



## EUSALP – An EU-Macro-Regional strategy for the valorization of the Alpine region as globally attractive health promoting place

Bernhard Lehofer  
ITG - Innovationsservice für Salzburg

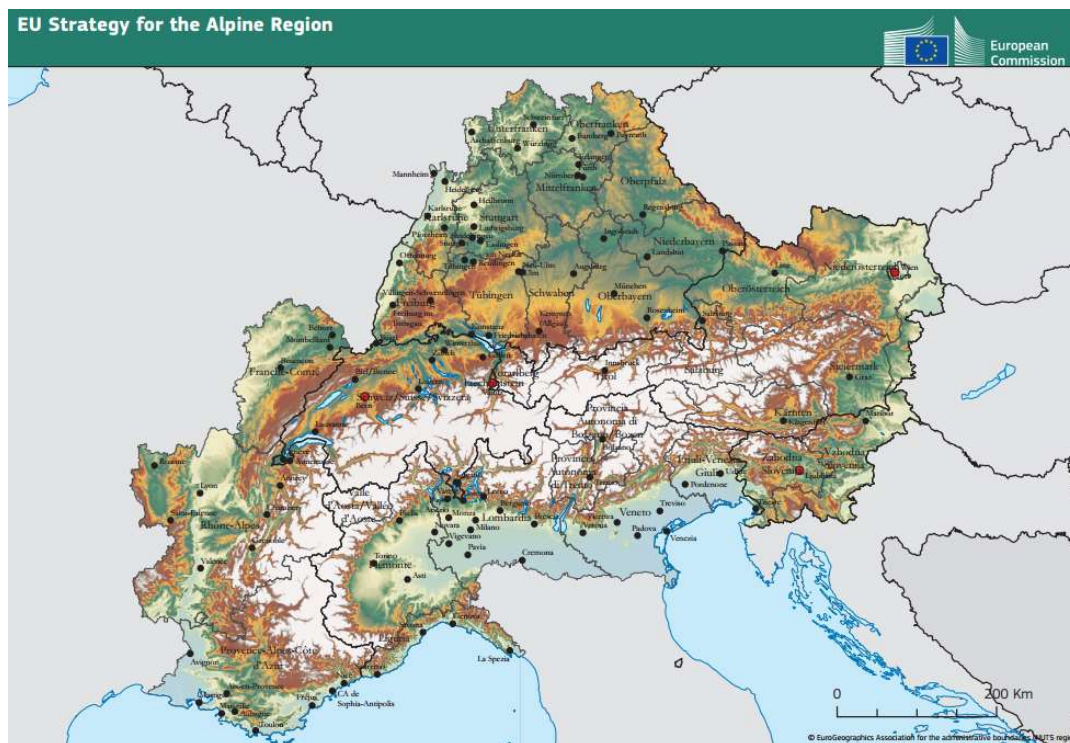


# EUSALP – EU Strategy for the Alpine Region

- 4th macro-regional strategy
- Objective:  
Promotion of sustainable economic and social prosperity of the Alpine Region
- [www.alpine-region.eu](http://www.alpine-region.eu)



EUSBSR  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION



7 States (5 EU, 2 NON-EU)  
48 Regions

- Austria
- Liechtenstein
- Slovenia
- Switzerland

Parts of

- Germany
- France
- Italy



# EUSALP

## Targets of the macro-regional strategy

Ensuring that the Alps **remain one of the most attractive areas** in Europe

Seizing its opportunities for **sustainable and innovative development** in a European context

