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INSTITUTE FOR REGIONAL DEVELOPMENT AND LOCATION MANAGEMENT

South Tyrol, Italy - Innovation in the rural hospitality industry

International Conference
Rural Tourism in Mountain Areas - Innovation & Civic Participation

16th of October 2015, Czerwienne-Bachledówka (Poland)

http://www.briol.it/images/slider/big/briol-lage-01.jpg

Agenda

1) European Academy of Bolzano
2) South Tyrol and tourism in the region
3) Innovation in the rural hospitality industry
    - Agriculture and tourism
    - Tourism and architecture
4) Conclusion

EUROPEAN ACADEMY OF BOLZANO (EURAC)

http://www.eurac.edu/PublishingImages/Home_eurac_notesto.jpg

Research areas of the European Academy of Bolzano

Autonomies

Technologies

Mountains

Health

Research area: MOUNTAINS

INSTITUTE FOR REGIONAL DEVELOPMENT AND LOCATION MANAGEMENT

EURAC mountains

EURAC is an interdisciplinary research centre located in Bolzano, Italy, in the heart of the Alps.
At EURAC's Research Area "Mountains" we focus on monitoring and assessing the interaction of environment and society in mountain regions, and we work on strategies of sustainability in the Alps and other mountain areas.

Our work:

- is inter- and trans-disciplinary, covering environmental and social science
- ranges from basic and applied research to applications and services for mountain users
- includes all relevant scales, from plots to full mountain ranges and from the past to the future

EURAC hosts the branch office of the Permanent Secretariat of the Alpine Convention and supports the Italian Ministry of the Environment, Land and Sea in the Convention's implementation.

Topics

Global Change and Ecosystem Services

Mountain areas provide important ecosystem services for lowlands. At EURAC we study the effects of global changes on ecological processes at ecosystem and landscape levels and across spatial and temporal scales and then use this data to evaluate and model impacts on biodiversity, ecosystem and landscape functions and services.

Climate, Water, Snow

Mountains are known as the water towers of the world. At EURAC we study mountain climatology, model the hydrology of mountain catchments, monitor snow cover with satellite data and simulate the impact of global change on the water balance through experimental analyses and eco-hydrological modelling. Furthermore, we assess incoming radiation for solar energy production.

Agriculture and Agronomy

The multifunctionality of agriculture—products. Finally, we observe changes in land use and farm structure in the Alpine and Carpathian mountain regions, and analyse their drivers.

Hazards, Risk and Vulnerability Assessment

Natural hazards such as flash floods or landmass movements as well as climatic change threaten the environment, supply networks, transportation and population of mountain regions. At EURAC we monitor slow surface movements with ground truth measurements and radar satellites, assess the risk of natural hazards and model the impact of climatic change. As a result, we can offer evaluations of sectoral and regional vulnerability as well as recommendations for adaptation strategies.

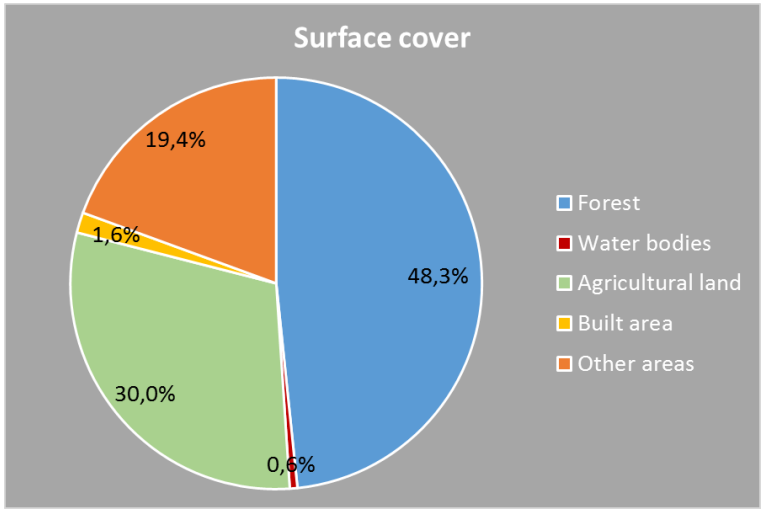
Regional Development (Tourism, Location Management, Transportation, Urban-rural Relationship)

We provide applied research and give professional advice on sustainable regional development that helps local and regional actors deal with a variety

