



Innovativ Mountain Tourism and Innovativ Fjord Tourism present:

Study tour “Destination development”



Study Tour to South Tyrol in Italy and Vorarlberg in Austria

21st to 25th September 2008

Program – 15. September 2008





General information

The two projects organising this study tour are; Innovativ Mountain Tourism (www.fjellturisme.no) and Innovativ Fjord Tourism (www.fjordturisme.no), both a part of the Norwegian national Arena-program for regional cluster development (www.arenaprogrammet.no).

The focus on this study-tour are the following issues:

- tourism architecture
- destination development – development of the town centre in accordance to the surroundings
- visually attractive destinations
- tourism development in accordance with the cultural landscape
- destinations with focus on sustainable development

The participants are mainly:

- Public actors (locally and regionally), politicians etc.
- Research & Development, Academia
- Investors, developers etc.
- Destination marketing companies

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Program Sunday 21st September

Oslo (N)- Munich(D) – Biberwier(A)	
From 10.00 11.00 11.55 12.00	<p>Meetingpoint: You will find Ingrid, Kaia and Marie in front of the restaurant just before the security control in the departure terminal at Oslo Airport Gardermoen. Registration and information.</p> <p>Check in not later than 11.00</p> <p>Flight schedule group 1 Lufthansa LF 3141 - departure 11.55 arrival Munich 14.10</p> <p>Flight schedule group 2 Norwegian DY1158 – departure 12.00 arrival Munich 14.25</p>
14.10 Approx. 15.15 14.25 Approx 15.30	<p>Flight schedule group 1 Lufthansa- arrival at the Frans Josef Strauss Airport Munich 14.10-</p> <p>Departure from Frans Josef Strauss Airport Mun with bus from Martelltal Reisen Terminal 2</p> <p>Flight schedule group 2 Norwegian – arrival Munich at the Frans Josef Strauss Airport 14.25-</p> <p>Departure from Frans Josef Strauss Airport with bus from Martelltal Reisen-Terminal 1</p> <p><i>Individual travelers make separate appointments with Ingrid</i></p>
17.00 17.30 18.00 20.00	<p><i>The Cube Hotel in Biberwier, Lermoos</i></p> <p>“Get-together” - Welcome Fingerfood Buffet right after check in.</p> <p><i>“Presentation and the philosophy of the cube concept”</i> <i>Product Manager Peter Fürnkranz, The Cube Hotels</i></p> <p>Sightseeing at the hotel and information regarding the concept</p> <p><i>BBQ buffet with be served inside or outside (depends on the weather)</i></p>
Accommodation	The Cube Hotel Biberwier; http://www.cube-biberwier.at/

CUBE:




The 3 CUBE hotels are located in the middle of some of the top holiday regions in the Austrian and Swiss Alps – always directly next to the base station of the local ski lift. Summer or winter – the CUBE hotels are the perfect starting point for a unique sports and active holiday in the mountains! Whether skiing or snowboarding in the winter or mountain biking, hiking or climbing in the summer – sports enthusiasts are in the best of hands at their “home base” CUBE! The youngest of the CUBE hotels, The Cube Hotel in Biberwier, which opened 2007, is situated in Tyrol’s Zugspitz Arena near the German border. www.cube-hotels.com

Program Monday 22nd September

Biberwier (A) - Merano in Val Venosta/Vinschgau, South Tyrol, (It)	
07.00	Breakfast
07.30	Luggage drop from 07.30
08.00	<p>Departure from Biberwier through the Brennerpass to Meran. Make sure you are on the correct bus!!</p> <p>There are organized 4 optional ½ day programs in Val Venosta/Vinschgau.</p> <p>1st Option: Alpine Wellness, Naturns in Val Venosta – BUS 1 25 persons – Leader of the group: Ingrid www.naturns.it www.alpinewellness.com www.alpshealthcomp.org</p>
12.30	<p>Lunch “Alpine Wellness Menu” at Hotel Feldhof, Naturns Tourist Manager Ewald Branner will join us for lunch. During the lunch we will get a presentation regarding:</p> <p>Turisme in Naturns Information regarding the tourisme in Naturns Mrs. Helga Mahlknecht, AWI concept</p>