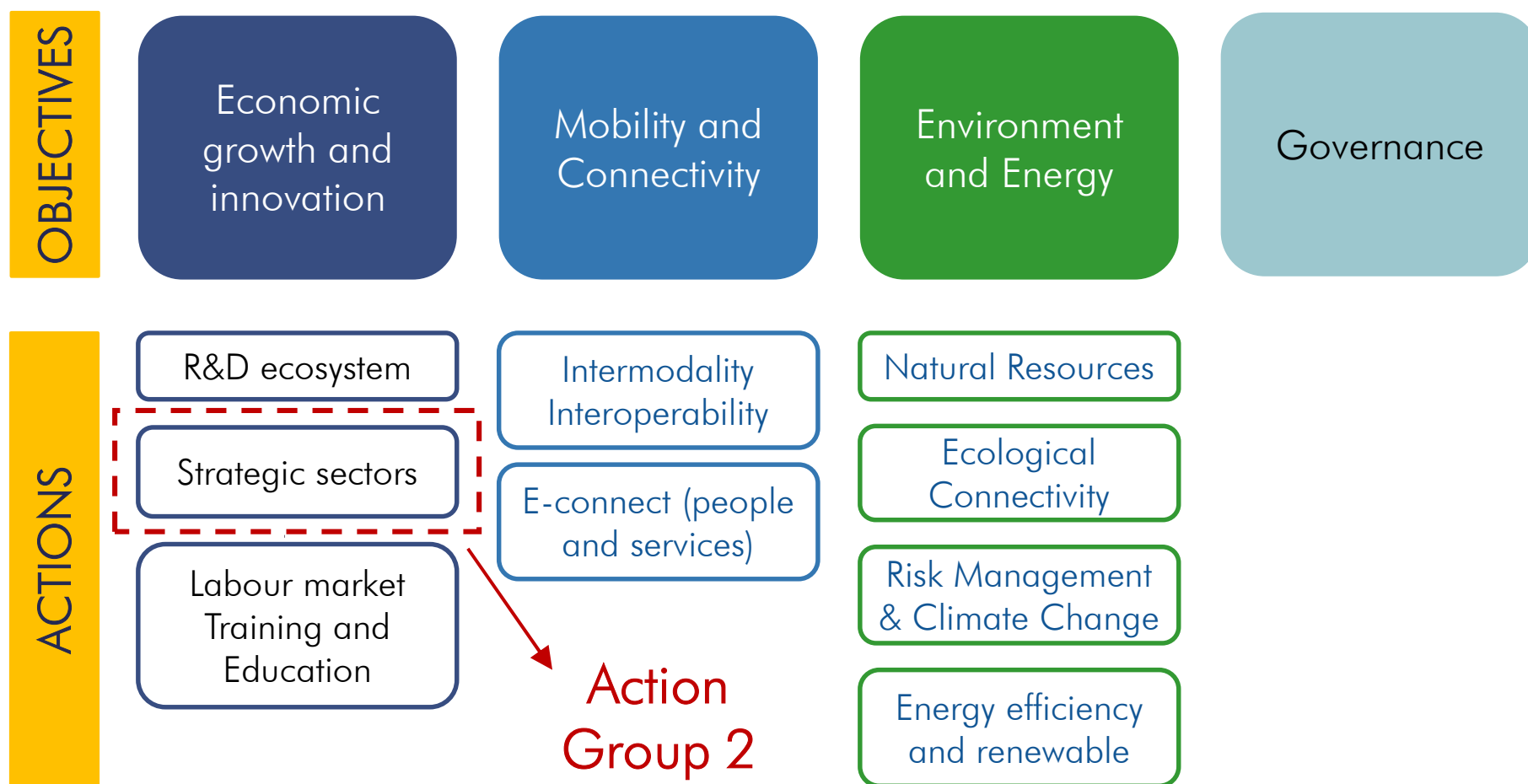
Taking better advantage of the assets of the Alpine Region