South Tyrol

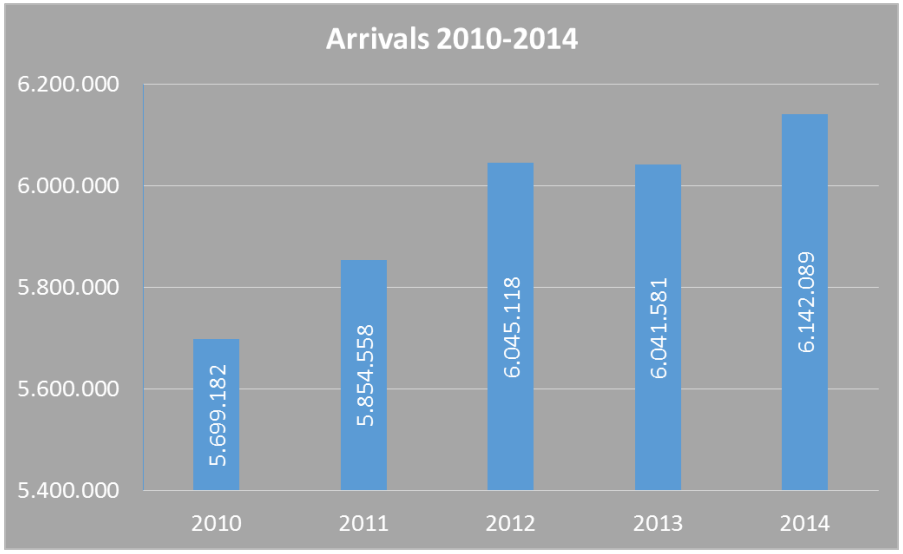
60% of the area → above 1.600 meters

http://www.smg.bz.it/de/service/nuetzliches/anfahrtsskizzen



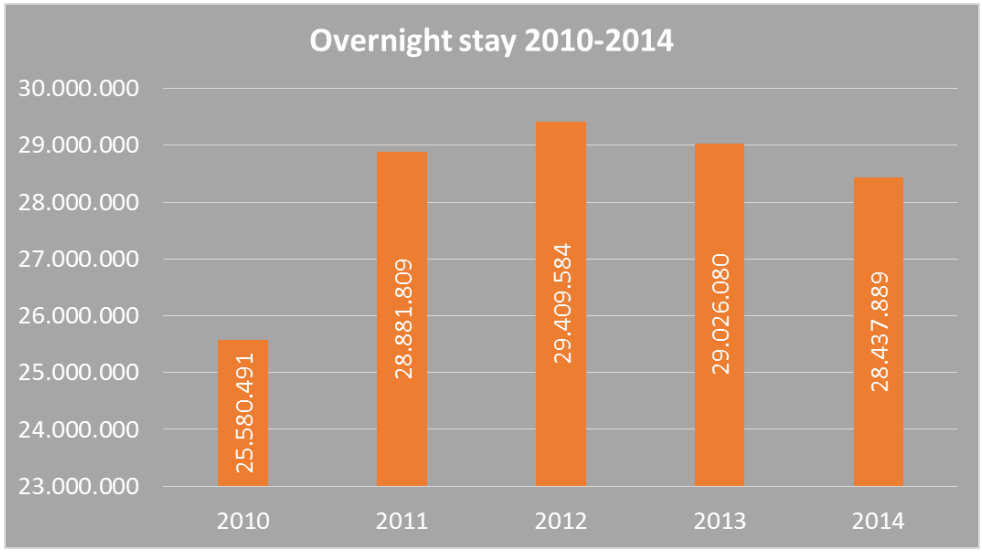
http://tirolatlas.uibk.ac.at/data/sheet.py/index?lang=de;name=area;id=21

