

**Improving and promoting
services
addressing
tourism and young people**



**AlpCity Partner
Work Package
WP Coordinator
Subjects involved and
their role**

Municipality of Grainau (Germany)
Services and quality of life (WP6)
Provincial Government of Lower Austria (Austria)
AlpCity Project Partner:
Municipality Grainau
Andreas Hildebrandt, 1 Mayor
Am Kurpark 1
D – 82491 Grainau
Tel.: 0049 / 8821 / 9818-0
Fax: 0049 / 8821 / 98 18-30
Email: gemeinde@grainau.de

External expert for tourism:
Alpenforschungsinstitut gGmbH
Thomas Bausch
Am Kurpark 21, 82467 Garmisch-Partenkirchen
Tel: 0049 – (0)8821 - 943160
Fax: 0049 / 8821 / 943179
Email: info@alpenforschung.de

Other people have been involved in the discussions and decisions during the implementation of the expertise study on tourism:
Local councils of Grainau
Inhabitants of Grainau (tourism stakeholders, private bed & breakfast-place owners, service providers, hoteliers)

External expert for geological and field name trails:
Johann-Peter Orth
Riedkopfstraße 22
D – 82481 Mittenwald
Tel.: 0049 / 8823 / 5685

External expert for Zugspitz-Card:
Günter Karl



	<p>Am Rain 4 D - 82491 Grainau Tel.: 0049 / 8821 / 81848 Email: karl.grainau@web.de</p>
	<p>Elementary school Grainau Annemie Strupp (Director) Kirchbichl 8 D – 82491 Grainau Tel: 0049 / 8821 / 8729 Fax: 0049 / 8821 / 98 51 66</p>
Spatial area involved	Municipality of Grainau (3.704 inhabitants)
Project budget	€ 64.594,00
Project purpose	<p>The aim of this project consisted in revitalising the small towns in order to allow young people to remain in the area. The improvement of tourist services is the focus of this project as well as the strengthening of the cultural identity. Tourism sector is predominant in the region but cultural aspects are not taken into proper account: for this reason the efforts were concentrated in promoting international relationships among young people favouring the exchanges of experiences on the same topics. This project was based on the results deriving from a previous study carried out by the Municipality of Grainau in 2003.</p>
Project methodology	<p>Preparation of an Integrated Action Plan (IAP), in which all the single projects (described below) will be put together.</p> <p>The IAP is the basis for a widespread participation of the inhabitants of Grainau (the government of Upper Bavaria was integrated into this participation process).</p>
Project activities	<p><i>1. Tourism: strengthening the competitiveness of Grainau through cross-sectoral improvement of services quality with a focus on the tourism sector.</i></p> <p>Strengthening one of the most relevant economic sectors for Grainau by initiating a participatory process with experts and local stakeholders. Establishment of different work groups (families & children, nature & sport, wellness) in order to ensure sustainable (economic, ecological and social) development and preserve/provide jobs in the community; to improve quality of life for inhabitants and guests as well as to enable economic development.</p> <p>Analysis of the situation by external consultants with support of the municipality, information of the local stakeholders, establishment of workgroups and implementation of a wide-spread participatory process in order to bundle and centralize all energies for developing common solutions.</p> <p><i>2. Hiking trails through Grainau</i></p> <p>a) Geological hiking trail</p> <p>Due to the very special geological situation in Grainau, this hiking trail was developed in co-operation with Johann Peter Orth (geologist). The geological hiking trail is supposed to explain everybody, who is interested in, how the Grainau surroundings arose.</p> <p>The character of the appearance of Grainau is the result of a massive rockslide. This can be observed especially at the (in the meantime afforested) rock masses, which are spread all over the village (unique in the region). The hiking trail shows all salient places, which are geologically provable.</p> <p>b) Field name trail</p> <p>In Grainau many old names for the fields still exist, with historical roots or simply</p>



deriving from the house names of their owners. This cultural heritage should not be lost, so the municipality of Grainau decided to open a hiking trail through these fields explaining the origins of the names, providing historical and cultural information in order to generate a benefit for the native population, children and guests. The field name trail is completed. The opening took place last summer.

c) Adventure trail for families

Grainau accomplished a magic adventure trail for families in spring 2006. The concept was elaborated within a workgroup formed by local people). Its main aim is at staging existing local resources, culture and history by combining nature elements, secret legends and myths, sport exercises (e.g. rope swinging, timber carving, mountain crystal seeking, etc.) of Grainau and its surroundings.