	<p>The Alpine Wellness concept and the tourism in Naturns Presentations of the “the Alpine Wellness concept, an EU- Interrreg program.</p> <p><i>Mrs. Helga Mahlknecht, AWI concept</i></p> <p>AWI Hotel Feldhof – offers and wishes of the alpine wellness guests <i>Mrs Michaela ,Hotel Feldhof will show us around and explain the concept at their hotel</i></p>
14.00	<p>Testing the activities in Naturns; Bike-tour to Plaus, visiting the Alpine-Well-Fit-Parcour, information regarding Nordic Walking. Return by train to Naturns. http://www.naturns.it/naturefitnesspark.php http://www.alpinefitness.it/index.php?lang=EN.</p>
17.17	<p>The Vinschgau Valley Train to Meran</p>
17.43	<p>The Martelltal bus will pick you up at the station for transfer to the hotel.</p>
18.00	<p>Check in at the Steigenberger Hotel Therme Meran</p>
13.00	<p>2nd Option: Climbing in “Klettergarten Castel Juval” – BUS 1 6 persons. Leader of the group: Kaia</p> <p>The members of the climbing group must pick up a “Take-away lunchpackage” from the Cube Hotel and also buy enough to drink.</p> <p>Meeting place at the parking area of Castel Juval. Your guides Stefan and Peter will meet you here.</p> <p>Climbing with Stefan and Peter at the foot of the spectacular Castel Juval, owned by the legend Reinhold Messner. He is a mountaineer, writer, green campaigner and the founder of several extraordinary museums here celebrating mountain life everywhere from Tibet to MachuPicchu. www.meranerland.com/de/aktiv/sommer/klettern/juval/.</p>
17.00	<p>The Vinschgau Valley Train to Meran</p>
17.43	<p>The Martelltal bus will pick you up at the station for transfer to the hotel.</p>
18.00	<p>Check in at the Steigenberger Hotel Therme Meran</p>

	<p>3rd Option: Ulten Valley – “Lebenswertes Ulten” BUS 2 (rural development) 21 persons – Leader of the group: Lars</p> <p>Sightseeing and presentation of the “Lebenswertes Ulten” project in the lovely Ulten valley. This project has worked systematic with rural development since 1990. Ulten Vally is a picture of former South Tyrol. Four small villages; St. Pankraz; St. Walburg, St. Nikolaus and St. Gertraud – 1500 above sea level.</p>  <p>www.ultental-deutschnonsberg.info/cms/index.en.php</p>
12.30	<p>Tiroler lunch at the Hotel Unterpichl</p> <p>Welcome to Ulten Valley – <i>Burgermeister Rudolf Ties, Gemeinde Ulten</i></p>
14.00	<p>Lebenswertes Ulten</p> <p><i>v/ Project manager Traudi Schwienbacher</i></p> <p>Presentation of the rural project as well as sightseeing at her farm, where she develop and produce the local products. She has also opened a shop with the products. The products are exclusive for the hotels, shops etc in the valley- not to be sold elsewhere. Traudi Schwienbacher has received the “WWSF Prize” (Women`s World Summit Foundation) for rural creativity. http://www.gemeinde.ulten.bz.it/.</p> <p>Lars Bakkom from Jotunheimen Tourist Organization is familiar with the project and the people in St. Walburg, and he will be our guide and translator during the visit.</p>
16.00	<p>Departure from St. Walburg, Ulten Valley</p>
17.00	<p>Check in at the Steigenberger Hotel Therme Meran</p>

