What is nanotourism? What are the challenges of nanotourism? How can nanotourism improve the world?

The following chapter outlines the referential framework of nanotourism, its core principles, and the role it plays within the AA nanotourism Visiting School as a teaching and research agenda.
"Despite the slow but steady increase in the number of enterprises claiming to be responsible or green, the fact remains that the current system of mass international tourism is utterly unsustainable.

Anna Pollock"
"After decades of a booming tourism industry with wide impact on territories and economies all over the world, are there smaller-scale, non-intrusive ways of promoting a tourism experience?"

Aljoša Dekleva & Tina Gregorič
You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

Richard Buckminster Fuller


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Nanotourism is a new, constructed term describing a creative critique to the current environmental, social, and economic downsides of conventional tourism, defined as a participatory, locally oriented, bottom-up alternative.

Aljoša Dekleva & Tina Gregorič
Nanotourism operates as a social tool to stimulate mutual interaction between the provider and the user by co-creation or exchange of knowledge. It is not about scale, but a projected ability to construct responsible experiences from the bottom up, using local resources.
Tourism vs Nanotourism

- **Tourism Provider** → **Tourist** (Observation)
- **Nanotourism Provider** ← **Nanotourist** (Participation)

ibid.
Nanotourism characteristics

critical conformist
confronting current realities and presumptions of tourism

participatory passive
fostering co-creation and exchange between users and providers

bottom-up top-down
processing local information to form higher-level systems

site-specific site-generic
extremely responsive to contexts, therefore perpetually unique

local global
produced with local support and supporting locals

social unsocial
collaborative, community oriented, and relating to people

responsible irresponsible
non-intrusively related to the community and environment

educative non-educative
stimulating knowledge exchange and creating development

inventive conventional
progressive, adding new values and creating fresh potentials
“Nanotourism is beyond tourism, it is more an attitude to improve specific everyday environments and to open up new local economies.”
It’s interesting to look into the future: construction sites are long term, they take years. How to react to discoveries such as that of a sulphur spring? This brings up the notion of “accidentality“ and opens a discussion about these issues, which can’t be found in any rule book yet. How to incorporate both questions and potentials that occur through changes in in-between zones of existing and future projects? This, I think, is an opportunity that this project opens up as pertaining to a broader field of discussion.

Tina Gregorič, final jury member
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