



TOURA D'OR 2010

Category "Magazine and service contributions"

Ein Dorf wird zum Hotel

by Dr. Micha Hektor Haarkötter
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(6 min. 33 sec., German, 2009)

Switzerland – an attractive and relevant tourist destination – is also faced with difficulties once in a while, for example in the Engadin region. The small village of Vnà is threatened with depopulation: the inhabitants emigrate to economically more attractive regions: More than half of the houses are now vacant; the inhabitants went to look for livelihood options elsewhere. An idea can be a solution: The whole village is turned into a decentralised hotel. The former guesthouse, private houses and the tollhouse are carefully being improved and renovated in local architectural style, guest rooms are being furnished.

Vnà shall be a "hotel" and "cultural project" at the same time. The guests can combine nature-based recreation in the attractive mountains of the Engadin with participation in village life. Not all of the inhabitants of Vnà like the new fuss that is being made about their quiet hamlet. They would like to see a more intensive exchange, and joint activities of tourists and local people.

The short film by Micha Hektor Haarkötter has been designed to be jaunty, also thanks to Flurin Carviesel, a music cabaret artist from the community who comments on the idea of "Hotel Vnà" in a lively and funny manner. The film describes the concept of socially responsible and sustainable tourism that demands and promotes encounters between local people and holiday makers.