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### TOURISTIC SELF-HELP AT BRIENZ

The efforts currently being made by Brienz to expand as a winter and summer resort provide an excellent example of touristic self-help. Based upon a sensible planning, the programme is scheduled, among other things, to prevent construction along the left side of Lake Brienz, to run the new N8 national highway through tunnels and over galleries along the lakeside, thus retaining its scenic beauty, and to maintain the purity of the lake by establishing an extensive canalisation system. Among other far-reaching changes being made at Brienz are the construction of tennis courts and the expansion of the hiking path network around Brienz for the summer, and the opening of a new ski area in the Axalp region. Among the most interesting projects are the following:

Plans are now being made for the construction of a family holiday village to expand Brienz's capacity to house guests. The village will consist of 30-40 holiday homes each with four beds, living room, shower and toilet as well as cooking facilities. Financing of the holiday village is planned through long-term rent contracts with travel agencies.

And Brienz has become the proud host of a new Swiss open-air museum — the first of its kind in the country. A standard and very popular attraction at Brienz is its world-famous woodcarving school, to which is attached a school of violin making.

[S.N.T.O.]



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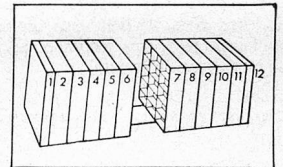
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