

FUTOURIST – 5 MOTIVATIONS

• 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. Futourist is able 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!

ACTIVITIES

- Development of outdoor activities to experience nature together with the population and the different groups of interest in the participating regions.
- Focus on authenticity: valorisation of the regions' typical, natural and cultural characteristics.
- Cooperations to create sustainable structures able to carry on the regions' offers and visions
- Professional support in tourism and marketing
- International promotion
- Implementation of measures in harmony with nature and the local people

TAKE PART!
FOR YOUR REGION,
YOUR NATURE AND
YOUR QUALITY OF LIVING!

With this in mind, we look forward to a joint project implementation, new ideas and suggestions as well as active participation!

CONTACT

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FUTOURIST

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



THE VISION

EXPERIENCING NATURE WITH ALL THE SENSES FOR LASTING EMOTIONAL IMPRESSIONS.

This project promotes the unity of nature, humans and landscape. Sustainable approaches in tourism enable the valorisation of our natural resources. Together with national project partners, measures for experiencing natural and cultural areas for locals and guests are implemented. This results in an additional value for the people, nature and the participating regions.

THE PROJECT

The project is financed by the European Regional Development Fund and Interreg V-A Italy-Austria 2014-2020 and implemented by the Office of the Tyrolean Environmental Ombudsman together with the Chamber of Commerce of the Province of Belluno (Camera di Commercio di Treviso – Belluno) and the community of Asiago in the province of Vicenza.



FUTURIST IN TYROL: THEMES 2017-2019

TRACING BACK TIME IN THE TYROLEAN OBERLAND AREA

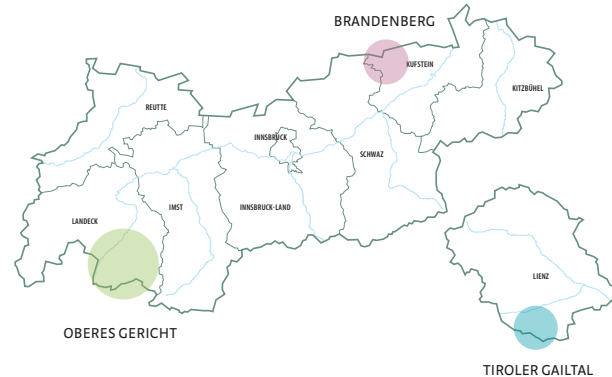
Through its location on the axis Engadin/Inntal Valley-Reschen-Vinschgau Valley, the region Oberes G'richt forms the heart of the Eastern Alps. Whether of natural or human origin, numerous traces of different developments and movements are still reflected in the present natural and cultural landscapes. Because kept alive, they allow a look back in time and on the development of humankind in the nature of the Alps.

WILD FOREST LANDSCAPES IN BRANDENBERG

Extensive forests and the Brandenberger Ache river with its deep gorges make this valley, that has long been inaccessible, especially wild and romantic. For men, great part of this area was only interesting if anything for forestry and hunting in the past. Nowadays, Brandenburg and the people who live and work here invite visitors to discover a seemingly endless forest wilderness.

CULTIVATING LAND(SCAPES) IN THE TYROLEAN GAILTAL VALLEY

The knowledge passed on over generations in the valley is the foundation for an intelligent and sustainable way of living and working in harmony with the nature. The particularly intact traditional cultural landscape makes this very clear. Where a work-intensive cultivation wouldn't be productive, e.g. in the rough border region in the Carnic Alps, nature has remained almost fully untouched over the time.



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