

Outcomes & Impact

Design impact

Based on the research, three central principles were defined, which a contemporary tourist office shall entail. Besides that, the naming „tourist office“ has been found to be misleading as it is no longer solely a physical place of tourist information. It has been replaced by „community network“, which involves two key elements: a central point of exchange & a stakeholder involvement program with multiple info spots during the customer journey, see figure 3. The underlying organizational structure is displayed in figure 6. The tourism community network must aim to...

- **...create a place of inspiration:** The creative economy has an essential share in regional value creation and employment. Creatives particularly like to settle and linger near exciting public spaces that allow open and easy exchange, where new publics, visibilities and a good atmosphere could emerge. They generate diverse publics consisting of different users and actors that clearly shape the image of a place and has the power to inspire others, such as tourists.

- **...foster a dynamic local community development:** Enabling instead of regulating, participation instead of prescribing, stimulating and promoting a bottom-up culture and entrepreneurial commitment, establishing active change management with the courage to use unconventional, creative strategies and processes become elementary principles of the actions behind the tourist-stakeholder involvement program.

- **...provide personalized, authentic tourism information:** The locals must play a central role in presenting the destination authentically and genuinely from their perspectives. The tourist should eventually feel more like a local, since now he belongs to the „insiders“ with the knowledge that he has gained. This increases his/her place attachment, thoughtful and sustainable behavior and thus loyalty towards the destination.

Applied design concept

In order to illustrate the feasibility of the concept and relate to a contextual position, it has been developed as a practical case by the destination of Engelberg. Hence, the Berglobby - a central place where people gather, exchange and get inspired, as well as the Ask Ängelberg program - a stakeholder involvement program that enables the local-tourist encounter, have been invented.

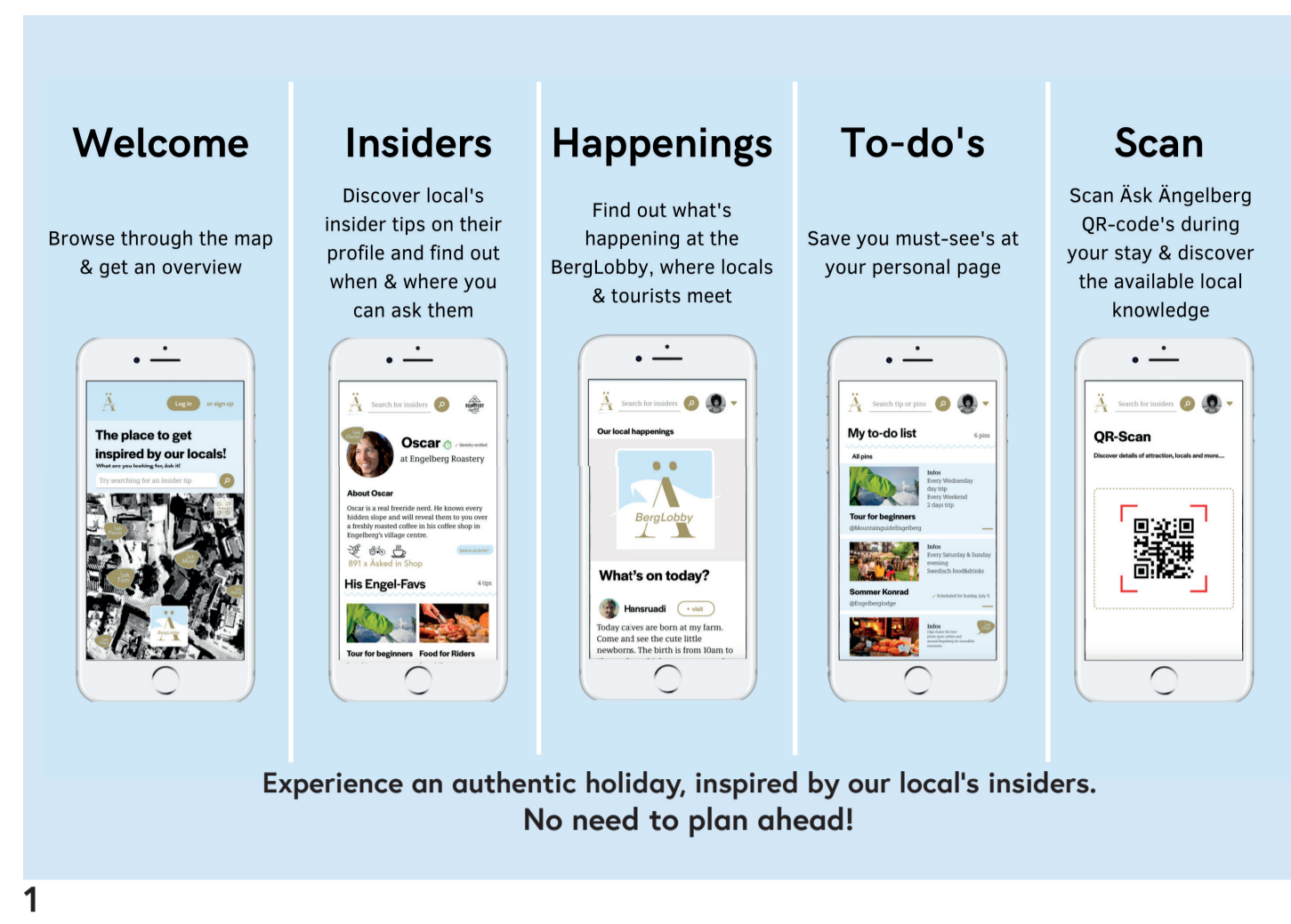
The customer journey and the related service blueprint actions demonstrate a possible typical tourist's interaction with the two design interventions, see figure 7.

