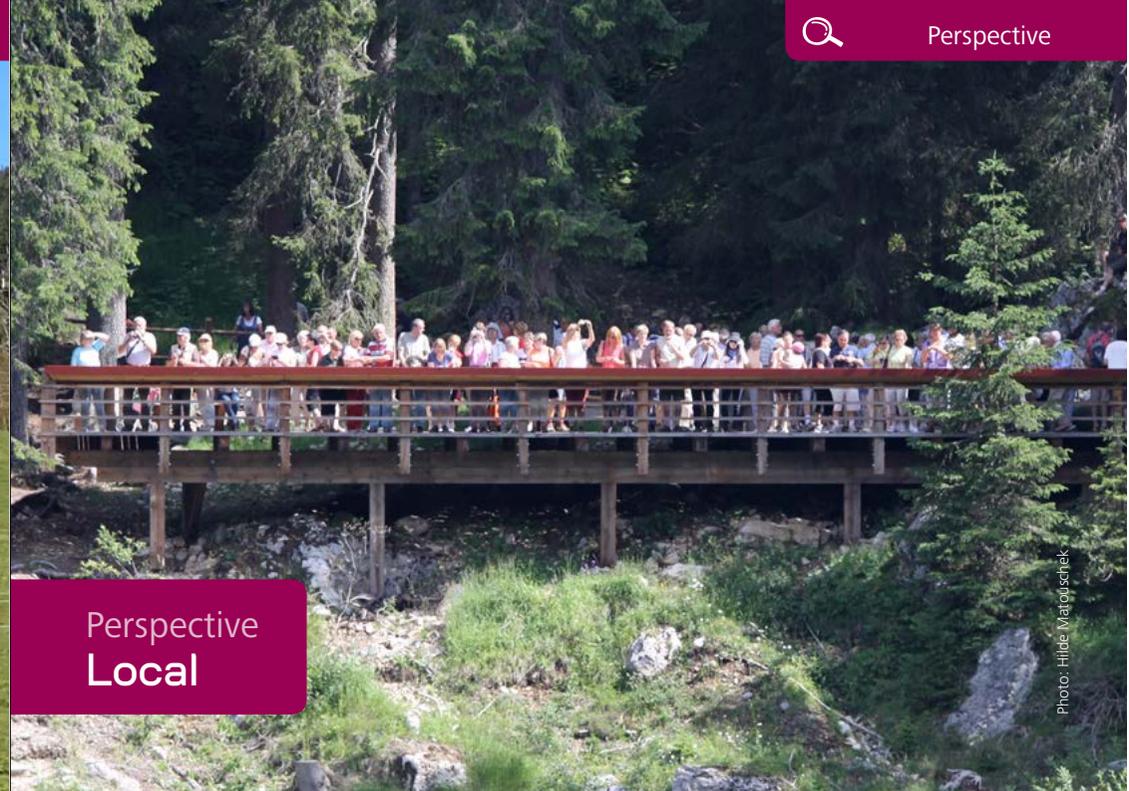




🔍 Perspective

Perspective
Tourism Entrepreneur

Photo: Hilde Marouschek



🔍 Perspective

Perspective
Local

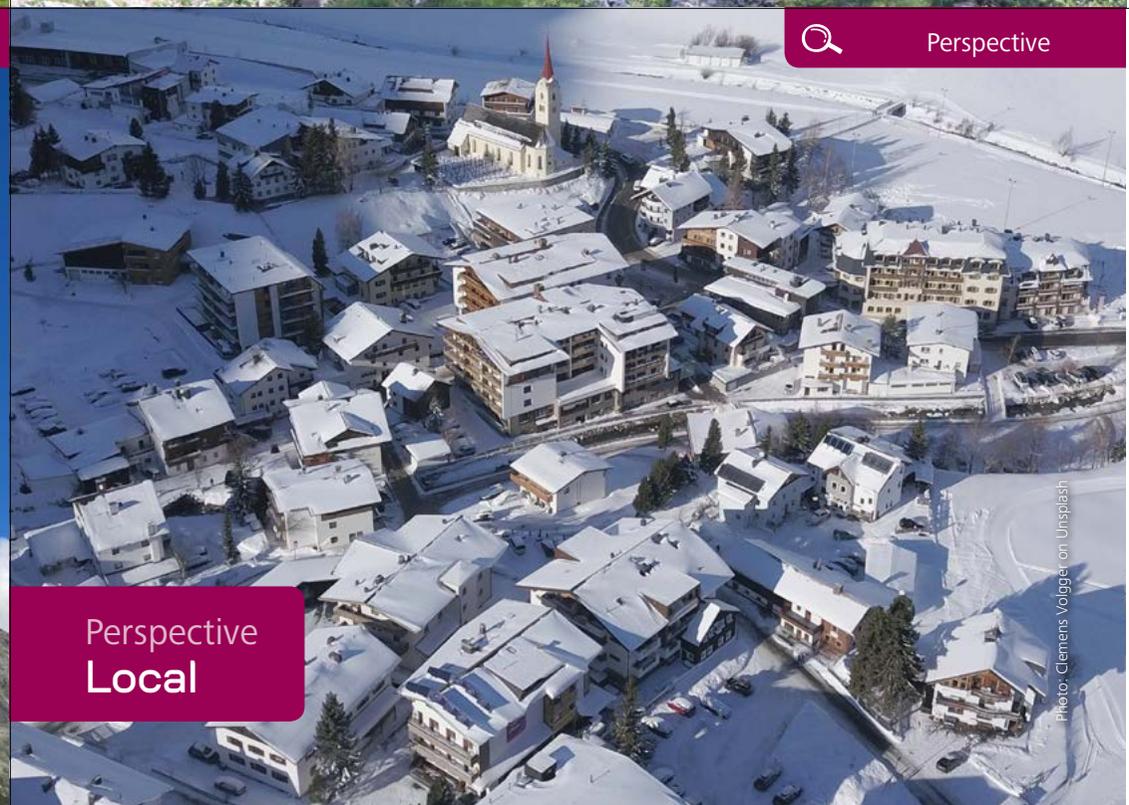
Photo: Hilde Marouschek



🔍 Perspective

Perspective
Tourism Entrepreneur

Photo: Hilde Marouschek



🔍 Perspective

Perspective
Local

Photo: Clemens Vogler on Unsplash



How would Petra like to shape the tourism of the future? Why?



Hello, my name is Petra,

I work as a programmer in an innovative Hi-Tech industrial company that is completely dedicated to the circular economy. I commute to my workplace in the city using public transport or, if the weather, time, and motivation allow it, also by bike. However, once or twice a week I work remotely from home.

The region where I live is heavily influenced by tourism. It's too much for me. I grew up with it, but it always bothered me that so much importance was attached to tourism, and that the ultimate goal was to attract even more holidaymakers with even more kilometers of pistes, even bigger wellness facilities, and ever-increasing prices ... Of course, we have a good infrastructure here in the countryside, but for me personally, there are definitely too many tourists, and I am not alone in this assessment.



How would Verena like to shape the tourism of the future? Why?



Hello, my name is Verena,

I inherited a 5th generation hotel with my brother and now run it together with my husband, brother, and his wife. For a long time, we have been dealing with the question of whether running a hotel can be both meaningful and fulfilling. The question of how we can organize and run our business as sustainably as possible was, therefore, one we asked ourselves even before our children were born.

We have tried a few things in recent years, some have worked, and others have not. It is a process. What has proven successful is that we give staff members areas of responsibility in which they can work in a self-organized way. We notice that they are more interested, committed, and enjoy their work more. Wherever possible, we operate in the idea of circular economy and in the sense of the common good. Our guests are informed accordingly and, where it is possible and makes sense, are also involved. I experience every day that doing business differently is possible.



How would Jakob like to shape the tourism of the future? Why?



Hello, my name is Jakob,

I'm not the youngest anymore. I can still remember how it used to look around here. We had nothing: no work, hardly any infrastructure, and no money.

Then the first tourists came, and there were steadily more and more. Many people here in the valley started renting out rooms. At first, mostly just a few, then they expanded into guesthouses and hotels. Now we have a good infrastructure and many businesses whose jobs are directly or indirectly related to tourism. We have enough work, and economically we are doing well. That we owe this to tourism is often forgotten today. For me, it is obvious that we have to do something to continue in this way. So, I don't understand at all the people who block everything, for example, the merging of ski resorts.



