



Tourism and Transport:

Enhancing Accessibility and Sustainability in Rural Destinations



Moderation: Bente Grimm (NIT)

Workshop at the 6th ERMN-Meeting
Online – July, 3rd, 2024



Agenda

1. Intro and getting to know each other
2. Tourism specific insights on the mobility in
 - Kilkenny/Ireland by Brendan Finn
 - Vidzeme/Latvia by Raitis Sijats
3. Good practice interview with
 - ~~Marina Schwab from Kaprun-Zell am See/Mobility card (Austria)~~
Marina unfortunately had to cancel her participation on very short notice.
 - Anthony Armiger II from NAH.SH/federal grant project SMILE24 (Germany)
4. Wrapping up

For further information on the two examples see <https://www.zellamsee-kaprun.com/en/sustainability/free-mobility> and <https://smile24.nah.sh/> (at the moment it's only in German but it will soon be translated into English)



Introduction

- The focus of this workshop is on tourist mobility in rural regions.
- On the basis of the recent SMARTA-NET survey, the participants will get an overview about the tourist mobility situation and the attitudes of the inhabitants of two lighthouse sites.
- Brendan Finn and Raitis Sijats will give short presentations on Kilkenny and Vidzeme.
- Afterwards, we will learn about the implementation of measures which shall lead to a more sustainable tourism mobility in rural areas: Mobility cards and optional tickets of Kaprun-Zell am See and the project SMILE24 which ensures innovative, emissionfree mobility 24 hours a day without own car for locals and tourists in the Schleiregion at the Baltic See Coast.



Questions

- To what extent can your measures improve the mobility of tourists in your region / make it more sustainable?
- What particular challenges did/do you face when implementing your ideas in your rural region and how did/do you deal with them?
- What advice would you give to other rural tourism regions? How should they start if they want to make mobility more sustainable?



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- Set up a list of stakeholders and find together
- Build networks, collaboration is the basis for success
- Don't wait for perfect conditions - get started!
- New mobility offers need good marketing
- Provide information for inhabitants, guests and train tourism suppliers

Contact



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