	<p>4th Option: Eco Mountain Retreat in Vigilius – BUS 2 16 persons – Leader of the group: Marie</p>
12.00	Cablecar to Vigilius Mountain Resort, Lana
12.30	Lunch at the Vigilius Mountain Resort
13.30	<p>The Vigilius concept, the resort and the designer hotel 1500 above the everyday life! General manager Sybille Frei www.vigilius.it</p> <p>The award-winning hotel designed by Matteo Thun, is a destination in its own right, 8km from Merano, on the Vigilijoch mountain and reached by cable car (read the review in Travel Intelligence). Member of design hotels. 1.500 meters above everyday life. No traffic noise, no rushed business meetings, no arrivals nor departures by car. The air is laden with calm, tranquil thoughts, flavoured with the invigorating scent of the larch woods. “Best New Eco Retreat” in 2004.” Architect Matteo Thun & partners are famous for their new buildings in the area. His designs for ‘destination hotels’ like the Vigilius Mountain Resort and the nearby Pergola, have put South Tyrol on the map with both Wallpaper-reading hipsters and ecologists. For both are equally impressed by his commitment to green tourism in the mountains and his bold new aesthetic, entirely free of the alpine kitsch which clutters many a traditional resort. www.matteothun.com</p>
	
14.30	<p>Personal guiding Hiking in the Vigilijoch mountains with our personal sports guide Andy.</p>
16.30	<p>Cablecar back to every day life in Meran The Martelltal bus will pick you up for transfer to the hotel</p>
17.00	Check in at the Steigenberger Hotel Therme Meran

<p>18.00</p>	<p>Evening program for everyone:</p> <p><i>The Therme Meran Bath</i> Testing the impressive oasis of well-being, which has been created in the heart of the city. A transparent cube of glass and steel with warmly accented wooden elements, arches above the thirteen indoor pools. In the 50.000 sq. meter park belonging to the thermal baths, twelve open-air swimming pools have been added. The overall effect offers pure relaxation in the midst of nature. Situated in connection with the hotel. http://www.thermemeran.it/index.php?lang=3</p>
<p>20.00</p>	<p><i>Italian evening</i></p> <p>Buffet served in the Olivi restaurant at the Steigenberger Hotel Therme Meran.</p> <p>Invited guest from the Südtirol Marketing Gesellschaft (SMG) and Marketinggesellschaft Meran (MGM)</p>
<p>Accommodation</p>	<p>Steigenberger Hotel Therme Meran, http://www.steigenberger.com/go/id/bvks</p>



Information about the region South Tyrol:

In fact the geography is simple: Alps? Yes. Austrian? No. South Tyrol is the northernmost province of Italy, bordering Austria, a region of outstanding beauty, of craggy mountains and green Alpine valleys.


South Tirol, the most northern region of Italy, in the heart of the alpine circle. With valleys and mountains following each other, its landscape presents a varied aspect, from the mountainous zone of Ortles to the polling peaks of the Dolomites and to the porphyry walls of Bassa Atesina. Their origin stems from the Triassic period, one hundred and fifty million years ago. These mountains, born from an ancient sea and thanks also to their particular colouring, have always fascinated naturalists and poets. Bolzano is the main town of the province and seat of the local government. Other centers are Merano, capital of Tirol, Bressanone, Brunico and Vipiteno.