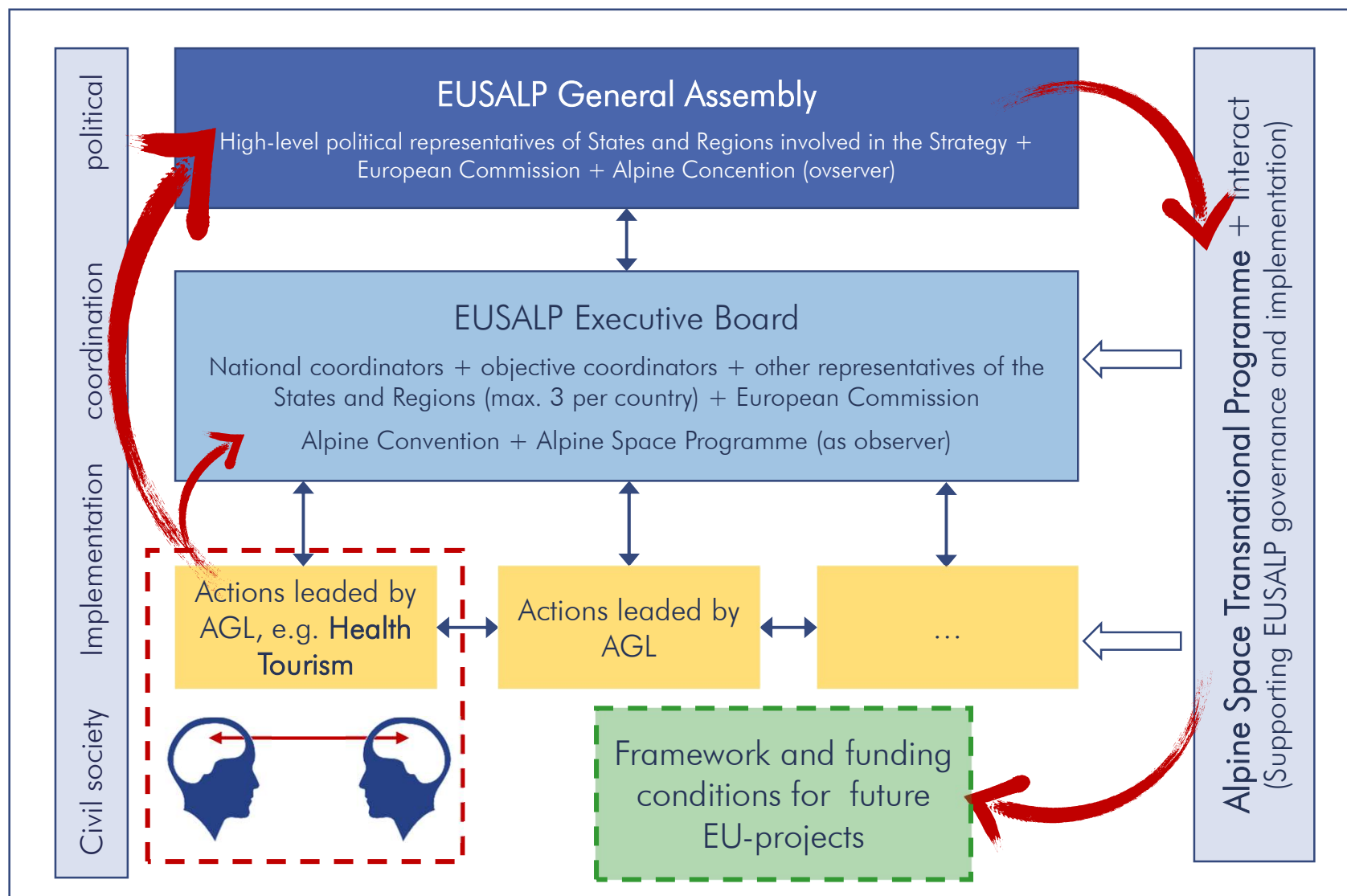
# Objectives and actions

Translation of common challenges & potentials of the Alpine region