3) Zugspitz-Card

Due to the public traffic in the region, it became necessary to introduce a standardized Card for all the public transport and for the sights of Grainau and its surroundings. Previously many different holidays cards were available, but with different systems and also different technical accounting systems, which made it impossible to offer this service to guests. A Card can be now used for all the public transports in and around Grainau.

4) School exchange Grainau - Turin

Dates: July 3rd-8th, 2006

The students of Grainau, in the age of 9-10 years, visited the chief town of Piedmont Region. 33 kids with their four tutors were welcome by the “Umberto I” European School. The students experienced the daily life in a city. In the same way the pupils from Turin will experience the daily life in the Zugspitzdorf Grainau in February 2007. They will discover the differences between their city and the mountains.

Achieved results

1) Tourism

- creation of expert study groups, which set up priorities on the service sector
- the cultural project “Geological hiking trail” allowed the youth of Grainau to learn more and better the special features of their native home and to strengthen their identity
- this target was reached also thanks to a project concerned with historical terms in the topographical relations of the municipality
- the results converged to the integrated action plan (IAP)

The Workshops generated an extensive accumulation of ideas, partly realized or still in progress. A change in the way of thinking of the local stakeholders has started. First improvements (service quality, product innovations, bundling energies for marketing, generation of a “common way of thinking” etc.) are now visible.

2) Hiking trails

The geological hiking trail is finished.

The field name trail was also completed during the summer like the adventure trail for families.

3) Zugspitz-Card

The main benefit consisted in a reduction of the individual traffic and therefore a minimization of noise and pollutant emissions. To motivate guests and inhabitants to use public transport means an attractive, simple and effective Card for transfers and sights has been developed.

4) School exchange



**Discrepancies between planned results and results achieved
Instruments proposed, revised and finalised**

The schools started their relationships through an e-mail exchange. The first part of the exchange was successfully accomplished in July.

No discrepancies have been found.

1) Tourism

Development of a concept for optimising the tourist image through a brochure and an accommodation catalogue.

2) Hiking trails

A brochure was provided over on the geological hiking trail.

Field name trail: a brochure was finalised in summer 2006.

Magic adventure trail: a brochure was finished in summer 2006.

3) Zugspitz-Card

The tool was designed and prepared.

4) School exchange

Working groups activities: letters, pictures, an article published on a local newspaper (Grainau).

Impact on the local environment, actors and stakeholders

1) Tourism

The overall consequences cannot be fully assessed at this moment. However the public-private partnership principle was positively conducted in this project. One of the factors of success was the assignment of an external consultant as a moderator. A neutral person enabled to mediate and communicate the impressions, requirements, wishes and prejudices objectively between local stakeholders and the municipality.

2) Hiking trails

The effect on the local environment is positive. The native population and the guests can know more about nature and the homeland and can estimate it. Cooperation with the local population, in particular within the development of the adventure trails revealed to be very good.

3) Zugspitz-Card

Through this tool the municipality of Grainau created a simplified and clearer procedure for public mobility. In addition, a simplification of the system for the use by tourists and residents. Reduction of noise and other pollutant emissions.

4) School exchange

As foreseen this experience produced an open-minding effect on the Italian and German children, their families and the teachers involved, not only for cultural reasons, but also from the point of view of interpersonal relationships.