www.suedtirol.info
www.meran.eu
www.meranerland.com

Program Tuesday 23rd September

Merano (It) – Trafoi (It) – Dornbirn (A)	
07.00	<p>Breakfast A large breakfast buffet – you will need a long time!</p> <p>The morning seminar will take place in the conference room at the Steigenberger Hotel Terme Meran.</p>
08.30	<p>The structure of the Südtirol Marketing Gesellschaft (SMG), about the mission and about the touristic profile of the region South Tyrol General Manager Christoph Engl, Südtirol Marketing Gesellschaft (SMG)</p> <p>Coffee break</p> <p>“Merano and environs – managing a region of contrasts” General Manager Thomas Aichner, Marketinggesellschaft Meran (MGM)</p> <p>During the last hour of the seminar we will take a short walk in the city of Meran – destination development for the inhabitants as well as their visitors and tourists. Information about the MeranoThermal Baths.</p> <p>General Manager Thomas Aichner, Marketinggesellschaft Meran (MGM)</p>
11.15	<p>Luggage drop in the bus</p>
11.30	<p>Departure to Trafoi</p> <p>Manager assistant Erna Pircher, MGM will be our guide on the bus from Meran to Trafoi. Lars Bakkom will be our Norwegian guide as well.</p>
13.00	<p>Stifserjoch National Park, Trafoi</p> <p>Tyroler Lunch at Hotel Bella Vista Our hostess Petra Thöni – daughter in the Thöni family, will meet us during the lunch to tell us about what it is like to run an hotel like this up in the mountains.</p>
14.30	<p>The challenges and possibilities developing tourism in this area at the visiting center “Naturatrafoi”.</p> <p>The National park is situated in the very heart of the Alps and is considered as one of the most extensive and varied protected areas in Europe.</p> <p>Karin Rainalter, Manager at Naturatrafoi Dr. Sabine Kolling, Manager at the Nationalpark Culturamartell</p> <p>www.naturatrafoi.com</p>



	 <p>Enjoy the fantastic view!</p> <p>Departure for Dornbirn The bus will take us through a marvelous landscape over the Reschenpass to Arlberg in Austria.</p> <p>Check in at the Martinspark Hotel, Dornbirn</p> <p>Dinner on our own this evening – take a look at “Nice to know” - information</p>
16.00	
16.30	
20.00	

<p>Accommodation:</p>	<p>Late arrival at The Martinspark Hotel, Dornbirn. 2 nights. www.martinspark.at www.dornbirn.at</p> <p>Martinspark Hotel – designed by Carlo Baumschlager and Dietmar Eberle in 1995, this business- and conference hotel in the historical centre of Dornbirn, enjoys a reputation for being the first so-called “design hotel” in Austria. The combination of simple and natural building materials with art objects provides the basis for the hotel’s unique and authentic character.</p>
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Program Wednesday 24th September

Voralberg (A)	
07.00	<p><i>Breakfast at “Im Ersten” at the Martinspark Hotel</i></p> <p><i>A study on sustainable tourism architecture in Vorarlberg</i> Organized Architect Tour in Vorarlberg with the architecture experts Platou. The interdisciplinary team works with a broad network of architects, tourism planners, marketing experts and specialists from many other tourism and architecture related fields. www.platou.at</p> <p>The morning seminar will take place in the conference department situated opposite to the main entrance of the hotel.</p>
08.30	<p><i>Introduction</i> <i>Bibiane Hromas, Platou</i></p> <p>Bibiane Hromas, Nicolas Thailer and Marita Belz from Platou, Martina Hämmerle from Vorarlberg Architecture Institute (VAI) and Ms Hinterndorfer from Vorarlberg Tourism will be our guides during the tour.</p>
09.30	<p><i>Departure for the Architect Tour.</i> Use the same bus as you did from the airport (Norwegian and Lufthansa)</p>
10.30	<p><i>Lech</i> Visit the Almhof Schneider and the skibar Schneggarei and the Apartmenthotel Lama http://www.almhof.at/#/en/home/</p> <div style="display: flex; justify-content: space-around;">   </div>
12.15	<p><i>Departure for Bezau</i></p>
13.00	<p><i>Lunch et the Hotel Post, Bezau</i></p> <p>The extension of this hotel in Bezau was undertaken by Oskar Leo Kaufmann, who created a well balanced combination of the old building structure with the new wooden modules of the building. Hotel Post is renowned for its excellent and its prize awarded cuisine, where you will enjoy your lunch. http://www.hotelpostbezau.com/en-index.htm</p>