into concrete actions





# EUSALP Governance



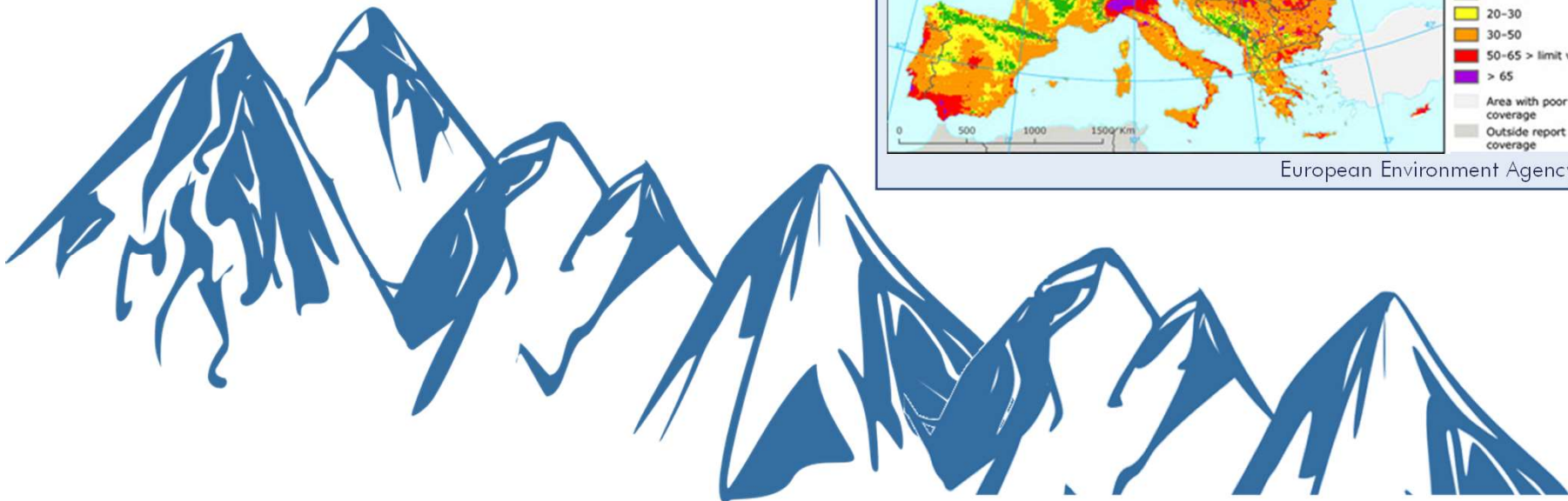
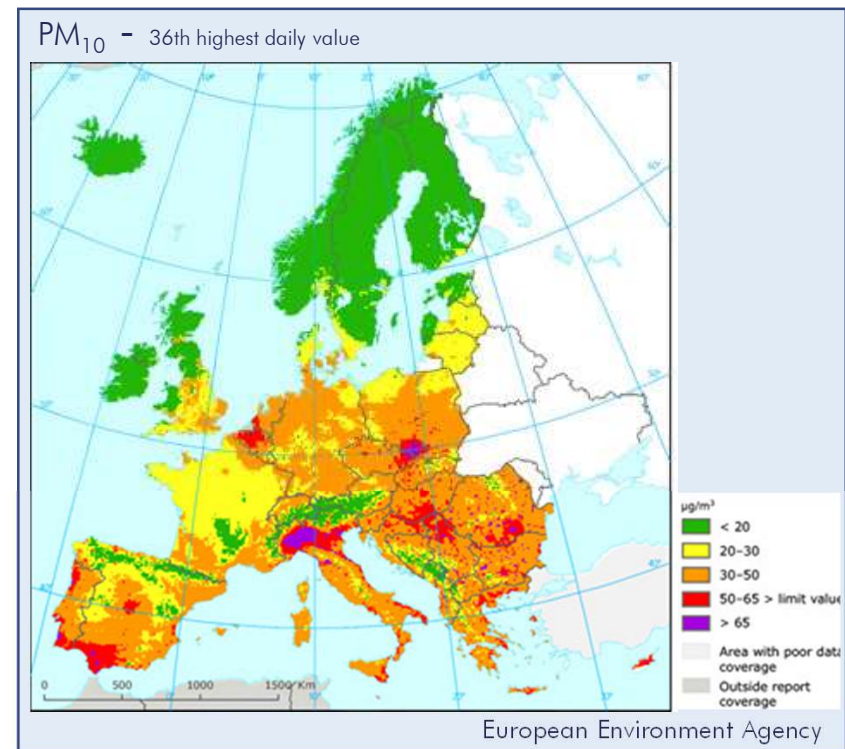