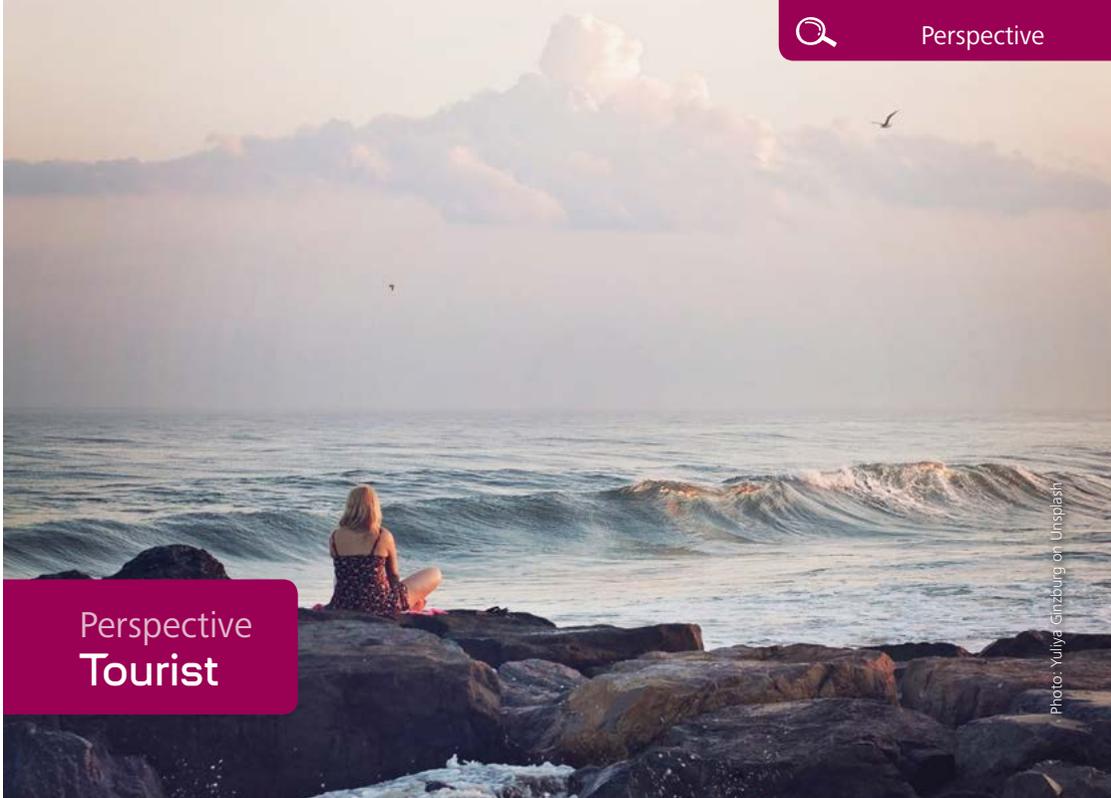
How would Peter like to shape the tourism of the future? Why?



Hello, my name is Peter,

I am the managing director of a cable car company, which includes three hotels, some apartment houses, two restaurants, an après-ski restaurant, and a golf course.

We want to be among the biggest ski resorts in the Alps. To achieve this, we have to merge our ski resort with the one in the neighboring municipality. The competitors do not sleep. We have to grow, that's what our shareholders demand, and it's really good that we have this corporate model where almost everything is in one hand, and decisions are made directly by the management. This model saves us lengthy discussions in the municipal council where several parties are represented and decisions always take forever.



