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**Autor:** [s.n.]

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## Barfuss unterwegs / A pieds nus sur le plancher des vaches

30/31 Einmal etwas anderes! Den Füßen wird zwei bis drei Stunden Ferien gegönnt und die Gelegenheit gegeben, die Natur fussohlennah zu erleben. Für Wanderungen ohne Socken und Schuhe braucht es begrifflicherweise eine geeignete Unterlage – das Moorgebiet am Alpenrand zwischen Gonten und Appenzell, dem dadurch kein Schaden zugefügt wird, ist wie geschaffen für erholungsbedürftige Füße. Im Kontakt mit der hier wohnhaften Bevölkerung lässt sich zudem viel über die tägliche Bauernarbeit erfahren – warum wohl ein Hof bei Gontenbad den Namen «Paradies» trägt?

30/31 Enfin une diversion! On accorde à ses pieds deux ou trois heures de vacances ainsi que le plaisir d'un contact direct avec le plancher des vaches. Pour se promener pieds nus, il faut évidemment un sol approprié, telle la lande en bordure des Alpes entre Gonten et Appenzell, qui n'en souffre pas et qui régénère les pieds fatigués. En contact avec la population, on apprend en outre beaucoup de choses sur le travail quotidien de la terre – entre autres aussi pourquoi une ferme se nomme «Paradis»



## In cammino a piedi nudi / Barefoot Hiking

*30/31 Un'evasione di genere diverso! Di tanto in tanto, ai piedi dovrebbero essere concesse due o tre ore di libertà a stretto contatto con la natura. Per intraprendere un'escursione a piedi nudi occorre però un terreno idoneo; la regione fra Gonten e Appenzello, ai margini della catena alpina, sembra essere stata appositamente ideata per chi è alla ricerca di un benefico sollievo per i propri piedi; da rilevare che questa attività all'aria libera non ha conseguenze negative per il terreno. Inoltre, il contatto con la popolazione locale permette di apprendere numerosi particolari sulla vita quotidiana dei contadini*

*30/31 Here, for a change, people are giving their feet two or three hours of holidays, so that they can experience nature through skin contact. To wander around without shoes or socks, you of course need a suitable surface; the peatland on the margin of the Alps between Gonten and Appenzell provides it, is kind to the feet and takes no harm. You can learn a lot about the farmer's daily round here from the local population, and perhaps discover why a farm near Gontenbad is called "Paradise"*



Von Gonten führt eine gut markierte Route über Gontenbad in leichtem Gefälle nach Appenzell. Im Gontenbad besteht die Möglichkeit, gegen Voranmeldung ein Moorbad oder Fussmoorbad zu geniessen (34). Da sich barfuss erfahrungsgemäss weniger flott marschieren lässt, sind für die sieben Kilometer etwas mehr Zeit zu rechnen, zumal es unterwegs allerhand zu sehen gibt! (33)

Route bien tracée qui descend en pente douce de Gonten à Appenzell via Gontenbad. A Gontenbad on peut, moyennant préavis, prendre un bain de boue complet, ou seulement un bain de pieds (34). Comme la marche à pieds nus est moins aisée, il faut compter un peu plus de temps pour parcourir ces sept kilomètres, d'autant plus qu'il y a beaucoup de choses à voir en chemin! (33)



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Il percorso, dotato di un'appropriata segnaletica, supera un lieve dislivello e conduce da Gonten ad Appenzello passando per Gontenbad dove, dietro preavviso, si può godere un bagno di fango o un pediluvio (34). Dato che la marcia a piedi nudi è un po' più lenta, per coprire i sette chilometri occorre più tempo del solito, tanto più che il percorso offre mille particolari da scoprire! (33)

The well-signed route leads from Gonten to Gontenbad and thence gently downwards to Appenzell. In Gontenbad, if you announce your coming in advance, you can take a peat bath, either for your feet (34) or for your whole body. If you walk barefoot, you will probably make rather slower progress and have to allow a little extra time for the seven kilometres—especially as there's a lot to be seen on the way (33)

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On the leisure market the railways are faced by competition of unusual variety: there are people who are selling sailing boats, deck-chairs, lawn-mowers, magazines, television programmes, electric hand drills and so forth. Yet they all have one thing in common – they are selling a leisure experience. This is true even in the case of the hand drills: the *experience* is the real product, not the hole you make with your drill.

The same applies to railways in the leisure sector: the experience is more important than the journey. The railways want to take account of this by appearing on the leisure market as a well-documented supplier of a wide choice of ideas for exciting and relaxing leisure experiences. Swiss Federal Railways have now got together with their partners in public transport and have prepared a new excursion concept which is soon to be implemented and which can be summed up as follows:

The whole programme is divided into two categories: the excursion *ideas*, described in detail with walks, sights and practical information; and the *all-in* packages including admission fees, catering and other supplementary services. The various propositions are prepared in 14 supplier regions, the assortment is then worked out in detail and is combined in a national pool.

The mere choice of destinations is far from being the end of the story. It is an important aspect of marketing to establish order in the range of services offered. Not everybody is interested in river-rafting, and many buyers are too young to be attracted by a simple "excursion". The railways and buses have therefore extended the idea of fitness to other ways of passing one's leisure hours and have introduced the following three categories of trips:

the *Travel Line* for straight leisure consumption, for excursions and journeys without any other activities; the *Fitness Line* for active leisure with the emphasis on sport; and the *Culture Line* for visits to cultural events and monuments. Each of these "lines" has its logo, and the various programmes will be marked accordingly. The customer will thus be able to make his decision quickly and without wading through a lot of reading matter.

The new scheme with this choice of possibilities will be presented to the public in the next few weeks. Trips including additional services will be described in detail on loose leaves which will be made available to customers on a specially designed self-service stand in the stations. The leaflet will provide all the necessary information on any given trip, from the programme itself to the sights, opening hours, gastronomic attractions, prices and local timetables of the area served. A travel brochure available on the stand will offer individualists all sorts of interesting ideas for excursions.



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