# Health as an Alpine Asset

The Alpine Region disposes of a rich heritage of **natural health resources**

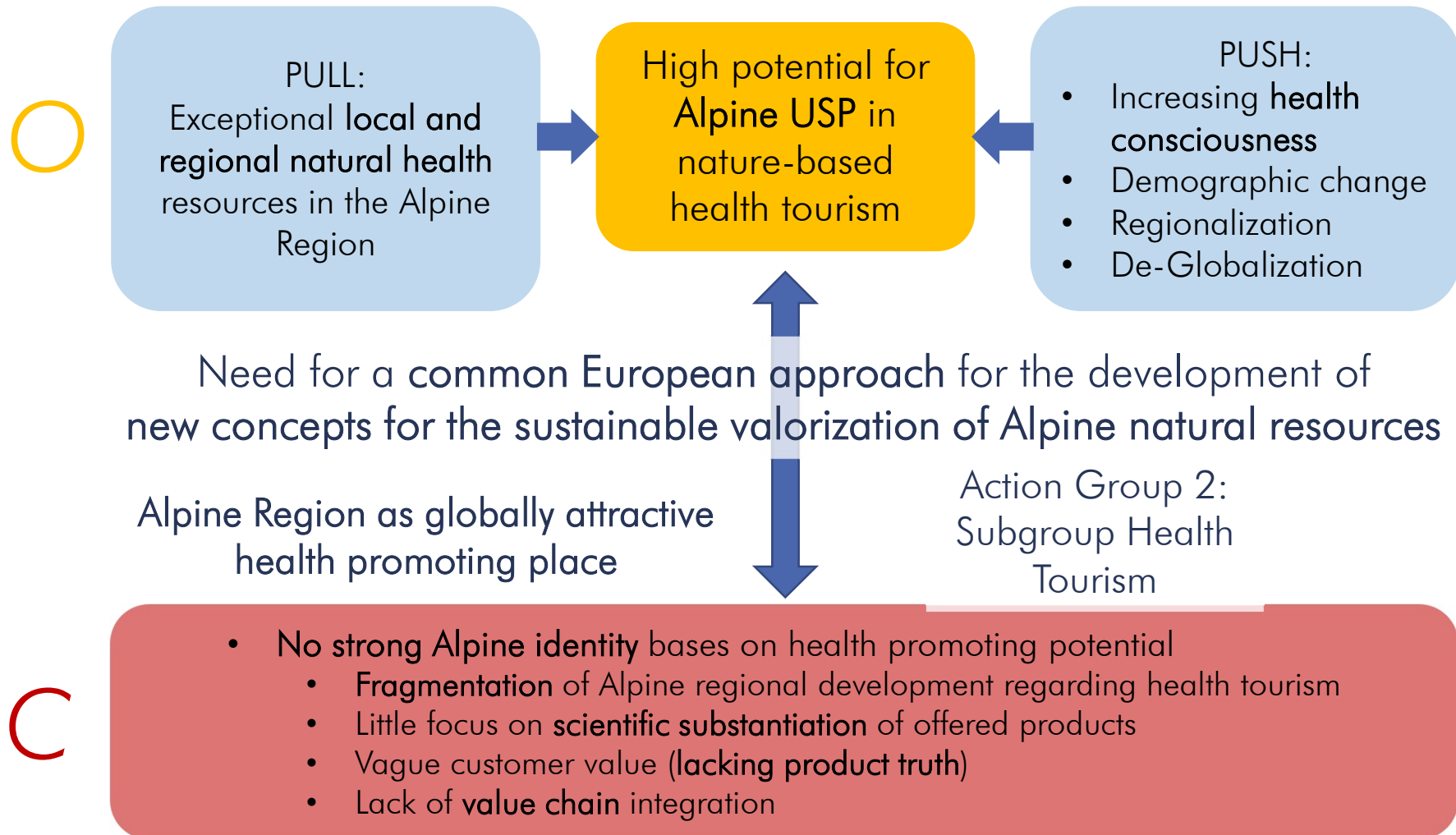
E.g.:

- Lower fine dust concentrations
- Lower allergen exposure
- 3D-terrain
- Cooler temperatures
- Healthy climate





# Opportunities and Challenges in Alpine Health Tourism





# Health Tourism as Strategic Alpine Sector

- **Subgroup Health Tourism:**  
**Interdisciplinary group** comprised of experts from each EUSALP member state from different fields/branches:
  - Medicine
  - Tourism
  - Life Sciences
  - Medical Technology
  - Agriculture
  - Regional, national & EU-governance
- **Chair:** ITG-Innovationsservice für Salzburg



**Focus:** Integration of nature based, **health promoting tourism** as strategic development factor for the valorization of Alpine regions as globally attractive health promoting places



# Targets and proposed Actions

## Transnational and interdisciplinary network

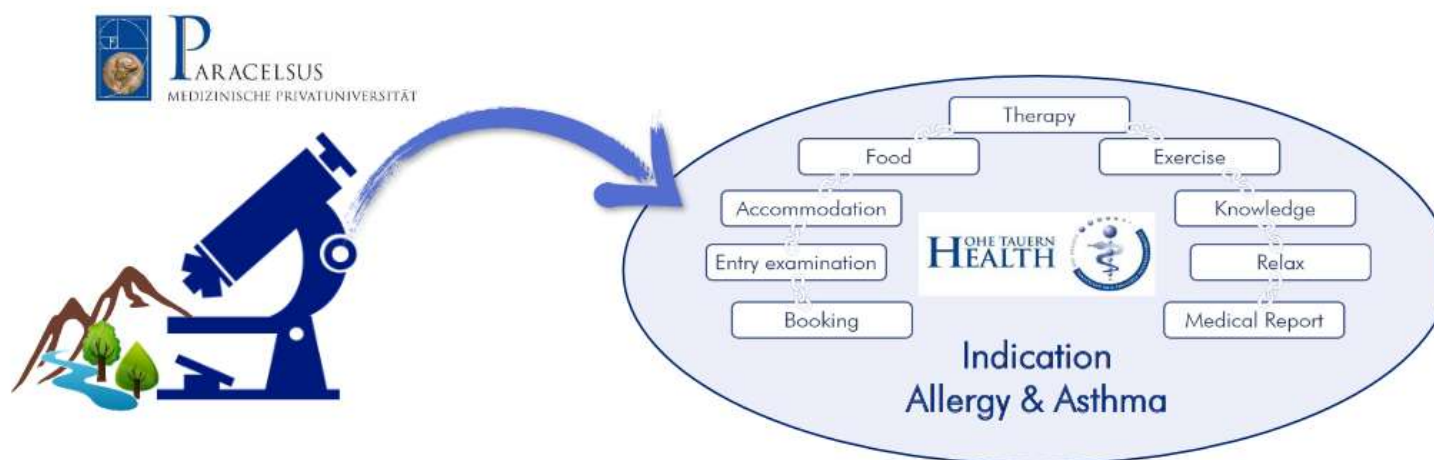
- Knowledge base
  - for regional initiatives (mutually learning)
  - for the integration in EU-governance and policy
- Triggering and initiation of transnational projects



Characterization of Alpine health resources | Institutional knowledge  
| Regional and national support activities | Scientific evidence |  
[Health tourism value chains] | Service innovation processes | Legal  
regulations | Re-evaluation of medical heritage | Etc.