Tourism in South Tyrol



ASTAT, 2015

2014 → 10.108 tourist accommodations and 219.050 beds



ASTAT, 2015

Innovation in rural tourism

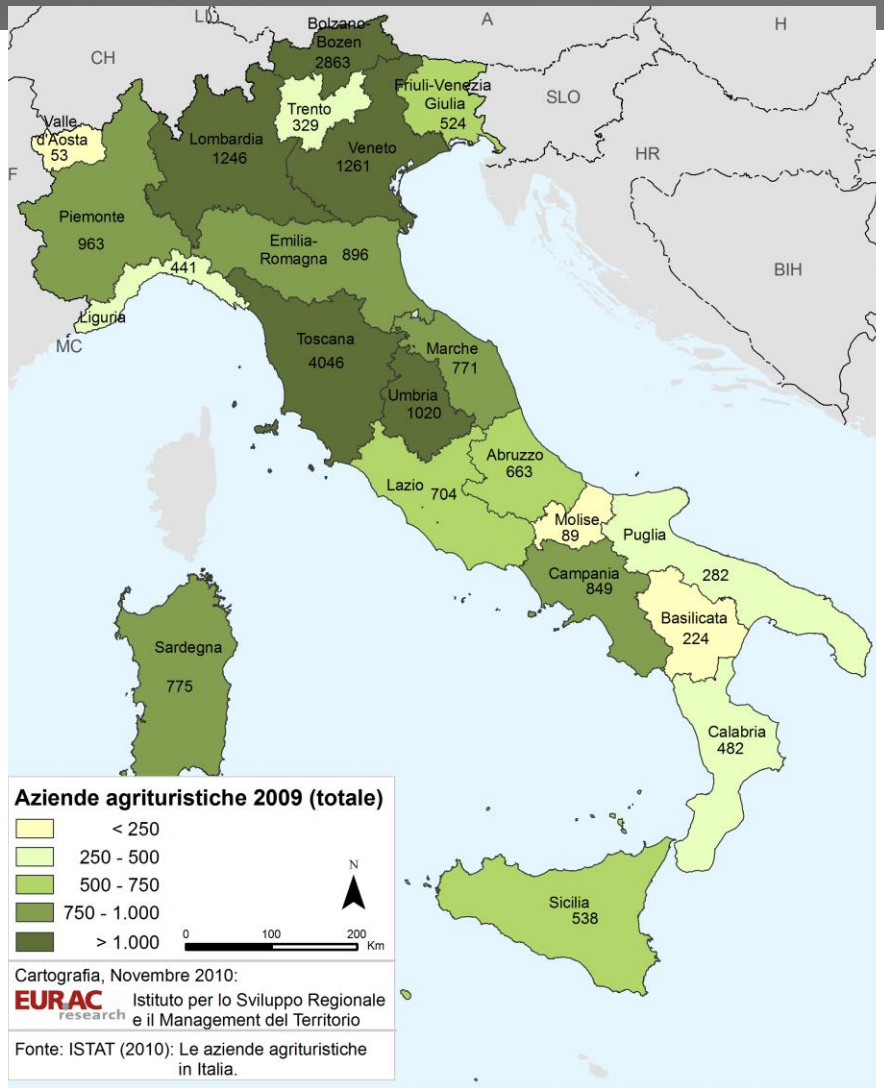
Tourism and agriculture

http://www.hotellagrein.com/blog/wp-content/uploads/2010/08/T%C3%B6rggelen.jpg

Tourism and architecture

http://www.siglinde-fischer.de/ftp_images/residenceimages/sliderimages/hwspe/hotel-residence-pergola-suedtirol-01.jpg

Tourism and agriculture



- around 13% of the agricultural farms offer holidays on the farm
- 2014 → generated 356.942 arrivals (+ 8% compared to 2013) and 2.318.620 overnight stays

Tourism and agriculture

http://www.roterhahn.it/de/marke-bauernhof/

http://www.meral-in-koerbelhof.it/

- 1999 → foundation of the trademark „red rooster“
- mandatory quality criteria
- aim → support of the farmers and promotion of a sustainable development of the agricultural culture in South Tyrol
- approx. 1.700 members