Elaborated touchpoints

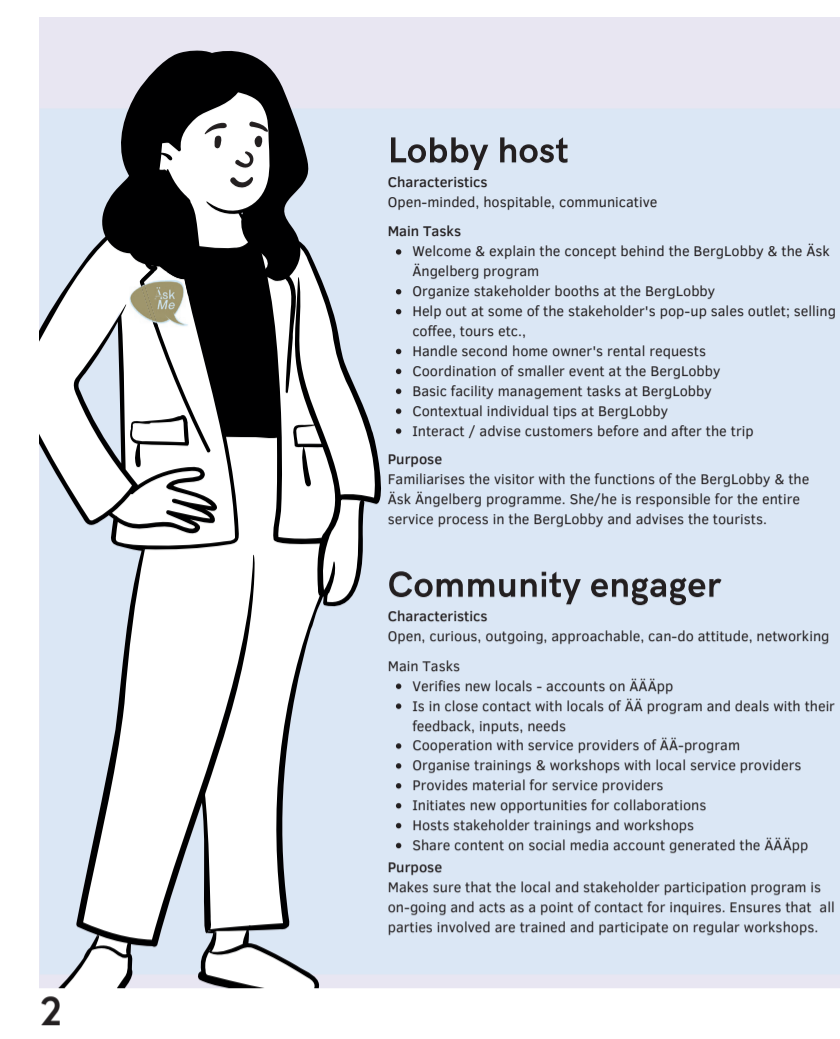
Four touchpoints that the customer interacts with during her/his stay are explored in detail:

- **Digital interface:** The mobile application - Ask Ängelberg App (ÄÄApp) - provides the user with an overview over the destination' stakeholder involvement program and the central place of exchange's happenings. It enables the user to browse through the locals' insider knowledge that they could ask them. There is also the possibility to post spontaneous events by the locals (like a BBQ at the lake). Consequently, the app's main task is to provide guidance for the visitor through the stakeholder involvement-program, raise awareness towards the central place exchange's happenings and thus facilitate the local - tourist encounter. (see figure 1)

- **Personal interface:** Due to the fact that a tourism experience is usually generated through intangible touchpoints, the personal interface determines the customer experience to a great extent. Hence, the newly defined role, so called „Community Manager“, defines criteria of a community network empla-



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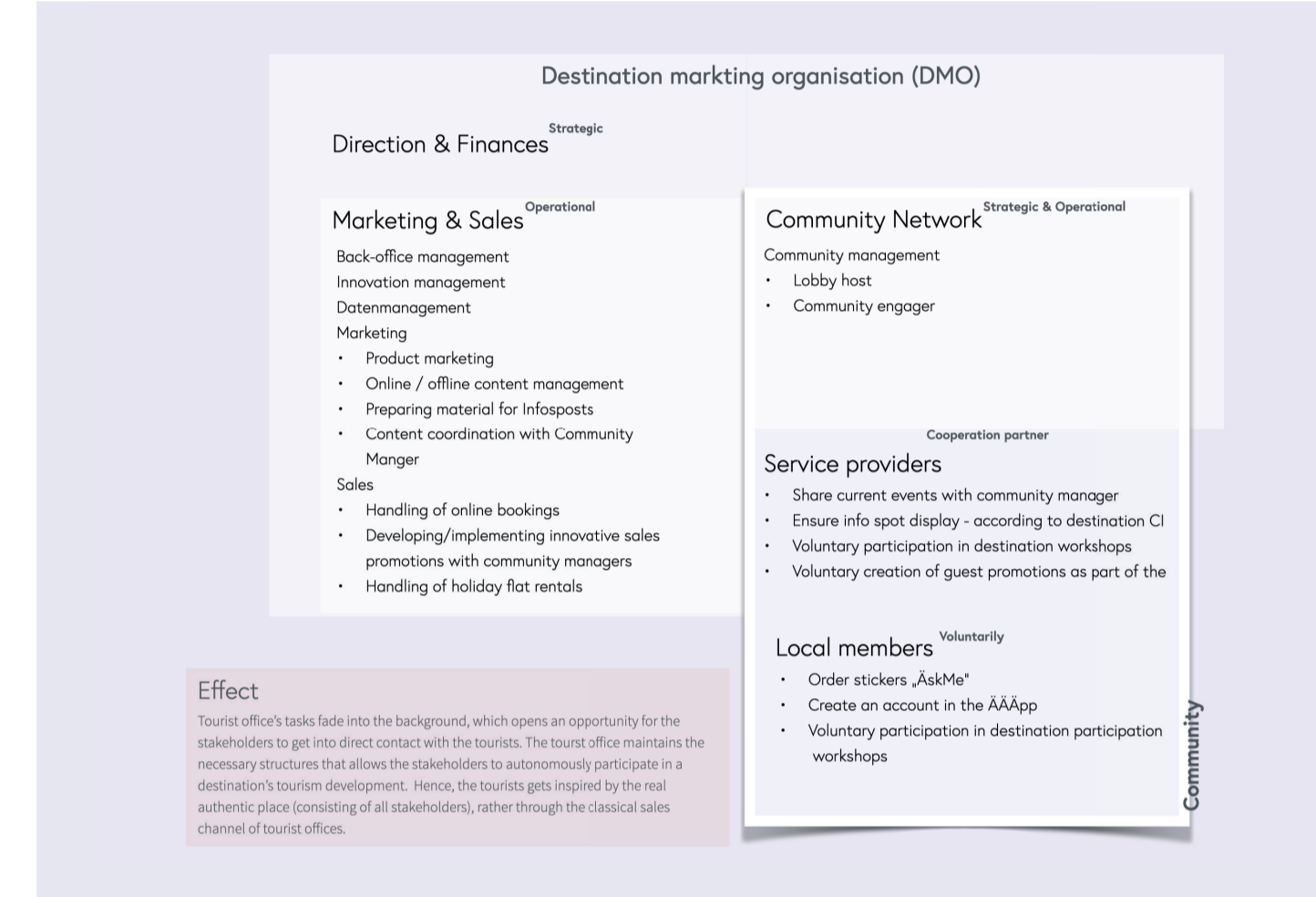
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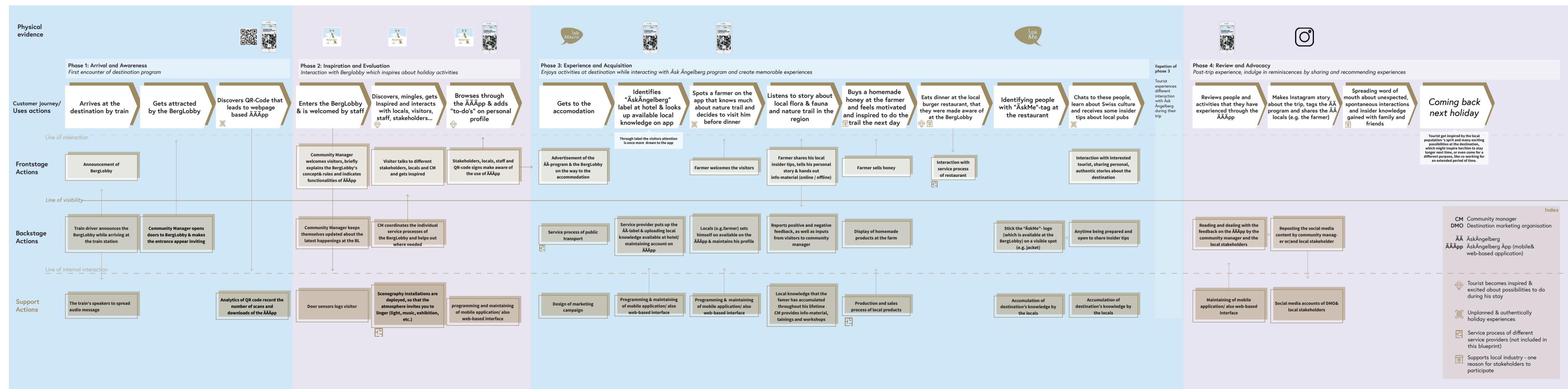