# Evidence based health tourism



Medical research as a basis for  
the creation of regional health  
tourism value chains



Evidence-based,  
indication-specific health  
tourism which assigns a  
medical value to the  
specific health assets of  
the Alpine region

# Value Chains: Best Practice Hohe Tauern Health, Salzburg



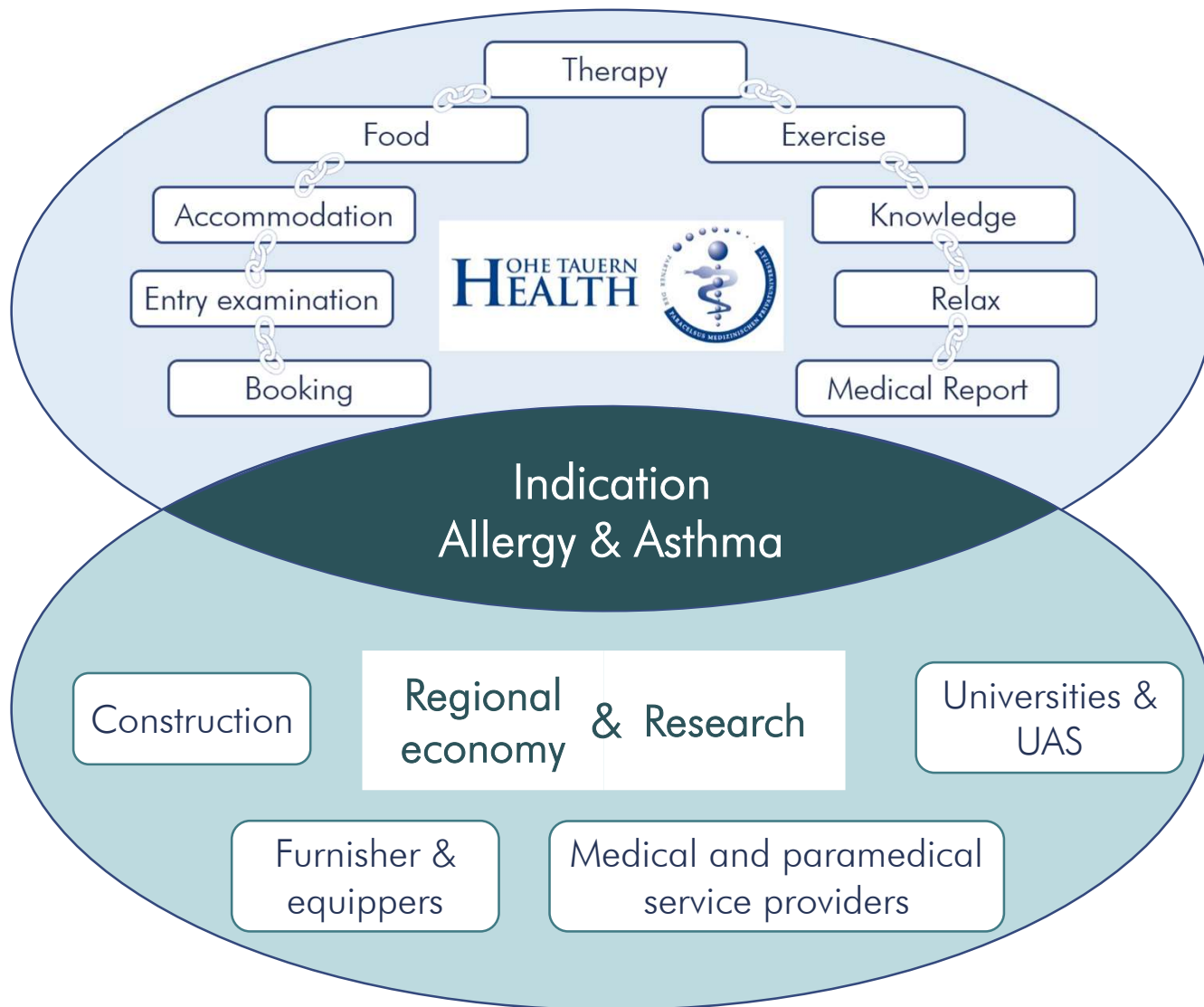
HOHE TAUERN  
HEALTH



Holidays for allergic and asthmatic guests



# Hohe Tauern Health – Cross-sectorial innovations





This project is co-funded by  
the European Union

# HEALPS – HEaling ALPS

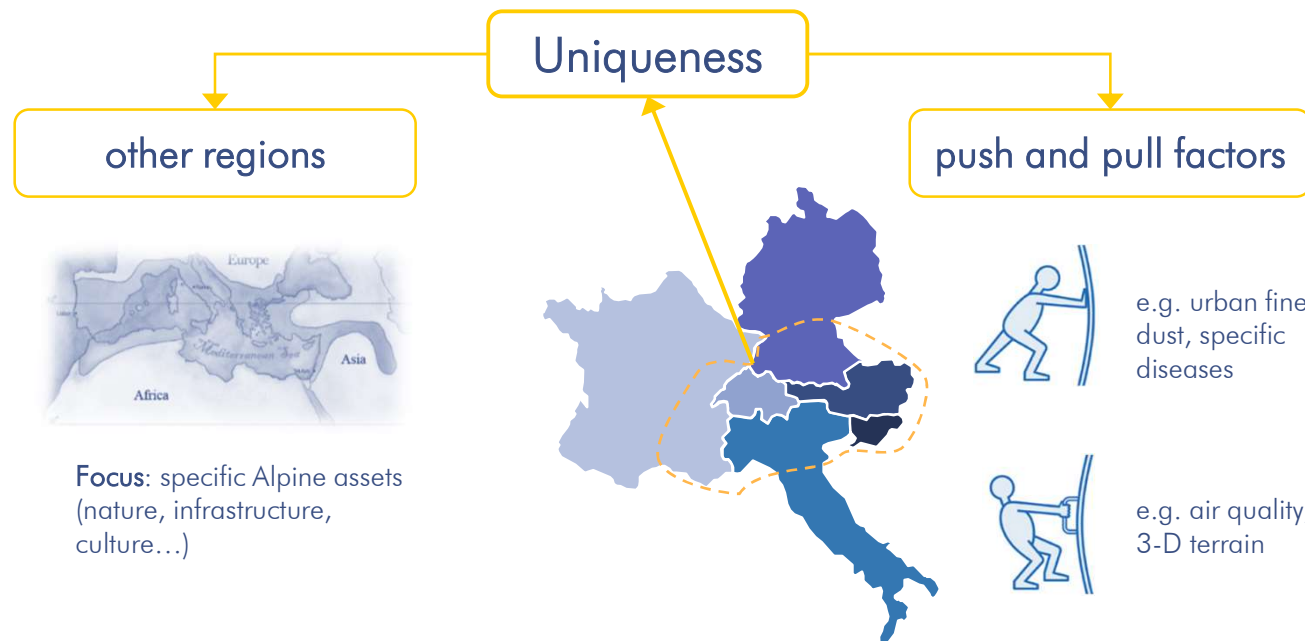
Positioning the Alpine region  
as globally attractive health  
promoting place



Lombardy Techforlife, Lecco  
University of Applied Sciences HTW Chur  
Innovations- und Technologietransfer  
Salzburg GmbH (Lead partner)  
Paracelsus Medizinische Privatuniversität,  
Salzburg

