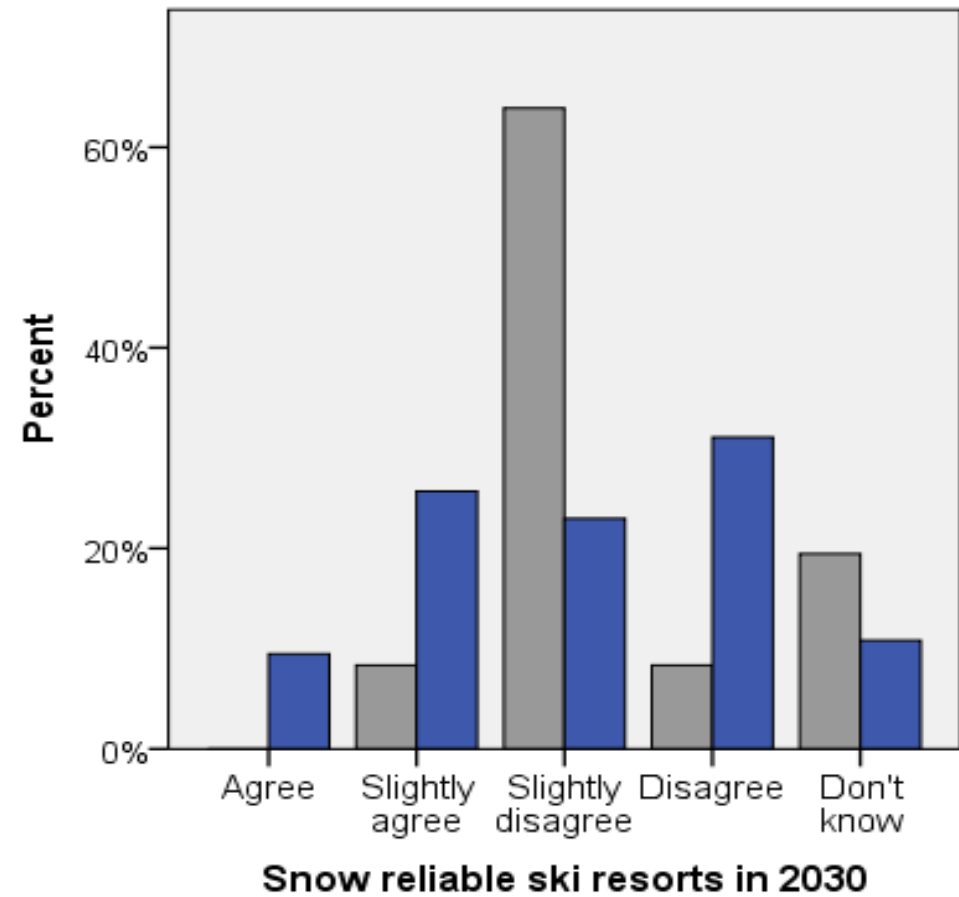
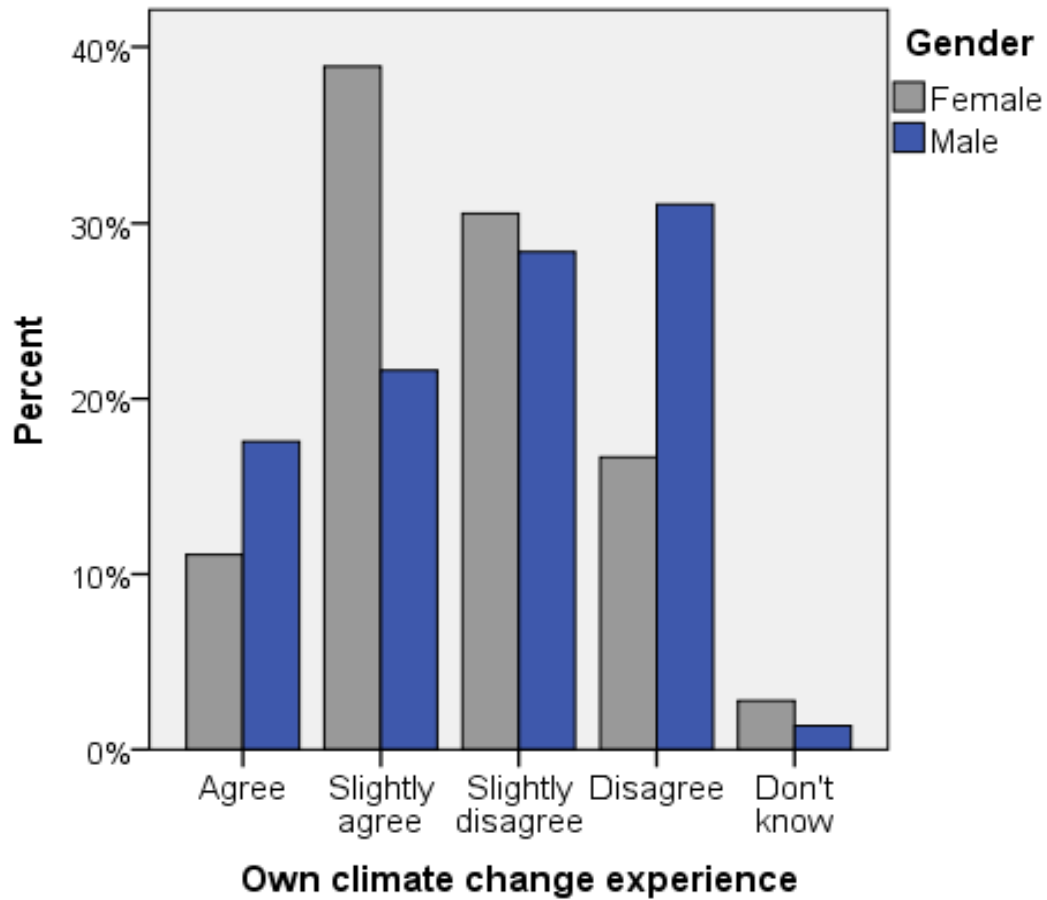
Analysis and Discussion

