

Area Agency

A fictional agency promoting relocalization
and local countryside tourism

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Problems (-)

- Pressure of overtourism on cities and highly populated yet “touristy” areas
- Local natural characteristics tend to remain underrated and underrepresented
- Touristical profits often end up in corrupt hands

A hazánkba több napra érkező külföldiek száma turisztikai régióként
a legjelentősebb küldő országok esetében, 2018, ezer utazás



Megjegyzés: a megkérdezettek több régiót is megjelölhettek.

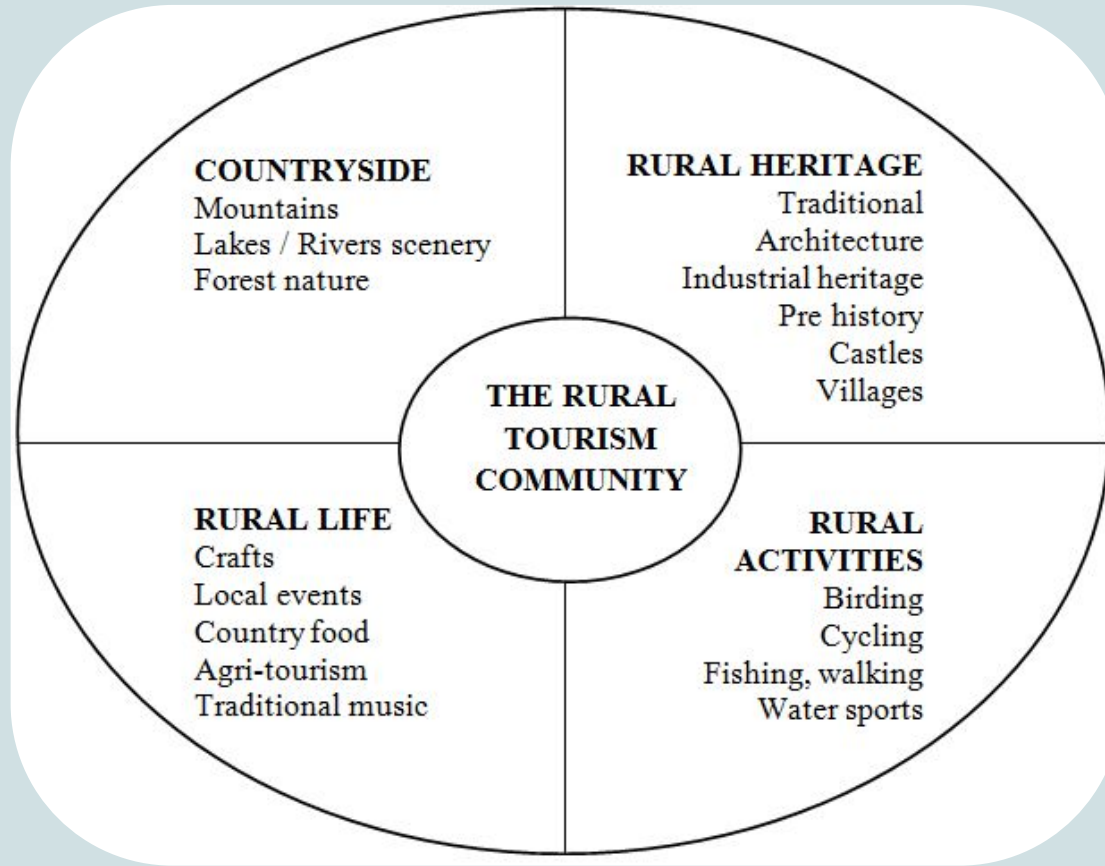
Number of tourists (per 1000 people) by region in Hungary, 2018
(Source: turizmus.com)

Suggestions (+)

- + Reduce pressure on big cities by promoting countryside tourism through a dedicated agency
- + Make recreational activities in nature more appealing to young people through various programmes and digital media solutions
- + Educational experiences and group art projects with a focus on outdoor/public art, performance and land art



An outdoor labyrinth in Hiiumaa, Estonia



*The Rural Tourism Concept
(Source: Nulty, 2004, 13.)*

Environmentally conscious education

Moving away from cities could serve as a great opportunity to escape non-stop consumption for a while and reflect on problems caused by globalism and overconsumption.

Various workshops held by scientists, artists and activists could help visitors to engage in brainstorming about such topics and problems.



A scout badge for Environmental Conservation Activity



Crazy field full of cultures

Visitors can take their own seeds and plant them along a big field, creating an ever-changing “plant-multiculture” land art piece, where the diversity of species could work out a balance on its own.









Making seedbombs for guerilla gardening

Countryside housing for the weekends

The Area Agency is located on the countryside, surrounded by nature, fresh air and hiking opportunities.