🔍 Perspective

Perspective
Tourist

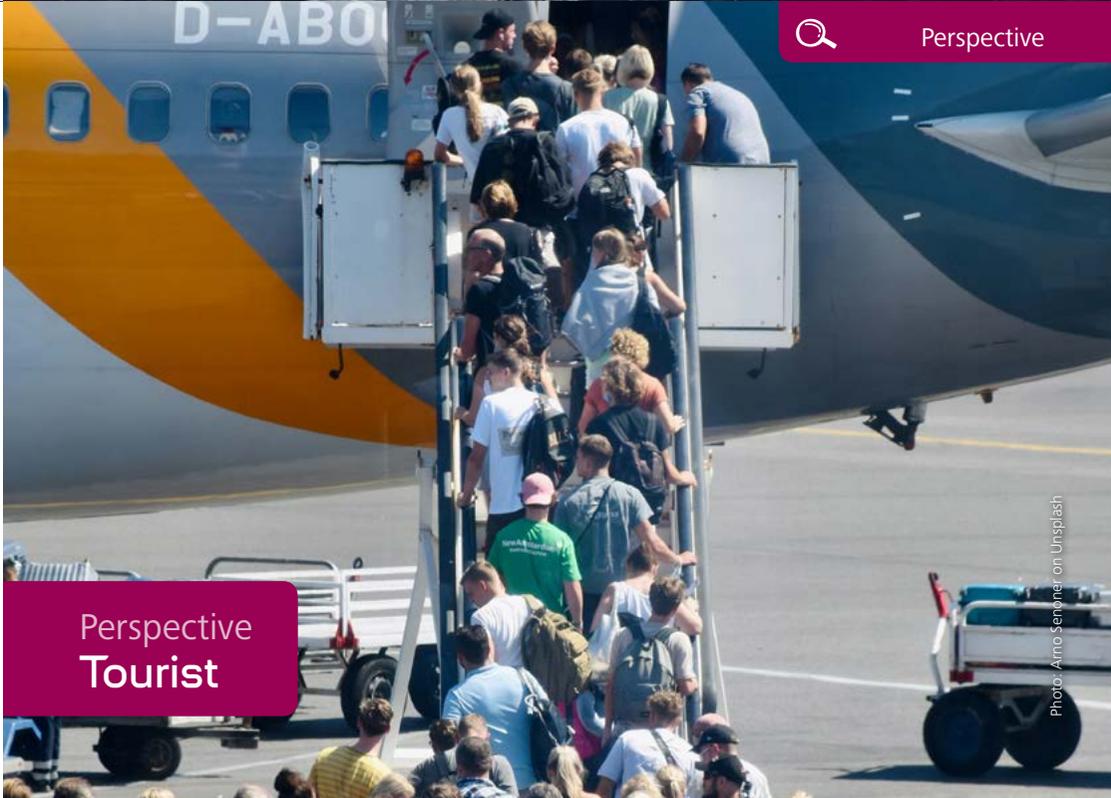
Photo: Yuliya Ginzburg on Unsplash



🔍 Perspective

Perspective
Local Politician

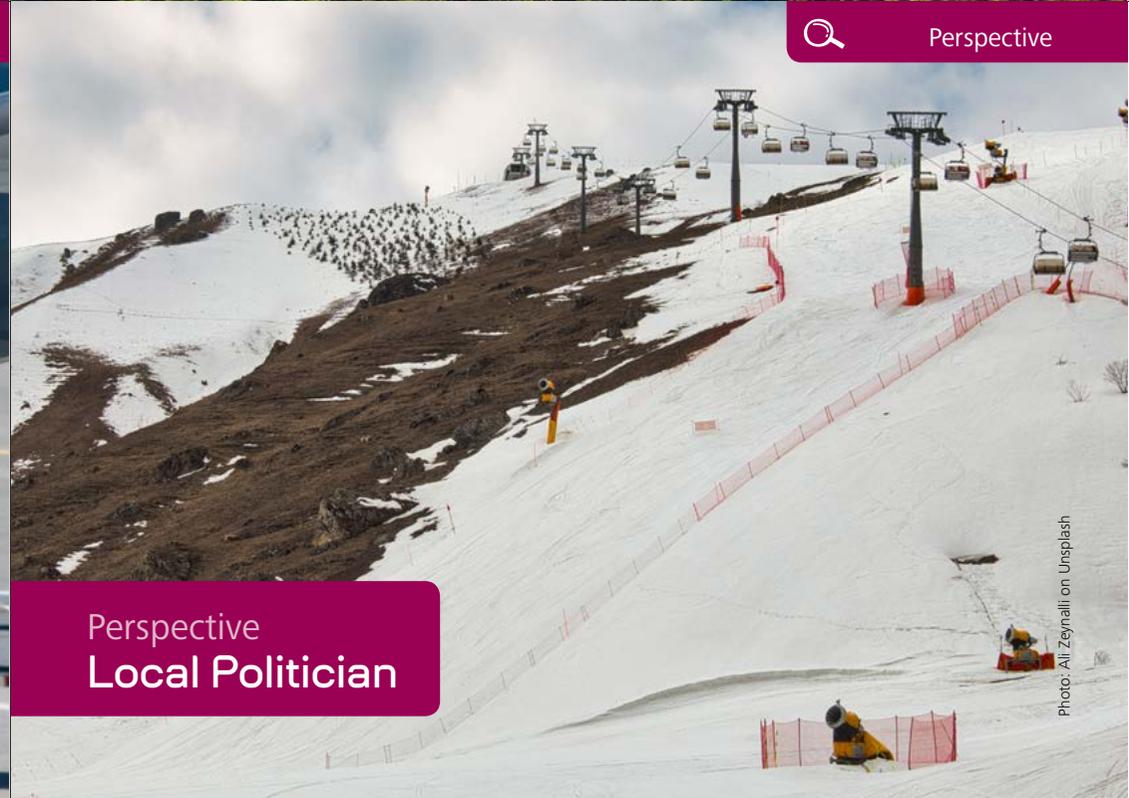
Photo: Hilde Marouschek



🔍 Perspective

Perspective
Tourist

Photo: Arno Senjner on Unsplash



🔍 Perspective

Perspective
Local Politician

Photo: Ali Zeynali on Unsplash



How would Martin like to shape the tourism of the future? Why?



Hello, my name is Martin,

and I recently joined the local council. I have been interested in politics for ages, and at some point I realized that I have to get involved if I want to change something, which is what I want. Absolutely.

