



Strategies for an integrated tourism



AlpCity Partner Municipality of Tschlin (Switzerland)

Work Package Economic development (WP5)

WP Coordinator Lombardy Region (Italy)

**Subjects involved
and their role** Municipality of Tschlin
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The local authorities assigned Mr Andina the role to manage the project and all the resources devoted to it.

This work was supported by the “Alpenbüro Netz GmbH” and some specialized consultants (in hotel management and finance).

Moreover an architect started planning the renovation and enlargement of the school-building.

**Spatial area
involved** Municipality of Tschlin (Graubünden Canton, Unterengadin Region) with a surface of 7473 ha and constituted by three small settlements:

- Tschlin: 173 inhabitants with the town hall and a school building without pupils
- Strada: 147 inhabitants with the school and the post office
- Martina: 114 inhabitants with the customs house

Project budget € 100.000,00

Project purpose Development of the town by change of use of the empty buildings for a soft tourism. The project starts with the re-conversion of the school building in Tschlin in the form of a decentralised hotel-building.

Project methodology Spreading awareness among the local population about the concept of integrated tourism to be developed by exploiting the available local resources and infrastructure. Project design and financial clearing established by the local authorities with the help of external consultants.

Project activities Dissemination of the concept of an integrated tourism among the inhabitants. Planning of the project of transformation of the school building into a hotel. Financial clearing aimed at defining and allowing the financial backing of the project.



Achieved results	<p>Design of a detailed architectural plan for the new hotel. Search of potential investors interested in the project real implementation.</p> <p>The concept of an integrated tourism was fully accepted, shared and supported by the local population. All the practical procedures to develop the case study from an architectural and financial point of view have been fulfilled.</p>
Discrepancies between planned results and results achieved	<p>All the most important plans have been realised as scheduled.</p>
Instruments proposed, revised and finalised	<p>A paper on the concept of the integrated tourism and its strategies. A prospectus of the architect.</p>
Impact on the local environment, actors and stakeholders	<p>In Tschlin there has been a decline of the population for years: many inhabitants have moved mainly to the main town of the region (Scuol) and to the capital city of Graubünden (Chur). The most part of the resident population works in the primary sector with a shortage of job opportunities. Tschlin owns a toll-free area in the Valley of Samnaun and is just 20 km far from the Scuol ski-area, a famous Swiss tourist resort. Thanks to this pilot case the local people will be able to find a few job opportunities in the local tourist industry. Other important spin-offs will be created among the economic activities induced by tourism: crafts, cheese and meat products of local farmers, the local brewery and all goods with the "Bun Tschlin" brand will find new channels of distribution and selling. At the same time the local restaurant with its fine cuisine and the small shop in the village will get new customers. Renting of holiday-rooms will increase. Finally carpenters and other workmen will have more work according to a virtuous circle.</p>
Critical aspects	<p>The most relevant problem consists in finding the necessary financial resources to support the implementation of the project. Due to its position in the very east of Switzerland it results difficult to reach the Municipality of Tschlin from the other Swiss cities: this can make it less attractive for potential investors. Tschlin owns a traditional rural vocation, which can be only gradually transformed into a soft form of tourist reception.</p>
Lessons learned	<p>A small municipality like Tschlin needs help from the outside for what regards its economic development. International project-partnerships, specialized consultants and investors represent the basis for a successful step toward the future.</p>
Transferability	<p>The listed elements can be useful in other contexts:</p> <ul style="list-style-type: none">- The implementation of a participation process.- The model of "Alliance in the Alps" as laboratory of experiences exchanges.- The vision of an integrated development equipped with a leading idea for leading projects (in Tschlin the opening of a local brewery and a hotel) together with expert guidance.
Case study Follow-up	<p>The implementation of a soft idea of tourism with the new hotel will start at first with the founding of an new society, which should take care of the financial backing concerning the renovation and enlargement of the empty existing buildings.</p>
Common issues with other projects	<p>Tschlin is member of the international network "Alliance in the Alps". By visiting several other members the authorities of Tschlin learned to distinguish between successful an less successful developments. As member of "Alliance in the Alps" Tschlin has a network of specialised consultants</p>



**SSC Experts'
comments and
recommendations**

at its disposal, with the Alpenbüro Netz GmbH as the closest one. They worked out together with the secretary of the municipality in order to define the concept of sustainable development in Tschlin. In the central point of this work stand always the participation of the local people remains the central point of this work: without it there is no chance for a sustainable development of small towns.

On the case study level each Project Partner in this Work Package should have got a local added value for what concerns its economic development perspectives. This is important in the sense of “learning regions” (Morgan, 1997) where a region changes under the conditions of internal and external pressures. It masters this situation by developing skills and experiences and in adapting its own knowledge on internal and external needs. In this way, the Municipality of Tschlin transformed some existing resources and infrastructures in relation to new potential development path represented by tourism. The Municipality certainly gained important profits by exposing the local development project on a trans-national arena, getting feed-backs and suggestions on the implementation according to the guidelines of the Interreg Programme.