Tourism and agriculture

farm holidays

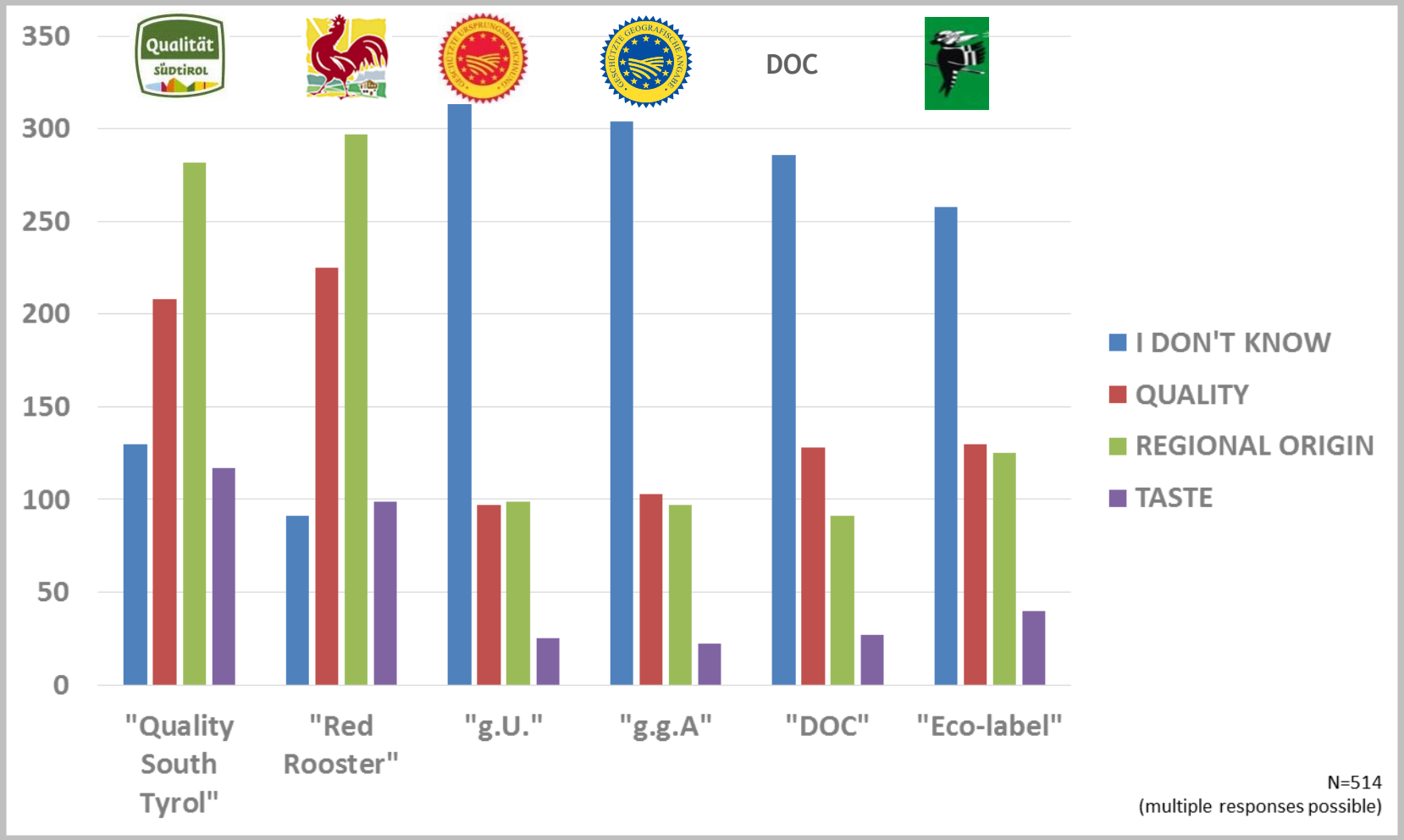
quality farm products

farm inns and bars

farm handcrafts

http://www.redrooster.it/en/farm-trademark/

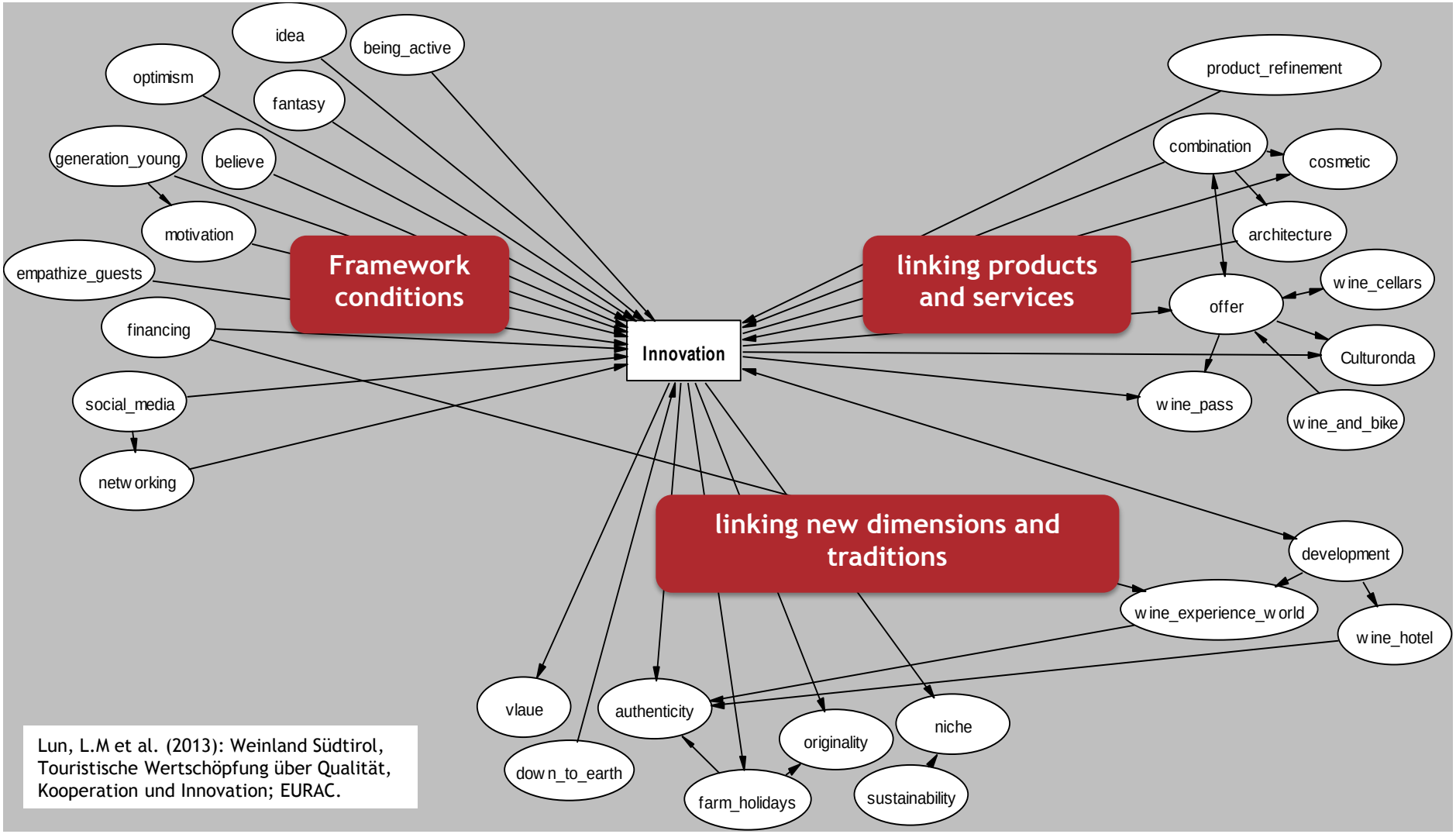
Customer survey - associations with food labels



C. Hoffmann, T. Streifeneder, B. Endtmann, M. Raab (EURAC 24.11.2014, „Customer Survey regarding regional products“)

Innovation in rural tourism

causal net graph (GABEK)



Lun, L.M et al. (2013): Weinland Südtirol, Touristische Wertschöpfung über Qualität, Kooperation und Innovation; EURAC.