The people I represent and I want a different kind of tourism. Tourism that is compatible with people and nature, including the quality of life of all people at stake. I am not against tourism, but against how it is now with masses of people moving to us and around here. People who buy every piece of junk and consume and only want to have fun. And who block out everything else, for example, what life is or should be about: to ensure a good life for all in an intact nature.

It is, however, more challenging than I thought. What surprises me, again and again, is that hardly anyone can imagine that everything could be completely different and better.



TOURISM



How would Claudia like to shape the tourism of the future? Why?



Hello, my name is Claudia,

and my passion is traveling. Not just making a short holiday trip, but instead getting to know the country and its people by immersing myself in other cultures. I pay attention to sustainability, climate protection, human rights, and so on. Every shopping decision I make is political; I look at where things come from and how they were produced. I try to buy organic, regional, vegan, unpackaged, second-hand, and fair. I don't have a car. If there's no other way, I rent one, and fortunately there's car sharing. But otherwise, I travel on foot, by bike, or by public transport. Once a year, I spoil myself with a long holiday. If the destination can only be reached by plane, I compensate for the emissions.

Above all, the question is: how can I live (even) more sustainably? And that includes traveling as one important part of my life. Unfortunately, it is often difficult to get information about sustainable alternatives, especially when traveling, despite all the technical possibilities.



TOURISM



How would Beatrix like to shape the tourism of the future? Why?



Hello, my name is Beatrix,

I've been working as a councillor here for a couple of years and as a spokesperson for tourism for the last three years. I was asked if I would be interested and grew into it.

What is particularly important to me and my party is that performance pays off and that the economy grows. Entrepreneurship must be promoted because entrepreneurs ensure innovativeness, create jobs, and make sure that we are all doing well. Competition never sleeps, so attractive offers are constantly needed. Environmental impact assessments only limit us.

Tourism is a real success model that has brought us prosperity. We are doing everything we can to ensure that it stays that way and that the growth rates of recent years can be maintained.



TOURISM



How would René like to shape the tourism of the future? Why?