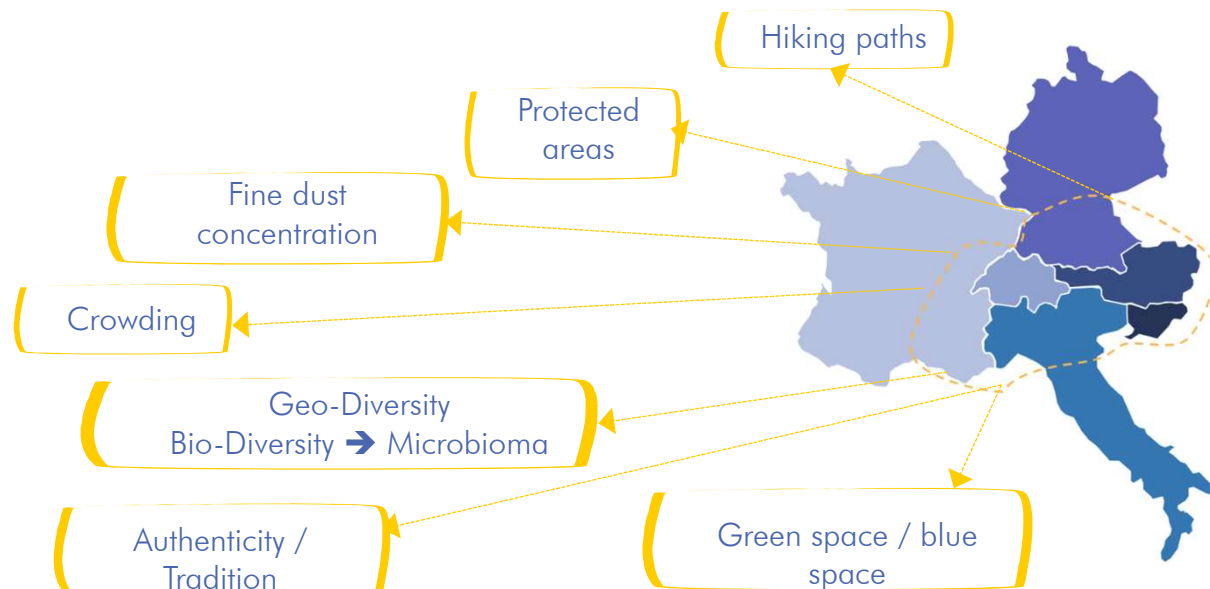
## Action 2.1

Identification of relevant and unique Alpine assets related to health and health tourism



## Action 2.1

Identification of relevant and unique Alpine assets related to health and health tourism



- 
- The diagram consists of three main components arranged horizontally:
- INDICATIONS**: A light blue vertical bar on the left containing a list of medical conditions.
  - MEDICAL EVIDENCE**: A central grey rectangle labeled "MEDICAL EVIDENCE".
  - ALPINE RESOURCES**: A light blue vertical bar on the right containing a list of environmental factors.
- Arrows point from both the "INDICATIONS" and "ALPINE RESOURCES" bars towards the central "MEDICAL EVIDENCE" box, indicating their influence on it.
- | INDICATIONS                | MEDICAL EVIDENCE    | ALPINE RESOURCES            |
|----------------------------|---------------------|-----------------------------|
| Depressions                | MEDICAL<br>EVIDENCE | Low fine dust concentration |
| Hay fever                  |                     | Waterfalls                  |
| Other allergies            |                     | Alpine mountain hiking      |
| Weak immune system         |                     | ...                         |
| Stomach/digestion problems |                     | ...                         |
| Lack of sexual desire      |                     | ...                         |
| Balance                    |                     | ...                         |
| Bladder weakness           |                     | ...                         |
| Chronic bronchitis         |                     | ...                         |
| Cardiovascular diseases    |                     | ...                         |
| Tension/stress             |                     | ...                         |
| Sleeping disorders         |                     | ...                         |
| Lack of mobility           |                     | ...                         |
| High blood pressure        |                     | ...                         |
| Overweight                 |                     | ...                         |
| Fatigue                    |                     | ...                         |
| Rheumatic pain / arthrosis | ...                 |                             |
| Lack of physical fitness   | ...                 |                             |
| Back pain                  | ...                 |                             |

HOHE TAUERN  
HEALTH



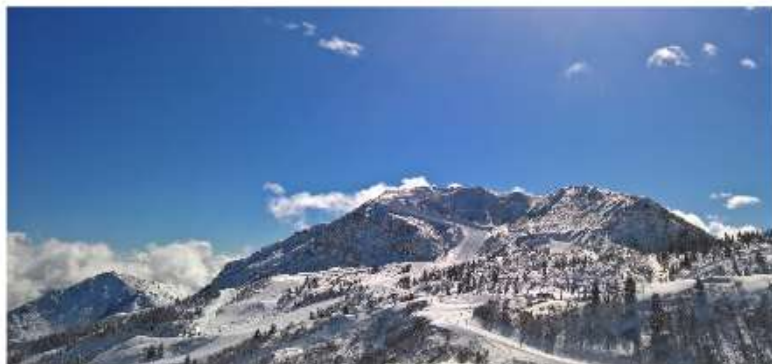
**Interreg**  
Italia-Österreich  
WinHealth

European Regional Development Fund



EUROPEAN UNION

Sustainable valorization of health tourism  
potentials in Alpine winter tourism



**Climate change**

TRAIL for Health Nord



**Interreg**



Österreich-Bayern 2014-2020

Europäische Union – Europäischer Fonds für Regionale Entwicklung

Health tourism competence  
development for regions and SME  
– target group 65-85year old



**Demographic change**



© SalzburgerLand Tourismus

# Interreg Alpine Space



European Regional Development Fund

Tourism based on natural health resources as  
strategic innovation  
for the development of Alpine regions

*ASP815*

# Project objectives

