

Toourism

21.03.–09.09.2024, Exhibition hall 2
Opening: Wed 20.03.2024, 19:00

More and more people are travelling more often, further and for shorter stays. What is the impact of our holidays on the built environment, the social fabric and climate change? And how can we envisage tourism that does not destroy the basis of its own existence?

Tourism has been growing in intensity for decades, and has become an integral part of our Western lifestyle. It has created added value, prosperity and cosmopolitanism in even the most remote regions, thus halting out-migration. Tourism also promotes local cultural events and, ideally, tolerance and education. That is the upside of tourism. On the downside are negative effects such as crowds, the impact on the environment, and rising land prices.

Tourist hotspots suffer from the onslaught of visitors, while other places are being left behind. Communities are ambivalent: On the one hand they benefit from tourism, while on the other they are increasingly observing undesirable side effects. And considering that tourism is more dependent on the climate than other sectors of the economy, it is astonishing that climate change is often still a marginal issue here, of all places.

How can we rethink tourism in an era of climate crisis, wars, the threat of further pandemics, a shortage of skilled labour and an ongoing energy crisis, and steer it in a more sustainable direction? What is the role here played by spatial planning and architecture? The exhibition sheds light on key aspects of tourism, such as mobility, city tourism, interactions with farming, climate change, the privatisation of natural beauty and the change in accommodation typologies, and explores the question of whether and how the development of tourism is planned. Using clear illustrations, examples and data, the exhibition engages with phenomena such as short-term rental platforms, 'cold beds', the accrual of wealth with vacation properties and the declining 'attitude towards tourism' among local populations due to escalating housing prices and rising living costs. Above all, however, the exhibition looks at the potential for transformation. Many holidaymakers are reluctant to see themselves as part of the phenomenon of mass tourism, and misgivings about the climate compatibility of our travel habits are being voiced more loudly.

A large number of initiatives have recently emerged that take a different approach to the natural environment, local populations, the climate, towns and villages, as well as mobility. Local and international examples present pioneering solutions and create an appetite for holidays that are no longer based solely on consumption and the growth paradigm. The key question remains: How can we envisage tourism that no longer destroys the basis of its own existence?

Analyses, Scenarios and Alternative Strategies, in Eight Chapters

Chapter 1: Oftener! Shorter! Further! engages with the growing trend for taking more frequent but shorter trips, while it is primarily the journeys to and from tourists' destinations that account for most of the CO₂ emissions from tourism. A closer look is also taken at particularly environmentally harmful forms of transport.

Alternative Strategies:

- Alpine Pearls of Gentle Tourism Mobility. Holiday in the Alps without a Car
- A Bad Beginning Is Better than a Bad End: Flight Bans Using France as an Example
- Long-distance Travel by Bike?
- Train + Travelling = Traivelling

Chapter 2: Share Your City engages with 'Toourism' and the impact of the excessive concentration of tourism on individual towns and cities. The focus is on the phenomenon of short-term tourist rental platforms, which has contributed to the dysfunction of the property market in towns with a high concentration of tourism and weak legal protections.

Alternative Strategies:

- A House to Live In. Lisbon's Referendum against Short-Term Rentals
- Be More than a Visitor, Become a Changemaker! The Untourist Movement
- UNES-CO. United Nations Real Life Organisation
- Say HI to the World! Rediscovering the Youth Hostel

Chapter 3: Vacancy engages with a more recent dynamic: the exodus of local populations from booming rural tourist destinations. The analysis of four Austrian villages shows the impact of too much or too little tourism – and that there is no one-size-fits-all solution.

Alternative Strategies:

- Does the Future of Tourism Lie in the Replica? The Lascaux Cave
- No More Sell-Out! The Swiss Federal Law on Secondary Residences
- A Community Says "No"! Weissensee in Carinthia
- Welcome! Open School for Village Hosts
- Pinzgauer Stub'n. Affordable Housing for Leogang

Chapter 4: The Elephant in the Room in a context of tourism is clearly climate change. To help envisage tourism under climatically changed conditions in the year 2100, four scenarios demonstrate the visible impact on various tourist destinations in Europe – based on the findings of climate research, sprinkled with a little satire.

Alternative Strategies:

- Just Have to Save the World for a Moment: Ecosystem Restoration Communities
- It's Ours and We Want It Green! What Does a Civil Rights Movement of the 1970s Have to Do with Tourism?
- Après-Ski. The Holiday Continues
- Growing with the Sea: Trilateral Coastal Protection in the Wadden Sea of the North Sea

Chapter 5: Of Cows, Wolves, and Tourists is all about the relationship between tourism and the local rural economy. While the leisure industry promotes an idyllic world of mountains and alpine pastures, agricultural businesses that are absolutely essential for the maintenance of the local cultural fabric are being closed down every day.

Alternative Strategies:

- Vacation from the "Bullshit Job": School of the Alpine Pasture
- Landscape Conservation Funds as a Last Resort?
- Appreciation Comes Before Value Creation: The Gampe Thaya in Sölden
- Necessity Is the Mother of Invention: KäseStrasse Bregenzerwald (Cheese Route Bregenzerwald)

Chapter 6: That's What the Guest Wants! explores the growing expectations of guests on their accommodation providers – and the apparent obligation to meet these demands. Five stories of Austrian hotels built between the 1910s and the 1970s extol the role of good architecture, and bear witness to functioning businesses that have survived without expanding.

Alternative Strategies:

- magdas HOTEL Vienna City: Austria's First Social Business Hotel
- Vacations in a Listed Building
- VinziRast am Land. From High Society to Society
- Powerless against Tourism Gentrification: Largo Residências in Lisbon
- When the Hotel Merges with the Village: Alberghi Diffusi

Chapter 7: The Privatisation of Beauty traces the conquest of nature by mankind, which has led to a run on the most beautiful spots on earth and various investment models for investing in concrete gold. Since most lakes popular for bathing have been completely surrounded by developments, interest is turning to the mountain regions.

Alternative Strategies:

- Lake Constance for Everyone
- Come to Us, There Is Nothing Here! The Mountaineering Villages of the Alpine Associations
- Many Mosaic Stones Create a Large Whole: Village Renewal à la Lunz am See
- What Should You Do Once Over-Tourism Is There? Visitor Guidance in Dürnstein
- The Fight for the Beach. The Towel Movement in Greece

Chapter 8: Planned or Happened? poses the question of the extent to which developments in tourism are driven by specific dynamics, or are the result of planning processes steered by the state, or on a regional level. The sheer breadth of different approaches, strategies and systems employed is illustrated by presentations of projects from Austria, South Tyrol, France, Bhutan and Ecuador.

Curators: Karoline Mayer & Katharina Ritter, Az W
Assistance: Dina Unterfrauner
Exhibition architecture: ASAP – Pitro Sammer
Exhibition graphics: LWZ & Manuel Radde

Additional Venues:
Salzkammergut Capital of Culture, from September 2024
Additional venues to be announced

Exhibition book

The exhibition is accompanied by a comprehensive and richly illustrated book, 'Über Tourismus', with essays (in German) by: Linda Boukhris, Ana Gago, Maria Kapeller, Helga Kromp-Kolb, Kurt Luger, Arno Ritter, Arthur Schindelegger.
Edited by: Karoline Mayer, Katharina Ritter, Angelika Fitz und Architekturzentrum Wien
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The press release, as well as high-resolution press photos, are available free of charge for download at www.azw.at/press.

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