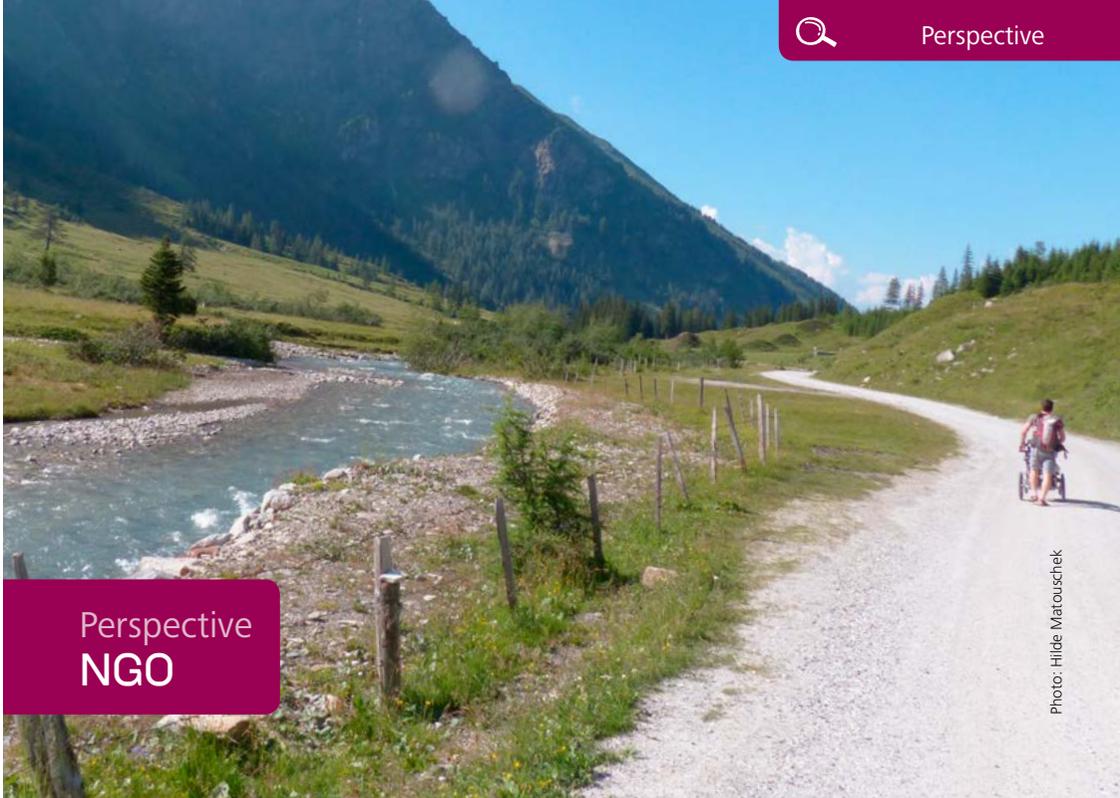
Hello, my name is René,

and I love to go on holiday several times a year. The most important thing for me is to experience a lot and have fun so that I have something to talk about. I always look at the price, and since I'm quite flexible, I often benefit from special offers, especially when flying. It's cool that it's so cheap because I can afford to travel several times a year, always for just a couple of days. I usually book one of the cheaper accommodations, sometimes Airbnb, and use booking platforms to search. Booking directly at the hotel is too time-consuming for me. By the way, I prefer to visit vivid destinations with a lot of hustle and bustle.

I like to travel with my friends. We usually stay among ourselves and eat in restaurants that we already know from home or other holiday destinations - restaurants you find anywhere in the world. I think it's called system gastronomy. In any case, we know what to expect, but with local cuisine, you never know.



