

**Interreg**



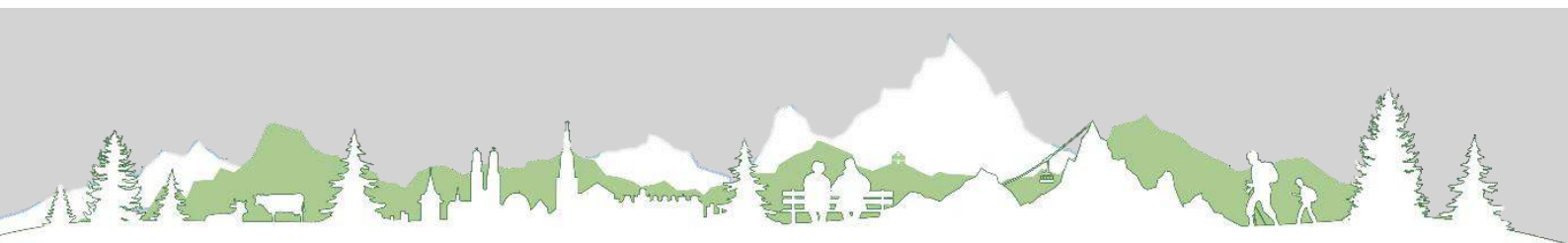
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TranStat

**Alpine Space**

*How to find the important actors for transition of mountain resorts to more sustainable forms of tourism?*

*A guideline for the application of a social network analysis (SNA) in TranStat`s Living Labs (LL)*



## I. Background information - What is SNA?

Social network analysis (SNA) is a scientifically approved method to investigate and characterize social structures. It allows to identify and analyse the **actors** (*nodes*) of a network. SNA focusses not only on the single actors but also on the **relationships between the actors** (*ties* or *links* of the network) and gives insight in their role within the network and existing **governance structures**. Patterns of interactions between the actors are visualized via sociograms (Figure 1).

In TranStat` Living Labs (LL) SNA is applied to **identify and analyse relevant stakeholders for transition** towards more sustainable forms of tourism and their interactions. SNA results in the creation of inclusive core groups of stakeholders in the LL.

The data is collected by conducting interviews - by telephone or online. The compilation of the questions allows to also cover actors not previously represented in existing LL networks. It is important to get a broad network and to identify **new actors** depending on the local situation.

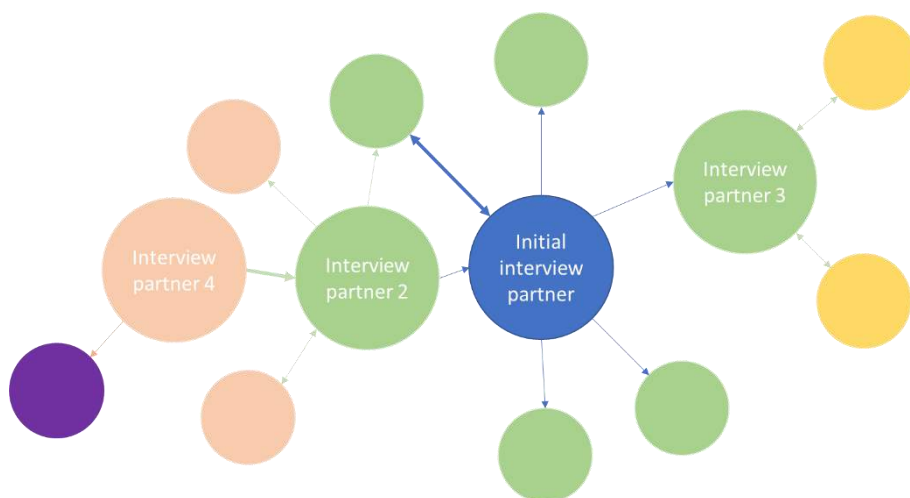


Figure 1: Stakeholder network illustrated in the form of a sociogram.

## II. Procedure – How to carry out interviews for SNA?

SNA shall be implemented in all of TranStat's LL. Each project partner assigned to a LL is responsible for conducting the interviews (see Table 1).

Table 1 List of project partners and their assigned LL

Project partner	assigned LL
INRAE	Communauté de Communes Cœur de Chartreuse
INRAE	Megève Ski Resort
UMIL	Maniva Ski Resort
UMIL	Valmalenco Ski Resort
alpS	Biosphere Reserve Großes Walsertal
ecoplus Alpin	Wexlarena St. Corona am Wechsel
RAGOR	Rogla Ski Resort
RAGOR	Kranjska Gora Ski Resort
UAS Grisons	Surselva Mountain Resort

The following steps have to be carried out:

## 1. Determine initial interview partners

The initial interview partners are determined by the project partner responsible for the respective LL.