15.00	Departure for Langenegg
15.30	<p>Langenegg Langenegg Passivehouse e5 Community: Village Center / Kindergarten / Supermarket (designed by the architects Fink and Turnher in 2004) – e5 is a programme that supports communities that involve in sustainable future oriented measures including efficient use of energy, encouragement in renewable energy, promotion of soft mobility (public transport, using a bike / walking rather than driving in a car) as well as the commitment to the reduction of emissions of carbon dioxide. http://www.igpassivhaus.at/vbg/)</p> <p>Lecture on the passive houses in Langenegg will be hold by <i>Mr. Nußbaumer from the municipality of Langenegg.</i></p>
16.30	Coffee break at the “Restaurant Stop”
17.00	Departure for Egg
17.15	<p>Egg Visiting Metzler Molke</p>
18.00	<p>Schwarzenberg Angelika-Kauffmann-Museum – Traditional Black Forest style building with a contemporary interior design. Good example of a well combined traditional architecture with contemporary architecture.</p>
19.00	<p>Gasthaus Adler The traditional guest house was renovated in 1991 by Hermann Kaufmann architects, who used wood to preserve the building’s antique character, but still provided the hotel with a modern facelift. It is located on the main square in the historical town centre is another good example of the successful integration of contemporary architecture into a historic town setting.</p>
19.30	<p>Farwel dinner at the Gasthaus Adler Our guide will be our guests during the dinner.</p>
22.00	Departure for Dornbirn
22.30	Arrival at the Martinspark Hotel, Dornbirn



Information about the region Vorarlberg:



Vorarlberg enjoys the greatest scenic diversity within limited confines in the entire East Alps. The distance between Lake Constance and the plains of the Rhine valley across medium-altitude and high-alpine zones to the glaciers of the Silvretta range is a mere 90 km. Vorarlberg records more than 8 million overnight stays each year. Family-run businesses make up the overwhelming share, ahead of international hotel chains. Dornbirn, Bregenz (state capital), Feldkirch, Bludenz, Hohenems

Tradition meets modern trends in Vorarlberg:

The combination of old and contemporary architecture is a pleasant surprise. It fascinates architecture fans from all over the world. Vorarlberg is the European centre of modern architecture. There's no other region where so many exceptional new buildings are built in close cooperation of innovative constructors, creative architects and craftsmen.

The combination of old and new houses is very characteristic for the Bregenzerwald region – and it's a feast for the eyes.

A new study investigates the relationship between architecture and economics. The study was commissioned by the Austrian Ministry for Work and Economy, the Austrian Chamber of Commerce and Vorarlberg Tourist Office.

Vorarlberg is a hotbed of modern architecture, a place where ancient craftsmanship and cutting-edge design mingle effortlessly. High standards of quality are a part of Vorarlberg's cultural tradition and this is reflected in the region's fashionable new buildings.

The involvement of 'design advisory councils' in many small communities has given architecture a presence outside the larger centres, making modern architecture an attraction for culture-savvy hikers. The communities' strong connection to nature and dedication to high living traditions have helped to preserve the region from buildings that resemble folksy 'stage-sets'. Visitors appreciate the modern, genuine ambiance, far removed from any Alpine clichés.