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Service Blueprint & Storyline



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ye. The Community Manager's tasks differ greatly from the current tourist office employee's and thus come with many different job requirements. Apart from the consultation, they now manage a tourism community network, which enables them to promote the destination more authentically with help of the local stakeholders. (see figure 2)

- **Memorable interface:** In order to make the experience memorial, an unconventional and emotional touchpoint has been elaborated. Locals, that are proud of their place of residence, have the ability to present their destination emotionally, hence authentically. Thus the „AskMe“ - stickers for locals that participate in sharing their insider tips facilitate the emotional encounter between the locals and tourists. They aim at prompting and initiating the spontaneous, casual exchange between. These stickers are meant to be worn whenever the local feels like he is in the mood to answer questions like „Hey there, what do you reckon to be the best place to get some burgers?“, by any kind of tourist. (see figure 3)

- **Spatial interface:** The BergLobby serves on the one hand as a physical orientation and inspiration for local tourism activities, and on the other hand as a place where local people and stakeholders meet to exchange and engage. Needless to say, there are many opportunities and touchpoints within the site. For this work, possible touchpoints have been evaluated and tested and proposed, but no concrete prototype has been developed yet.

Summary & Outlook

The principle theory that this design project has developed is meant to be implied by any tourist office that is struggling with innovation and keeping up with the current tourists' and locals' demand. It aims at increasing the places' attractiveness, thus drives towards the development of alpine living space. The implied practical case of Engelberg will be further evaluated and eventually tested in a wider range at the destination, since it addresses an actual problem that received considerable interest by the DMO of Engelberg.

- 1 Digital interface: Mockup Ask Ängelberg App
- 2 Personal interface: Community Manager
- 3 Memorable interface: AskMe sticker
- 4 Logo design process/ sketches
- 5 Embedding of Community Network into DMO
- 6 Principles concept of community network
- 7 Customer journey & the related service blueprint