The following criteria should be used:

- The initial interviewee is well networked.
- The initial interviewee has a good overview of structures in the LL.
- The initial interviewee is a central figure in the LL

We suggest starting with one of the assigned contact persons of the LL and two additional actors.

## 2. Data acquisition via LimeSurvey

To facilitate and harmonize the documentation of interview results we digitalized the catalogue of questions in the survey tool LimeSurvey (Figure 2).

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Load unfinished survey Language: English ▾

Transtat - Social network analysis

### Transtat - Social network analysis

Mountain resorts and tourism destinations in the Alps are facing **common challenges**. The impacts of climate change resulting in the reduction of natural snow cover, changing tourism practices and population dynamics require strategies for the diversification of touristic offers and regional development.

In response to these challenges, the European project **TranStat – Transitions to Sustainable Ski Tourism in the Alps of Tomorrow** aims at the implementation of new sustainable touristic, economic, social and environmental development models. Mountain resort from Austria, France, Switzerland, Slovenia and Italy participate in TranStat, work together in a participatory approach and benefit from a transnational partnership.

In this context, it is important to unite knowledge and experience by creating a comprehensive network of actors in **Living Lab x**. Together, we can better address the challenges, elaborate scenarios and solutions.

This survey aims at identifying current networks and future important actors for a transition towards more sustainable forms of tourism in **Living Lab x**. We invite you to participate in the survey. It will take **about 15 minutes** of your time.

Please be as specific as possible in answering the questions.

Thank you very much for your contribution!

There are 14 questions in this survey.

**Interreg** **Co-funded by the European Union** **TranStat**

**Alpine Space**

To open the survey, please accept our data protection declaration.  
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**Next**

Figure 2 Screenshot of start page for data entry in limesurvey

You have two options:

- Option a: Conduct the interviews yourself by telephone and use LimeSurvey for documentation.
- Option b: Invite interviewees to participate in the survey. Provide them with the link to the survey. We will send you the data after the respective interview partner has participated.

The interview guide is available in the native languages of the LL. A separate survey is available for each LL under the following links::

LL	Limesurvey link
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Communauté de Communes Cœur de Chartreuse	<a href="https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/442365?lang=fr">https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/442365?lang=fr</a>
Megève Ski Resort	<a href="https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/434974?lang=fr">https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/434974?lang=fr</a>
Maniva Ski Resort	<a href="https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/585985?lang=it">https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/585985?lang=it</a>
Valmalenco Ski Resort	
Biosphere Reserve Großes Walsertal	<a href="https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/128236?lang=de">https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/128236?lang=de</a>
Wexlarena St. Corona am Wechsel	<a href="https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/221368?lang=de">https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/221368?lang=de</a>
Rogla Ski Resort	
Kranjska Gora Ski Resort	<a href="https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/937542?lang=sl">https://umfrage.uibk.ac.at/limesurvey/allgemein/index.php/937542?lang=sl</a>
Surselva Mountain Resort	

### 3. Determine interview partners for follow-up interviews

Follow-up interviewees are selected through snowball sampling approach where participants of the interview help to recruit future interviewees.

The initial interview partner names actors who are influential within the framework of transition processes in the LL. Assigned project partners **screen results of the initial interview and select up to three follow-up interviewees that seem important for the aims of the project.**

For this step the assigned project partners have to be in close exchange with alpS in a feedback loop. alpS provides the prepared results of each interview round which are the basis for the selection of interviewees for the subsequent interview round.

**Select about three interviewees again from each interview result.**

### 4. Determine end of interviews

A sufficient number of interviews is achieved when

- a. (nearly) no new actors are nominated by the interviewees,
- b. actor of all different thematic fields of cooperation are represented (Figure 3; touristic offers and marketing, strategic planning, infrastructural measures, investment/ financing, education/ awareness raising, nature conservation, involvement of the public).

Figure 3 Characterization of actors by assignment to thematic fields of cooperation – screenshot of the online survey

- c. The following list of potential stakeholder groups helps you to check if your network is set. We make no claim to completeness of the list. Please check which groups of actors are relevant or represented in your LL. The list corresponds to the classification by the Alpine Space program in annex 1 of the program manual.

