

## **The Collateral Impact Of Tourism And Its Marketing Value - Summary by Arthur Oberascher -**

Light and shadow is a simple fact of life. The tourism business tends to focus on the light: more guests, more rooms, more growth. This is all the more reason for those in the business to examine its shadows and develop solutions that can enrich tourism. The controversy was great when smoking was banned last year in Italy's cafés, pizzerias and bars. Today, Italians value the measure. Out of a prohibition a value emerged, just as light can emerge from shadows.

Two developments can be identified with implications for tourism. The noise level in Europe is rising. Our world is becoming ever noisier. For tourism this means that quiet places will become more valuable.

The desire for authenticity, a genuine experience, is also growing. The value of tourism lies in the value of authenticity. This does not mean demolishing ski lifts. It does mean however that the future of tourism lies in creating authentic contact with nature.

Ecological constraints can enrich tourism. Indeed, tourism can lead the way for other sectors of Europe's economy because, like no other branch, it will have to rely on creating authentic points of contact.