Building with mudbricks

Together by ourselves - the Silent Seminars

Seminars held outdoors, using headphones, giving participants an opportunity to spread out, making it pandemic-conscious.





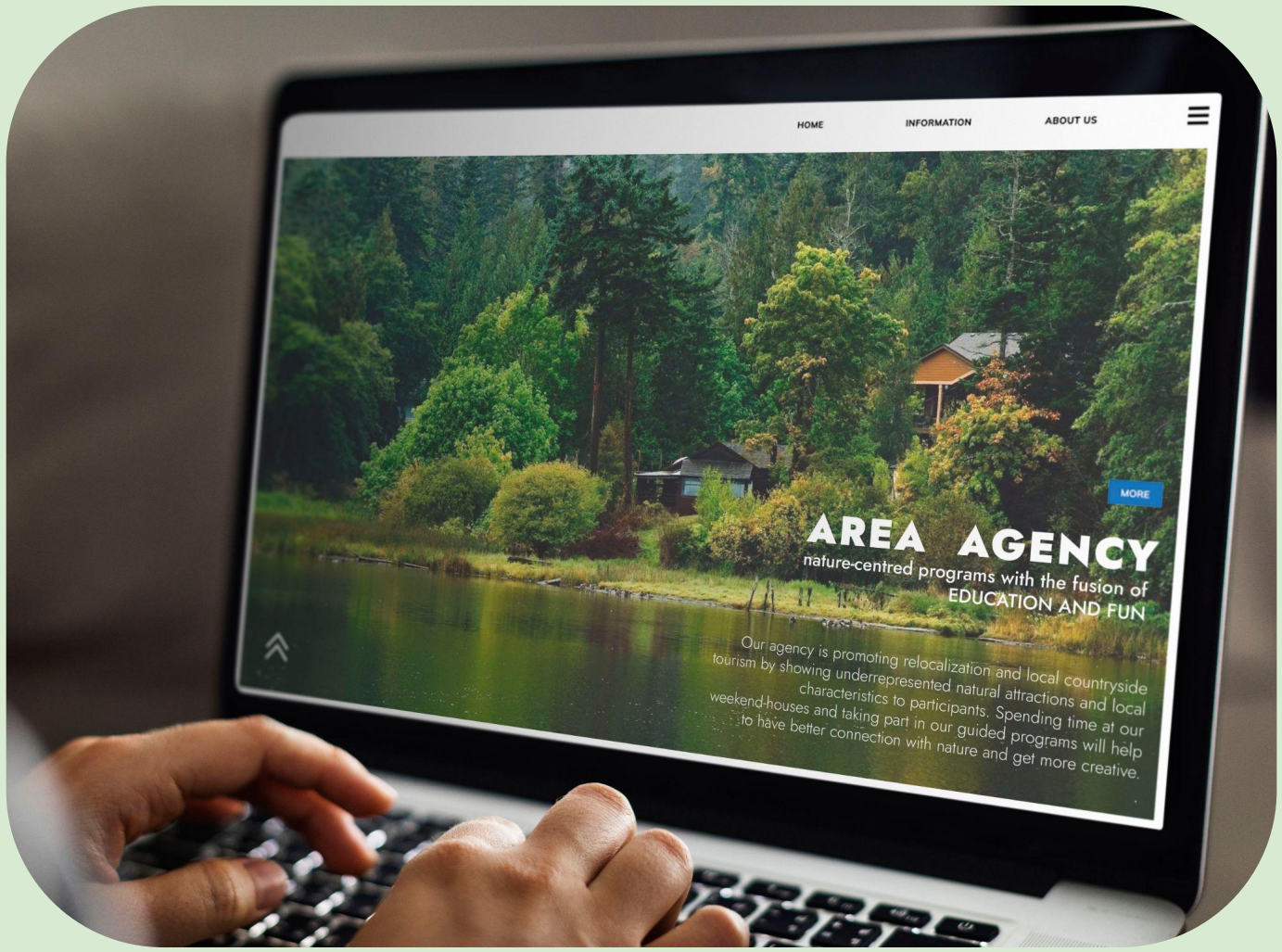
MORE

AREA AGENCY

nature-centred programs with the fusion of
EDUCATION AND FUN



Our agency is promoting relocalization and local countryside tourism by showing underrepresented natural attractions and local characteristics to participants. Spending time at our weekend-houses and taking part in our guided programs will help to have better connection with nature and get more creative.



Mobile application

Area Agency is accompanied by a mobile application that works offline, offers local hike guides and - like the website - shows the transparent and fair local distribution of the appearing fees.

You can also report problems you encounter along your hike and leave useful feedback for others.

Watch out for the white dog around the corner of Szent István Street!
Scared me to death...

Turn right at the old oak and go around a hundred meters straight for a spectacular view!

The man who lives in that wooden cabin next to the pine forest makes the best elderflower syrup ever! Must try

