



Overview of the Touriseum

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| Touriseum | South Tyrol Museum of Tourism, Trauttmansdorff Castle, Meran |
| Location | <p>Trauttmansdorff Castle is surrounded by splendid botanical gardens and together they constitute the attraction “The Gardens of Trauttmansdorff Castle”.</p> <p>St. Valentinstr. 51 a, I – 39012 Meran – tel. +39 0473 270 172 fax +39 0473 277 665 - e-mail: info@touriseum.it www.touriseum.it www.facebook.com/touriseum</p> |
| Castle | <p>1870 and 1889 holiday residence of Empress Elisabeth. 1924 expropriated by the Italian state. 1977, in the course of the autonomy negotiations, transferred to South Tyrol. 1989 provincial government decision to restore it and convert it into a museum of tourism. 1999 start of conversion and renovation work. 2003 opening of the Touriseum.</p> |
| Concept | <p>The Touriseum was developed by: Tacus & Didonè, Bozen (architecture), Gruppe Gut Graphics, Bozen (graphics/art direction), Josef Rohrer, Meran (content/texts), Paul Rösch, Director of the Touriseum, Meran (coordination).</p> |
| Philosophy | <p>The Touriseum is the first museum in the Alps devoted exclusively and comprehensively to tourism. It shows things alternately from the point of view of the locals and the guests, how tourism came to Tyrol, and how it has changed the region and its inhabitants. The approach is amusing, entertaining and witty. The visitor should not leave the Touriseum tired and</p> |



bored, but stimulated and pleasantly surprised.

Structure

Structure The Touriseum consists of:

- 1) a permanent exhibition with scenes in ca. 20 rooms on the ground floor and 1st floor
- 2) the historic rooms on the 2nd floor, which host a permanent exhibition on the visits of Elisabeth and the Emperor Francis Joseph to Meran
- 3) changing temporary exhibitions in the coach house (adjacent building)
- 4) the South Tyrol game (a wooden pin-ball game)
- 5) multimedia points (films, collection, statistics)
- 6) a children's corner, "Hotel Fantasia"
- 7) the "Jokes' turret"