TOURISM



🔍 Perspective

Perspective
NGO

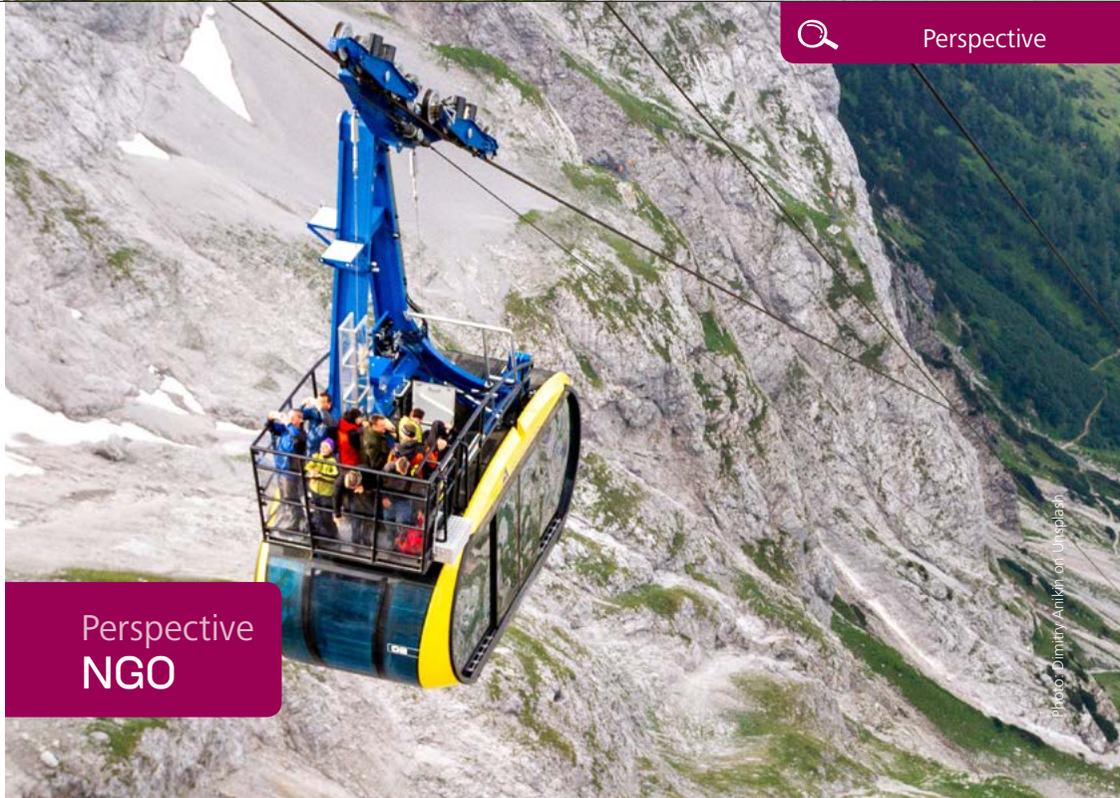
Photo: Hilde Matroushek



🔍 Perspective

Perspective
Teenager/Young Adult

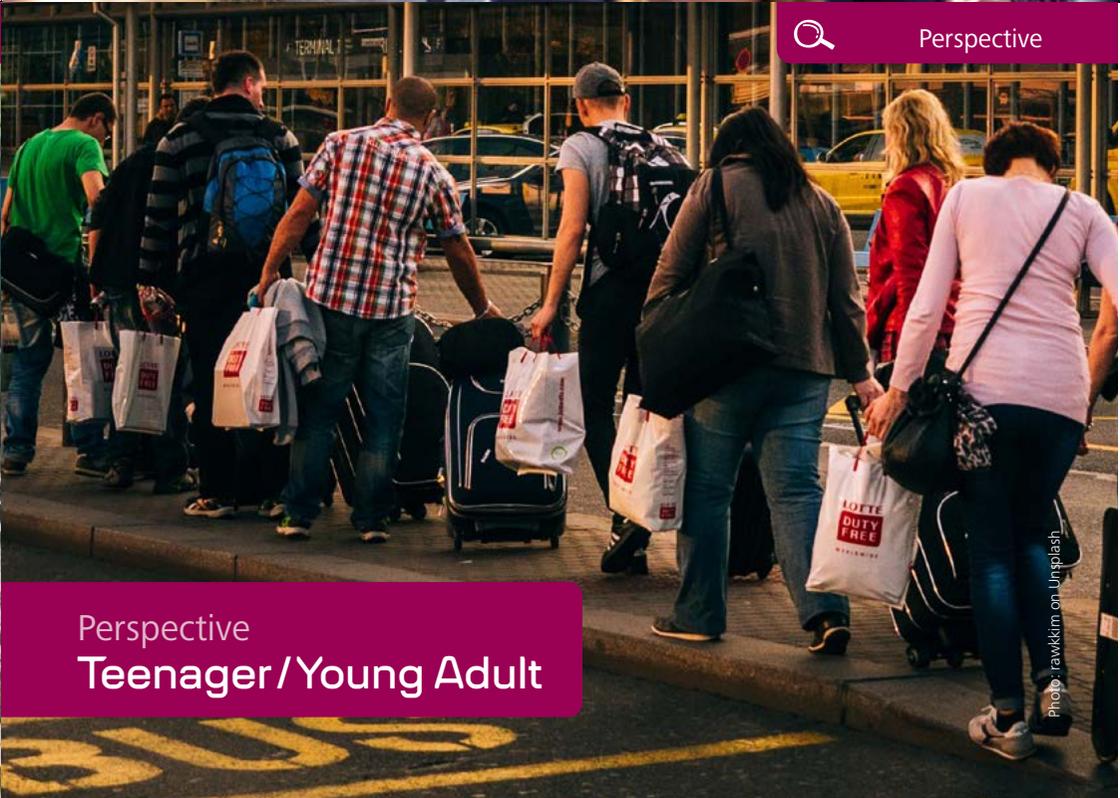
Photo: Mika Baumeister on Unsplash



🔍 Perspective

Perspective
NGO

Photo: Dmitry Amikhin on Unsplash



🔍 Perspective

Perspective
Teenager/Young Adult

Photo: rawkkim on Unsplash



How would Lara like to shape the tourism of the future? Why?



Hello, my name is Lara,

I'm 21 and have been actively involved in the Fridays for Future movement for two years. The longer I'm involved, the more obvious it becomes that there is no alternative to social-ecological transformation. We can't go on like this. Ok, of course we can, but that means with all the consequences that scientists have been communicating for decades. Everything has occurred the way it was predicted, but it doesn't seem to matter.

Especially regarding tourism, I think we should travel less often and stay longer in the destination. We should avoid flights and get closer in touch with the local population. But, I wonder how transformation might progress. I really fear for our future.



TOURISM



How would Christian like to shape the tourism of the future? Why?



Hello, my name is Christian,

and I volunteer with an NGO that works for the protection and Sustainable Development of the alpine region. For 25 years, I have been trying to make tourism more sustainable. Today, everyone knows some things are easier said than done.

What I find positive is that more and more young people are becoming active and want a different kind of tourism that is less profit-oriented and more considerate of people and nature.

There are also some really good examples where we have shown cooperation with the economy and local politics and how this can work in the long term.



TOURISM



How would Paul like to shape the tourism of the future? Why?



Hello, my name is Paul,

I'm 17, and I still go to school with moderate motivation mostly. I spend my free time in front of the computer, and I like games and social media. A couple of times a week, I go to the gym in the evening to build up my muscles, which is why I eat a lot of meat and other high-protein stuff. I don't like outdoor sports at all. I'm mainly outside in the evenings or at night when I'm on my way to the gym or to see friends.

As for holidays, I prefer city trips for going out and shopping. I love flying. Sometimes I think about climate change, but why should I limit myself just because my parents' generation screwed everything up?



TOURISM



How would Sandra like to shape the tourism of the future? Why?