www.vorarlberg-tourism.at

www.bregenzerwald.at



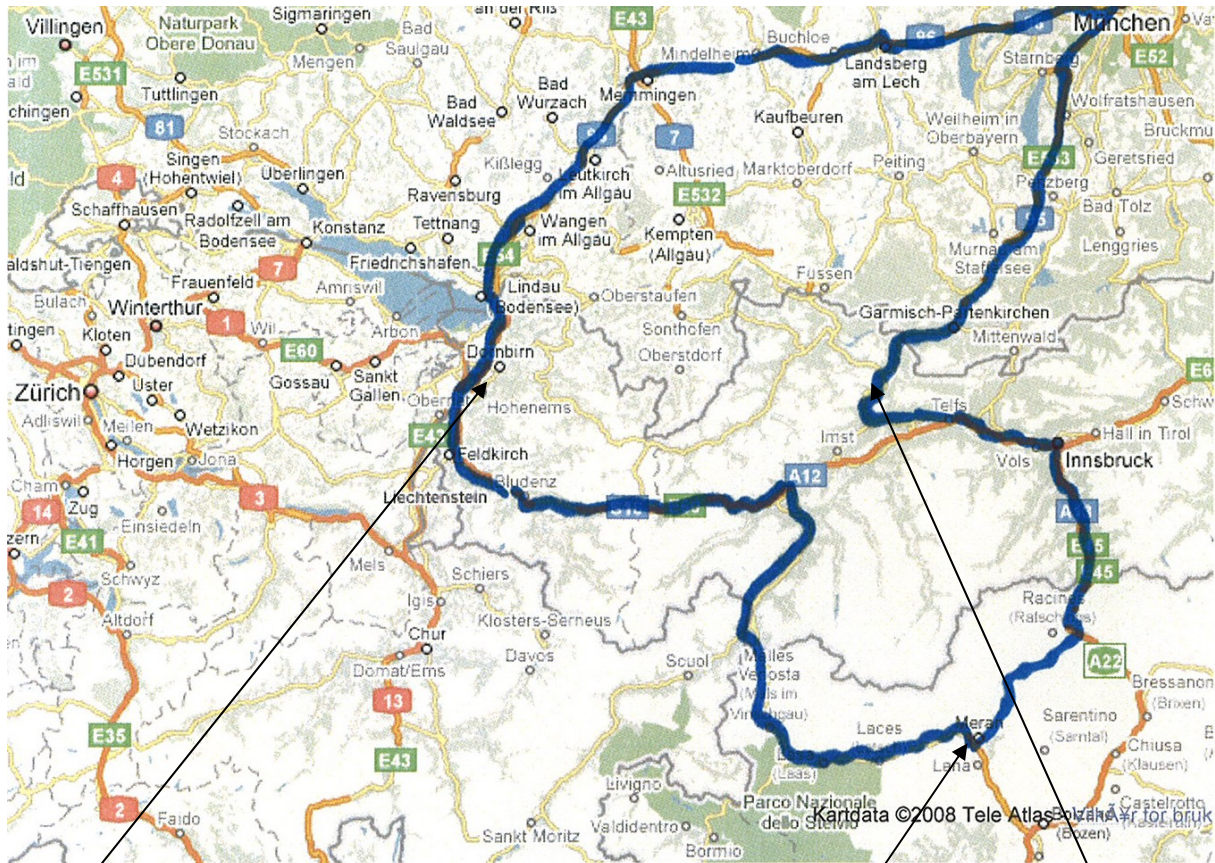
Program Thursday 25th September

Dornbirn (A) – München (D)	
	Flight schedule group 2 - Norwegian DY1157 Terminal 1
07.00	Breakfast at the Martinspark Hotel
08.00	Luggage drop from 08.00
08.30	Departure from the hotel
11.00	Latest check in at the Frans Josef Strauss Airport
12.50	Departure from Munich – Norwegian DY1157
15.15	Arrival Oslo
	Flight schedule group 1 Lufthansa LF 3144 – Terminal 2
07.00	Breakfast at the Martinspark Hotel
08.45	Luggage drop from 08.45
09.00	Departure from the hotel
10.00	Program at Kempten University of Applied Sciences – Higher education in tourism. Exchange program with HiBU (Buskerud College), Bjørn Ove Grønseth. Light meal during the visit.
12.00	Departure for Munich
14.00	Latest check in at the Frans Josef Strauss Airport
15.00	Departure from Munich – LF 3144
17.15	Arrival Oslo



Arrival/return
Münchn Airport
(DE)

Map and route:



3.-and 4. night;
Dornbirn in
Vorarlberg (A)

2. night:
Merano in Sud
Tirol (I)

1. night;
The CUBE
Biberwier,
Lermoos