	Categories of actors/ stakeholder groups	Examples
<input type="checkbox"/>	Elected representative on a local/ regional/ national level	e.g. mayor or other politicians
<input type="checkbox"/>	Experts/ employees in relevant sectors on municipal, regional and national level	e.g. administration stuff in the municipality
<input type="checkbox"/>	Sectoral agencies	e.g. local or regional development agency, environmental agency, energy agency, employment agency
<input type="checkbox"/>	Infrastructure and (public) service providers	e.g. public transport, utility company (water supply, electricity supply, sewage, gas, ts/employees in relevant waste collection), airport, port, railway
<input type="checkbox"/>	Public organizations and NGOs	e.g. international organisation, foundation, charity, voluntary association, club
<input type="checkbox"/>	Higher education and research organisations	e.g. university faculty, college, research institution, research cluster
<input type="checkbox"/>	Education/ training centres and schools	e.g. primary, secondary, pre-school, vocational training
<input type="checkbox"/>	Enterprises (except SME)	
<input type="checkbox"/>	SME	(e.g. micro, small and medium enterprises, start-ups)
<input type="checkbox"/>	Business support organisations	e.g. chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business cluster, trade union

<input type="checkbox"/>	Representatives of residents/ general public	(e.g. representatives of local communities or civic interest groups, associations of second home owners)
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Our experience shows that in total, about ten to 15 interviews are necessary until the criteria described above apply.

### III. Results of SNA

The analysis of results is carried out by alpS with the software Gephi<sup>1</sup>. The output is a stakeholder map of each LL (find an example in Figure 4), a graphic representation and documentation of all stakeholders and their interrelations.

In the stakeholder map, not only the relationships between the stakeholders can be shown, but also other information that was collected by means of the SNA, such as sector affiliation, influence or relevance for the achievement of project goals for each stakeholder in the LL.

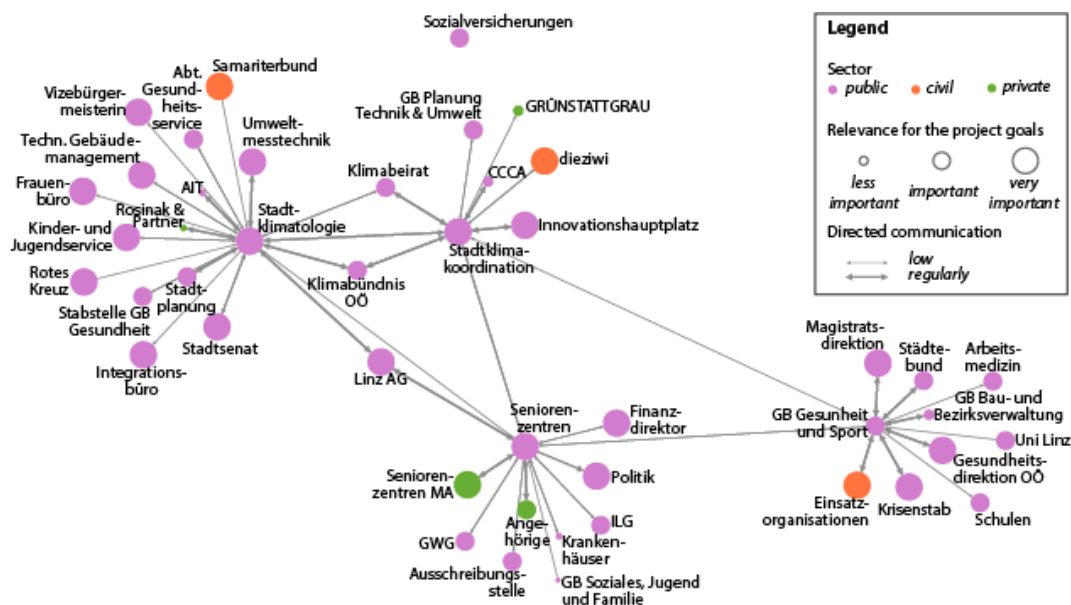


Figure 4: Example of a stakeholder map.

#### What are the benefits of the stakeholder map?

The analysis and mapping of stakeholders helps the LL to determine the influence and level of interest of each stakeholder on the project. This information can be used to set expectations and boundaries. The graphical representation makes deficits in cooperation or possible gaps visible at a glance. The LL can plan and act accordingly to keep the project running as smoothly as possible.

<sup>1</sup> <https://gephi.org/>