Demographics

- mainly male
- between 26-45
- from all provinces
- very good skiers
- high amount of skier days

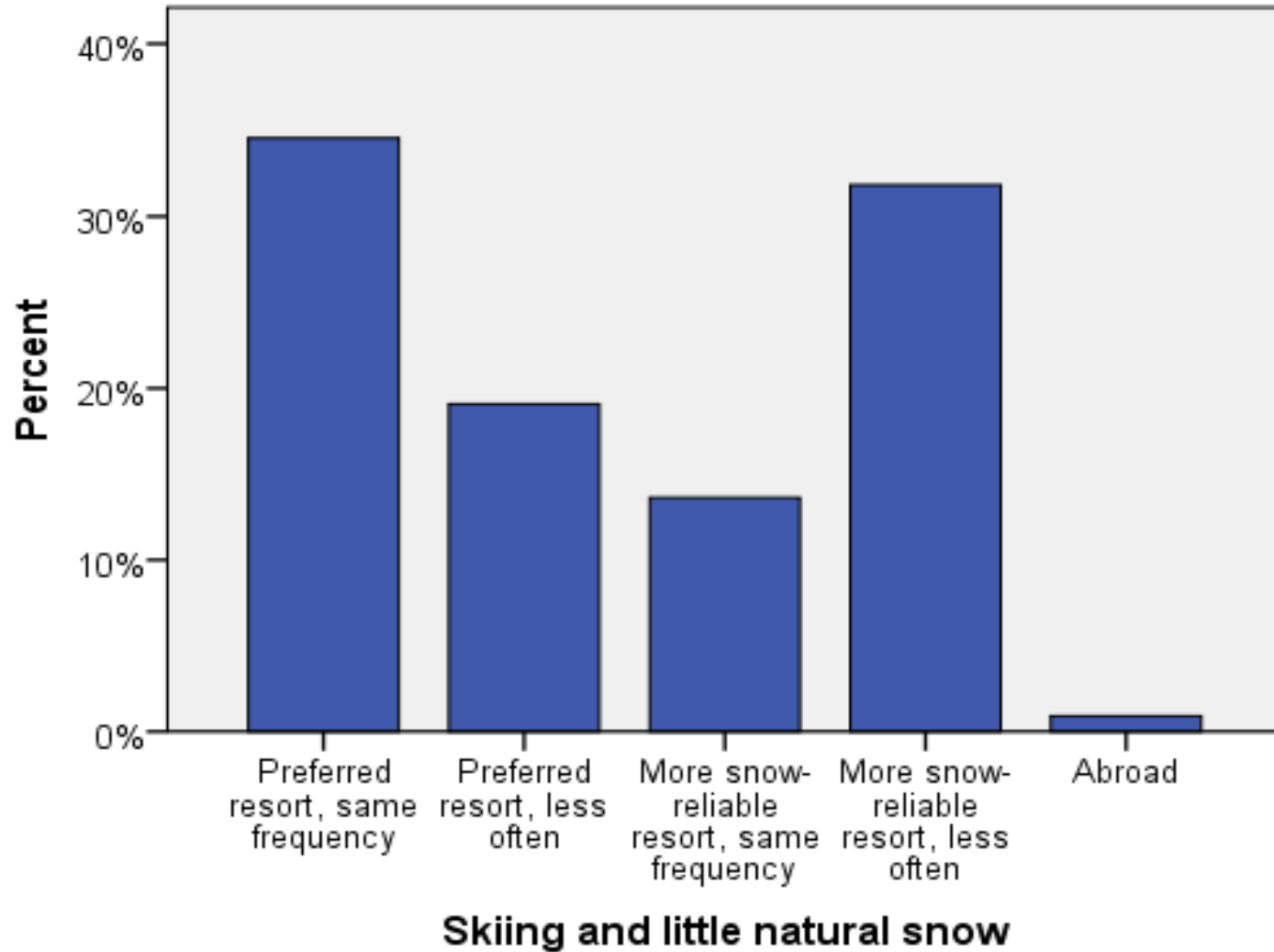
Results

Analysis and Discussion



Results

Analysis and Discussion



Results

Analysis and Discussion

Women	Men
1. Ski resort's altitude	1. Possibility of artificial snowmaking
1. Possibility of artificial snowmaking	2. Ski resort's altitude
3. Valley run	3. Valley run
4. Snow-independent offers	4. Snow-independent offers
5. Attractions	5. Attractions

Destination Choice Factors

Results

Analysis and Discussion

Artificial snowmaking

- Majority considers it to be an effective mitigation strategy
- 80% nevertheless prefer natural snow
- Nearly half of all respondents not willing to pay for artificial snowmaking

Results

Analysis and Discussion

Which of the following statements reflect your opinion the best?

- Skiing causes no damage to the natural environment worth mentioning.
45.5%
- Skiing damages the natural environment but I ski anyways.
54.5%
- Skiing causes too much damage to the natural environment and I can no longer enjoy skiing.
0%

Results

Implications and Limitations

- Snow-independent offers are not able to replace missing snow
- Need to reconsider adaptation strategies that are heavily relied on
- Education of ski tourists
- Further research into area of behavioural adaptation strategies

Results

Implications and Limitations

- Non-generalizability of data
- Uncertainty of self reports
- Mode of data collection

Thank you for your attention.



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