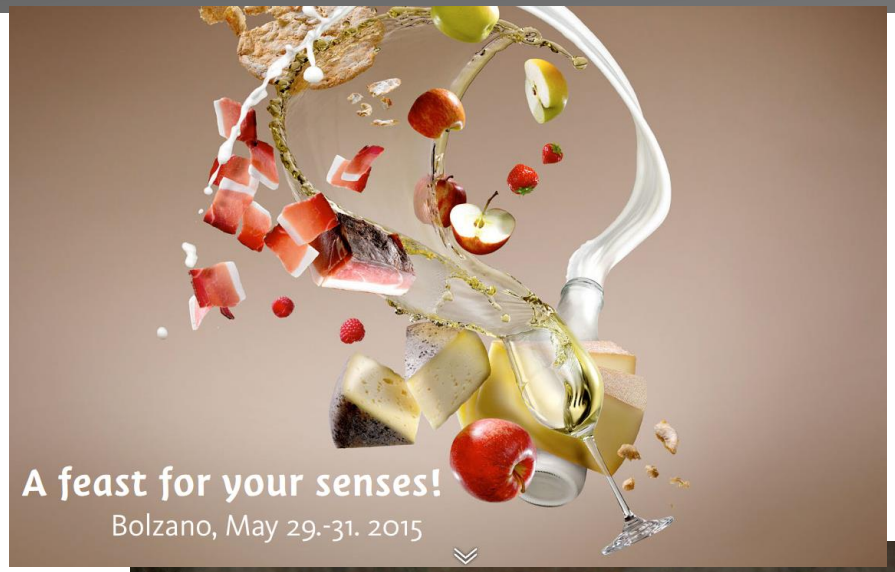
Innovation in rural tourism

http://www.manincor.com/it/acqua-vinea-nobilis.html

"Being innovative means for example to create additional products out of your raw materials. The local farmer that produces not only apple juice out of his apples but also apple chips […] or the one that creates cosmetic products from his grapevines. That is innovation. Or the farmer that together with local artists created a labyrinth on his farm. These are all things that are interesting for the tourists, because they get offered something in addition, something that generates experiences."

EURAC Interviews 2013, wine grower (translation; project "Weinland Südtirol")

Tourism and agriculture



http://www.genussfestival.it/media/de/home_jpg

Quelle: © Vinschgau Marketing

- Local farmers association → creation of an “innovation counter”
- Reference point for questions regarding innovation at the interface of agriculture and tourism

Tourism and architecture

http://www.hotel-mitlechnerhof.com/smartContent/imgcms/content_grosse_bilder/schenna-urlaub-mitlechnerhof.jpg

Mainstream architecture

http://images2.suedtirolerland.it/images/hotels/754x435/57f8e637ecbd0b41ca303c92fec9746d.jpg

https://commons.wikimedia.org/wiki/File:Kurzras_im_Schnalstal_-_Sporthotel.JPG

"Architectural blunders"

