"...promoting the natural and cultural resources in the Alps through sustainable measures in sport, tourism and environment."

FUTOURIST - what is it all about:

Stories

...told by nature and local people.

...told for nature and local people.

...told together with nature and local people.
This handbook is for decision makers and touristic operators following motives such as:

- **Sustainable tourism**
  Being the cradle of tourism, the Alps have been deeply coined by it. At the same time, the Alps are more affected by climate change than other regions. Alternatives to mass tourism mainly associated with winter sports are needed!

- **Experiencing nature**
  Visitors are more and more attracted by natural spaces and lasting outdoor experiences as a balance to the often inactive and overstimulating daily routine. The actual task is to create such experiences in intact nature.

- **Regional value-added**
  Offering new activities will increase day-trip tourism and overnight stays. Thus, infrastructures are preserved or promoted, the incomes of local businesses are ensured and the region’s identity is strengthened. Authentic and regional products are highly popular!

- **Conservation of natural and cultural alpine landscape**
  The sublime nature and landscape with the uniqueness and diversity of its habitats are a distinguishing feature of the Alps. Through a sustainable valorisation of these natural areas, this potential will be used collectively in the future.

- **Increase quality of life**
  Outdoor experiences in unspoiled landscapes have positive effects on people’s physical and mental well-being. Intact nature is essential for health!
Adaptiveness

Offers stay flexible to changing circumstances over time

Transferability

Nature-sensitive and impressive tourism can evolve anywhere - alpine regions are characterized by an array of particular specialties of their own to found authentic and unique experiences.
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Nature-sensitive and impressive tourism can evolve anywhere - alpine regions are characterized by an array of particular specialties of their own to find authentic and unique experiences in balance with nature, landscape and local people.

The needs of nature, local people and their areas are borne in mind. All three equally play a central role in any kind of development.

Tourism of the future

Experiencing nature with all the senses for lasting emotional impressions.
Authentic experiences cannot be invented, they can only happen.

Experiences only show real authenticity if focussed on truly typical, regional and living personal values, which must be presented in logical and sensitive ways.

Creating such offers needs a strong interaction with locals and a deep understanding for the natural as well as cultural circumstances within the region.
Encountering nature with minimal environmental impact instead of consuming natural resources, space and landscapes!

Meeting the locals with mutual understanding instead of being either customer or disturbance!

Getting part of local added value instead of trading cash for experience!
Local panel, pilot region "Brandenberg" (AT), JAN-2018

On-site discussion, municipality of Pfunds, (AT), APR-2018

Field studies, pilot region "Tiroler Gailtal" (AT), JUL-2017
Getting the stories - **listen and observe!**

FUTOURIST project partners worked in close collaboration with Destination Management Organisations and local Touristic Consortiums and so gathered information and expectations from local operators (tour operators, tourist guides, travel agencies, tourist office operators, hotel and restaurant owners, producers,...) institutions (municipalities, authorities, NGOs,...) and many other interested local persons. Furthermore for Belluno the cultural role of Unesco Dolomites Foundation, that is to raise awareness of the delicacy of this natural heritage, has been taken into consideration.
Hard work is connecting biodiversity and human livelihood in alpine agriculture.

Special knowledge and handicraft in alpine bee keeping are the basis for tasty honey.

Cheese making enables agricultural land use even in inhospitable mountain environments.

Foto: Angelika Warmuth
Storytelling: **what's behind of all we see?**

Stories make regional specialties and local self-identification visible. Travellers are interested! They want to know!

Storytelling also plays an innovative role for the local touristic offer. There are more and more actors (nature guides, nature watch guides, local cultural associations,...) who take guests on tour telling them about the places and their special features and about legendary adventures. Storytelling will therefore play an ever larger role in future tourism development.
Voting on stories: Local panel "Tiroler Oberland", JAN-2018

Selecting itineraries: Local panel "Tiroler Gailtal", JAN-2018

Results Local Panel "Tiroler Oberland":
10 Itineraries to be implemented by FUTOURIST
JAN-2018
Selection of stories to be told-
Selection of itineraries to be implemented:

**Locals know best!**

Authentic itineraries must be truly supported by locals in order not to appear "artificial".

FUTOURIST itineraries have been chosen under close consultation with locals, local stakeholders and local touristic operators, furthermore due to their characteristics and peculiarities and the presence of an high concentration of prestigious elements, of environmental, landscaping, historical and cultural character. The goal is a sustainable development promoting unique experiences among pure and uncontaminated nature, that lead the visitor in a process of regeneration and awareness of the surrounding environment.
(Re-)using existing infrastructure - Using anyway existing event formats

Digital media

- Useful in marketing and networking
- Online Portals allow spacious market coverage
- Local itineraries however are designed to provide "digital detox"
- Storytelling itself uses analog media

Getting local operators together

- Developing itineraries which are able to support and strengthen already existing nature-toursim businesses
Making local stories perceptible for guests:

**Designing Itineraries**

Where, what, how:

- Keeping nature, landscape and local demands in balance
- Chosing the right storytelling media
- Considering possibilities to create added value

All itineraries which are designed to be offered later on have to be **co-designed by local people**! Their contributions are priceless!

Soft and sustainable itineraries are considered to be an intelligent solution for the diversification of the destinations, the seasons and touristic products in order to avoid traffic congestions in short specific periods and to highlight the peculiarities which enrich the touristic offer of the area. Some elements, which till a few years ago where considered weaknesses in comparison to neighboring competitive regions have to be handled in the "clever" way to become successful elements. More and more guests prefer to know the “soft” part of the culture, to see and experience the way of living of local inhabitants, their painting, songs, folklore, handicrafts and traditions.
Healing herbs workshop, "Brandenberg", AUG-2019

Guests visiting traditional apiculture, "Tiroler Gailtal", SEP-2018

Thematically guided mountain hike, "Tiroler Gailtal", JUL-2018
Flower meadow festival, "Tiroler Oberland", JUN-2019

Guided stargazing, "Tiroler Oberland", SEP-2019

A day of haymaking, "Tiroler Oberland", JUL-2018
Guests and local operators get together

Adding value can be generated locally by:

- Guided tours
- Workshops
- Overnight stays
- Meals
- Transfer

Appreciation can be generated by guests being interested

- in local achievements and challenges
- in traditional local values

FUTOURIST itineraries aim at the protection and enhancement of the natural and cultural heritage. If the companies adopt the right strategic and organizational solutions emerging from the business model and the marketing plan, they can also increase their results. The more closely collaboration and confrontation between the involved stakeholders will be useful for sharing and simplifying more complex concepts concerning entrepreneurial and public performances in tourism. Actually a public goal is desirable: the satisfaction of social and common needs which in this case are the brake on depopulation, the improvement of the inhabitants’ life, the conservation of the environment, traditions and the history of the communities.
Publisher:

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31.10.2019

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Financed by the European Regional Development Fund and Interreg V-A Italy-Austria 2014-2020