Critical aspects

1) Tourism

Problems occurred regarding the motivation of people to participate, actively join, contribute and support the work-process. The “traditional” way of thinking hindered new ideas from being developed. Many of the workshop participants did not feel confident to start a work on their own. Moreover they referred to the “overall” responsibility of the municipality and furthermore they couldn’t understand why changes (innovation, specialisation, quality) should be necessary, as “persistence” had almost no influence on success in the tourism market in the past.

Indeed just a few years ago most of the work (product development, marketing, setting



up infrastructure, etc.) was planned, financed and implemented by the local authorities. Nowadays a greater responsibility of every individual stakeholder should be developed and the way of thinking should enhance individual entrepreneurship.

2) *Hiking trails*

No problems arose during the project development and execution. The only problem with the field name trail and adventure trail for families was the long-lasting winter. Thus the completion shifted from spring to summer.

3) *Zugspitz-Card*

This project did not face critical aspects: all the logistic problems were overcome without any particular difficulty.

4) *School exchange*

All the latent cultural and language barriers have been avoided thanks to children' and teachers' enthusiasm for the initiative.

Lessons learned

The public-private partnership principle revealed to be effective in this project. One of the factors of success was the assignment of an external consultant, a neutral person enabled to mediate and objectively communicate impressions, requirements, wishes and prejudices between the local stakeholders and the municipality, apart from elaborating solutions.

The main focus must be set on the process sustainable continuation. As financial resources are limited, the project managers should concentrate on generating "spin-offs" initialized through the project. This means that work groups should be motivated and supported by acceptance and picking up of the elaborated ideas. The main danger is that the financial resources come to an end before the entrepreneurial-thinking of the local actors (at least the core group – which itself can generate spin-off effects) is established. For this reason at least one "leader" for each work-group should be selected with the necessary know how to lead the process. At irregular intervals it might be useful to "book" an external expert in order to get up-to-date information on trends and the market, to solve internal communication problems, etc.

It should be tried to keep the workgroups "alive" even after the main project conclusion, as they can be used as an "engine" for continuous development and improvement through the personal commitment of every single workgroup member.

Projects like hiking trails can be carried out only if experts support the process. The combination of external and internal knowledge is crucial for the success.

Transferability

The following elements could be transferred in other contexts:

- Combination of bottom up and top down method
- Overall guidance and coordination by the municipality and the town council
- Utilization and combination of experts' and local stakeholders' know-how
- Cross-sector adjustment, integration and combination of results for the development of suitable common and peculiar strategies
- Motivation, integration and involvement of the local population (this is possible foremost in small alpine towns), which generate acceptance of decisions
- Pupil exchange as a means for strengthening the idea of being "Europeans".

Case study follow-up

1) *Tourism*

As follow up study there is the drafting of the holiday catalogue 2007 (brochure and accommodation catalogue). The lastingness of the tourism study will be clear in few years and the formed workshops will continue after the AlpCity Project.

2) *Hiking trails*



The hiking trails will last for sure over the next years. After receiving feedbacks from tourists and residents some improvement and optimization measures and/or extensions will be implemented on the hiking trails through Grainau. These will be arranged and accomplished after the AlpCity Project.

3) Zugspitz-Card

Also after the end of the AlpCity Project the work to the Zugspitz Card will continue. This requires constant renewal and updating of public transport together with optimization on the customer needs (feedbacks of the customers will be used for improvement measures).

4) School exchange

The children from Turin will visit the municipality Grainau in February 2007. Maybe another important exchange programme will start after the end of AlpCity.

**Common issues
with other projects**

There is a close interrelation of all the other AlpCity case studies implemented in Grainau and characterised by integration and arrangement of a common strategy and, at the same time, by the establishment of individual objectives and measures within each case study (overall coordination and guidance by the municipality).

An information exchange regarded the other case studies belonging to WP6.

**SSC Experts'
comments and
recommendations**

The methodology applied is in line with the participatory approach. It is a very good idea to establish a networking activity with European youth associations in promoting exchanges in cultural aspects and tourism.