Tourism and architecture

http://atlas.arch.bz.it/de/kfere/hof-neustift/

Integration of contemporary styles and traditional building culture

http://www.finestlodges.com/de/hotel/Vigilius%20Mountain%20Resort-883

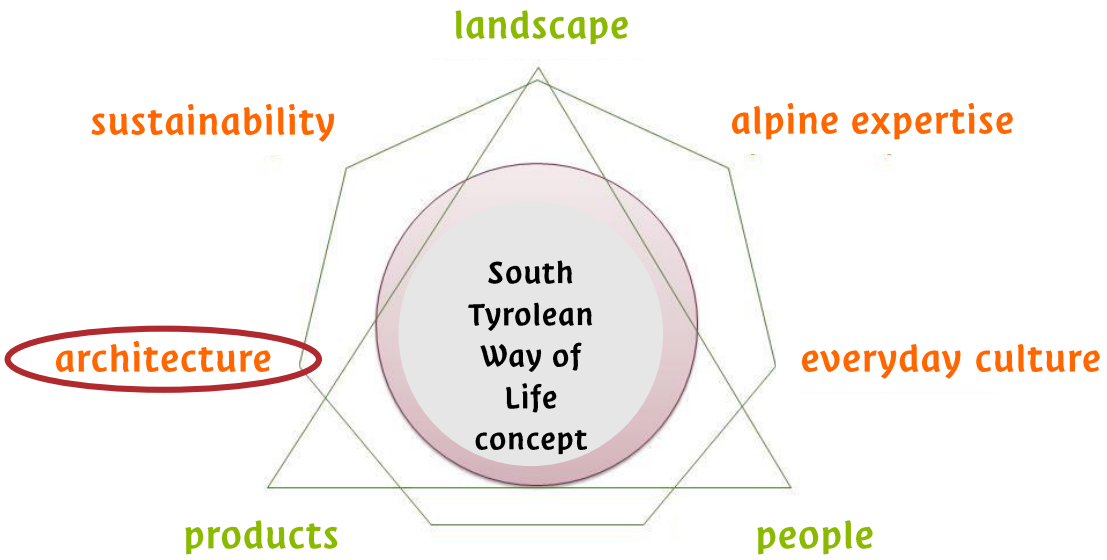
Innovative design hotels

L.M. Lun

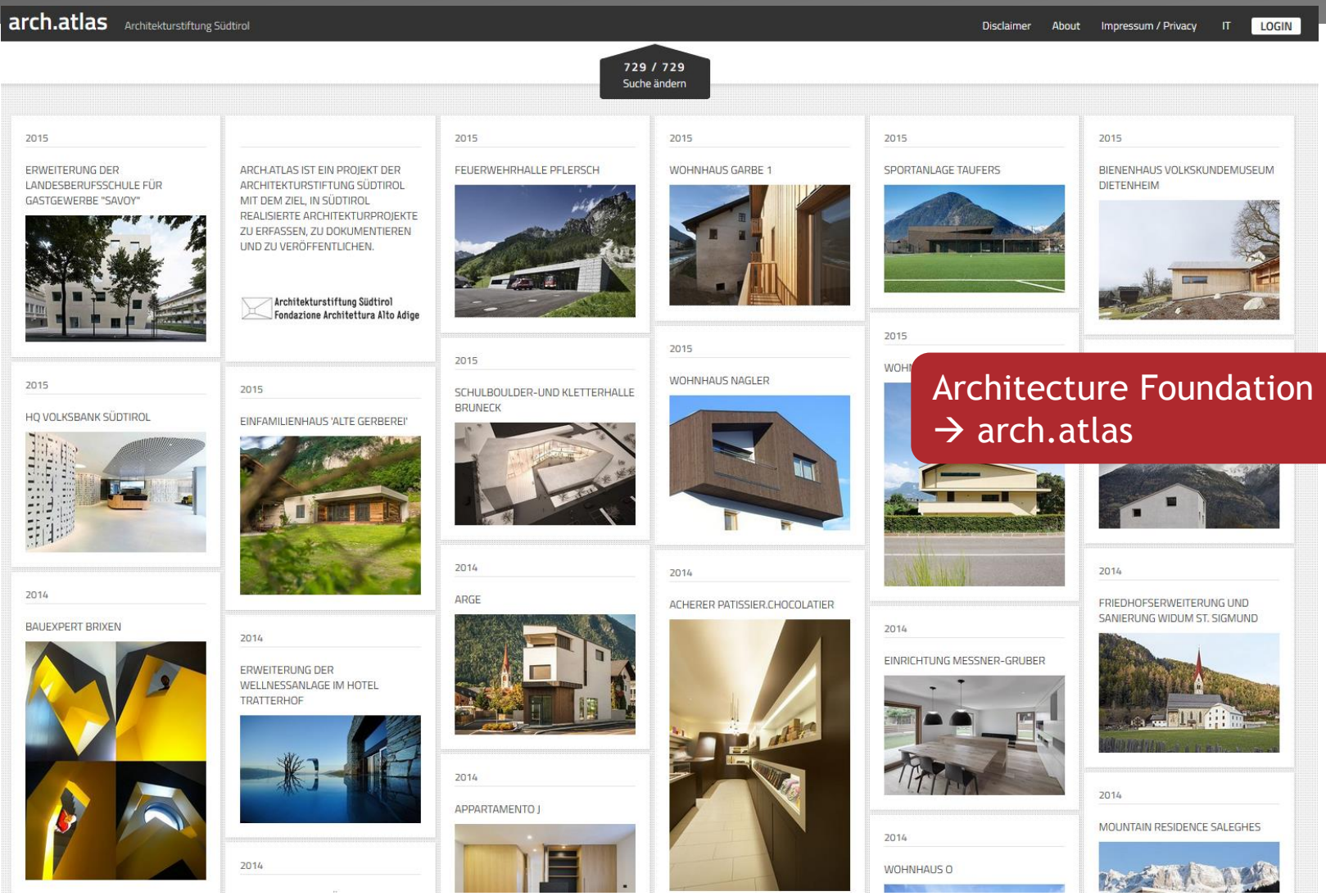
Tourism and architecture

architectural travel guidebook

South Tyrol Marketing (SMG): core competences



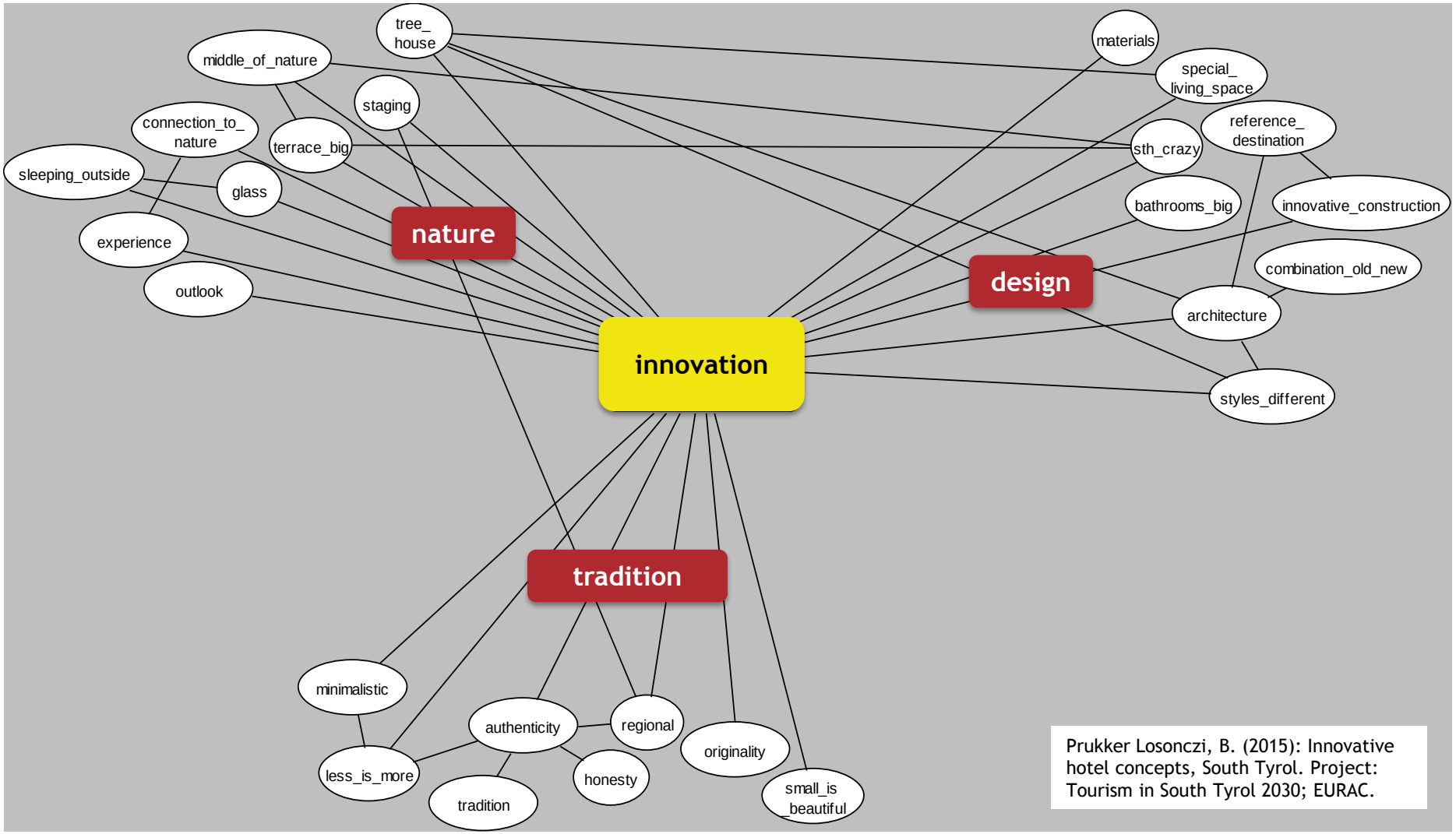
Tourism and architecture



Architecture Foundation South Tyrol
→ arch.atlas

Tourism and architecture

net graph (GABEK)



Prukker Losonczi, B. (2015): Innovative hotel concepts, South Tyrol. Project: Tourism in South Tyrol 2030; EURAC.

Innovation in rural tourism

http://www.dolomiti.it/it/alto-adige/merano/hotel/safari-luxus-lodge-meisters-hotel-irma/

„We played a little with architecture. Each of our houses has a different style, no one is like the other. And next to this we also offer to special living space, a tent and a tree house. […] The tree house has glass walls on three sides, you can open the windows completely and thus you have the feeling of sleeping outside in the middle of the trees.“

EURAC Interviews 2015, hotel owner (translation; project “Tourism in South Tyrol 2030“)

http://www.focus.de/schlagworte/themen/m/meisters-hotel-irma/

Conclusion

http://www.wellness-heaven.de/wellnesshotel/hotel-quelle/

- South Tyrol → rural region with a successful hospitality industry
- Assets:
  - → Natural heritage (nature & landscape)
  - → Cultural heritage (traditions, authenticity, people)
- Creativity, pioneering spirit, cooperation & mountain competence → innovation in rural tourism
- Continuous innovation → long term prosperity for local communities

Thank you for your attention

http://www.alpenverein.it/de/kinder-jugendliche/fotogalerie-53.html

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