

RESEARCH SEMINAR

JOINTLY ORGANIZED BY:

DEPARTMENT OF GEOGRAPHY & RESOURCE MANAGEMENT

MASTER OF SOCIAL SCIENCE IN SUSTAINABLE TOURISM PROGRAMME

Out of the Black - and into the Blue? Challenges and Strategies of Tourism Development in the European Alps

11th December 2025 (Thu)
2:30 – 4:00 pm (UTC+8)
Rm 221, Chen Kou Bun
Building, CUHK

The presentation provides a concise overview of the evolution of tourism in the Alps up to the significant impact of the pandemic, followed by a critical evaluation of the novel approaches and strategies that have emerged from this crisis. Firstly, the necessity of achieving a balance between value creation, sustainability, climate change, and the attitude of the local population towards tourism will be demonstrated.

Secondly, the major strengths and weaknesses of tourism development are highlighted. The presentation employs case studies to demonstrate which factors (e.g. reduced snowfall, heavy rainfall in summer, high car traffic volumes) result in which adaptation or mitigation strategies. Thirdly, researchers pay particular attention to the phenomenon of overtourism. In conclusion, the lecture draws to a close with a discussion of opportunities for the development of tourism that are in harmony with the development of a habitat. It also explores the options of simultaneous radical limitation of tourism demand.



Mike Peters
Professor

Invited by Prof. Johnson Chan

Department of Management and Marketing, Faculty of Business and Management, University of Innsbruck

Mike Peters is a professor at the Department of Management and Marketing in the Faculty of Business and Management at the University of Innsbruck. He is the Dean of Studies for the Faculty of Business and Management. His research interests lie in the field of entrepreneurship and the management of small and medium-sized enterprises, with a particular focus on the leisure and tourism industry. Mike Peters heads the Research Centre for Tourism and Leisure and the Innsbruck Doctoral School 'Tourism and Leisure in Mountain Regions'.

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