

## Final Conference

### Workshop outline (Session: October, 23<sup>rd</sup>, 2024, 14:00 – 15:30)

<b>Title of workshop:</b>	<b>Rural tourism: Accessibility and inclusivity</b>	
Workshop Lead	Bente Grimm and Rieka Oldsen (NIT)	
<b>Short description of the workshop and purpose:</b>		
<p>For people who don't own or can't use a car, and for those who would prefer not to do so, it is difficult to spend their daytrips or holiday trips in rural regions. At the same time, tourism workers without a driving license and/or without a car might refrain from jobs in rural areas with bad mobility options. Rural regions that put the focus on mobility offers beyond the own car, will be more attractive for these visitors and employees. In the best case, local inhabitants, especially youngsters, seniors and disabled people, will benefit as well.</p> <p>This workshop will discuss which options rural communities have to make their place better accessible and how it is possible to include the specific needs of this group of guests into the marketing. During the workshop, we will show that the social dimension of sustainable mobility plays a particularly important role in rural areas. Participants will get into a dynamic discussion about the outcomes of existing and planned services and about influencing factors.</p>		
<b>Structure of the session*:</b>		
<b>Timing</b>	<b>Sub-session name</b>	<b>Short description</b>
14:00 – 14:10	Introduction (10')	Intro by Bente Grimm/Rieka Oldsen on workshop and on the relevance of accessibility and inclusivity for rural tourism (10')
14:10 – 14:30	Car-free holiday in East Tyrol (20')	Jakob Britz (RMO/Austria) talks about the range of options in East Tyrol designed to make it as simple as possible for travellers to make sustainable mobility choices. Participants will see the short video "The Wagner family travels through Osttirol" <a href="https://www.osttirol.com/en/mobility/">https://www.osttirol.com/en/mobility/</a> (on their own devices) and have the possibility to ask questions.
14:30 – 15:15	Discussion (45')	<p>We will divide the participants into two groups and let them discuss the following questions:</p> <ul style="list-style-type: none"> <li>• Which mobility needs do different target groups have and how can different stakeholders assist to achieve better offers and services?</li> <li>• Are there any results/outcomes available from experience – e.g. usage, travel behaviour change, increased non-car visitors and spending, ...</li> <li>• Even if hard data isn't available, are there services that have continued over multiple tourist seasons, indicating that the sponsoring stakeholders see enough value to continue their support?</li> <li>• What factors inhibit non-car options, especially among families and groups, even if a suitable service is provided?</li> </ul> <p>To put the focus on heterogenous views, we will define different roles in which the participants should put themselves and from whose perspective they should discuss the topic. For example: young people, senior citizens, parents, employers, head of tourism, transport association,</p>

		cab company, tourist accommodation. We would prepare small cards which they can select in the beginning of the discussion.
15:15 – 15:30	Wrapping up (15')	Summarising outcomes of the session and feedback points