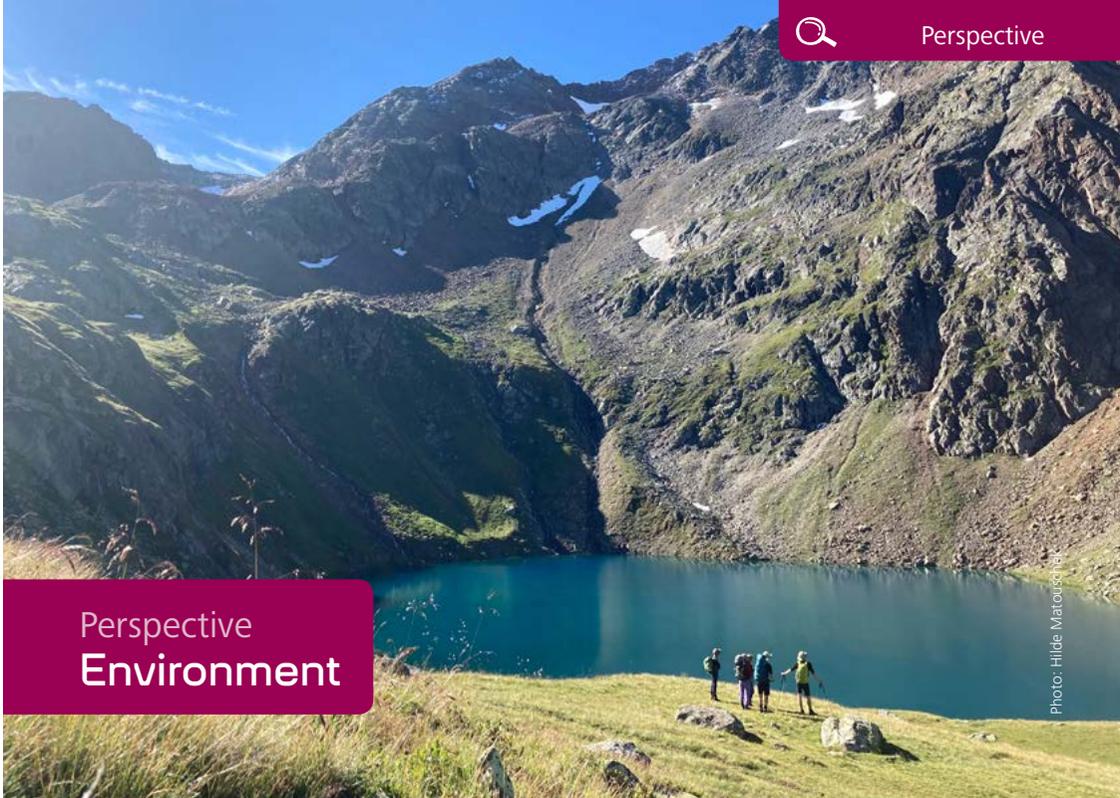
Hello, I am Sandra,

I work for an association that gives tourism a voice and works on the improvement of its image among the local population.

We live from tourism, and many of us here are directly or indirectly involved in tourism. We have this wonderful infrastructure that offers so many opportunities. Of course, entrepreneurs try to protect nature as much as possible because it is part of the core offer. To keep up with global competition, we have to offer innovative and modern services and continue growing. Sustainability is important to our member companies and us, but it must pay off.



TOURISM



Perspective

Perspective
Environment

Photo: Hilde Matouschek



Perspective

Perspective
Environment

Photo: Hilde Matouschek



How would the environment like to shape the tourism of the future? Why?



Hello, I am the environment,

I provide the natural foundations of life for all living beings, humans and animals, and have, by nature, enough for everyone. Unfortunately, many people have become so estranged with me. It's because of the values that are so important to them and that shape their way of life. Consequently, people are now facing major homemade challenges: global warming, forest reduction, poisoning of waters, or loss of biodiversity, to name a few. Humans are now responsible for extensive, sometimes irreversible changes in the ecosystem. Some people are already talking about the geological age of the Anthropocene and think that technological innovations will solve all problems.

I am convinced that humans must succeed in living in harmony with all other living beings and me and not against me. I like this idea, because, as I said before, there is enough for everyone. I would really regret it if we fail. But I also see great challenges because people's values, attitudes, ways of thinking and working have to change away from individualism and competition to networks and the common good. I wonder if they will succeed.



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It's very odd, but it does not really affect me. If I'm left to myself again, I will regenerate very quickly. I am resilient, and so are many other living beings on earth, maybe except for humans. I believe scientists that after approximately 1,000 years at the latest, only a few structures created by humans will still be here. But what are 1,000 years?

