

GRUPPO e-TOURISM SEMINAR

SKI AREAS MANAGEMENT FRAMEWORKS AND MARKETING APPROACHES IN THE ALPS AND IN THE ROCKIES

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*Tuesday, 12 July 2011
2.00 PM – DISA seminar room
Faculty of Economics
Via Inama, 5 – Trento*

The seminar will discuss the different approaches to mountain destinations' management through the analysis of three cases from Austria, Switzerland and Canada. The three ski areas chosen present many diversities in terms of management framework, marketing approach and product development. In fact, Stubai is a typical community type destination in the Alps, Laax represents a sort of unique example of a corporate ski resort in a community type destination in the region of Grigioni while Sun Peak is the typical example of corporate ski resort in the Canadian Rockies. The analysis will focus on the managerial aspects, aimed at confirming the difference between the three models - corporate, community and intermediate – for what concerns the management approach, decision-making and strategic planning, and marketing. It will also be presented how the three ski areas fit into the broader governance framework of the destination and what is the relation between the plurality of stakeholders involved.

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