



SMARTA-NET in-country training

Summary Report on the second module “Sustainable Rural Mobility and Tourism”



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Coordinated by:



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1. Introduction

Over the period January to March 2024, SMARTA-NET implemented the second round of training sessions in 11 sites in 10 target countries. Following the methodology set by TIS (Task 4 Coordinator), the training focussed on mobility solutions supporting rural ecotourism, based on the Guidance documents produced by NIT, as Task 2 Coordinator.

The training content aimed to introduce important concepts on the mobility patterns of tourists visiting rural areas, provide information on the main challenges and opportunities for synergies between rural mobility and tourism, and introduce key aspects to consider in terms of information, data collection, and the development of new mobility services. A set of good practices on cross-synergies between rural mobility and tourism implemented across Europe were proposed for each of the main topics, serving as inspiration for the target audience.

This training was carefully crafted to be highly interactive, featuring a diverse range of distinct and customisable workshops.

The learning objectives of this training are as follows:

- Identify the main challenges and opportunities for tourist mobility in rural areas and recognize the specificities of tourism demand.
- Identify sustainable mobility solutions that address the needs of both residents and tourists.
- Generate ideas on how to engage the tourism sector in reducing car dependency in rural areas.
- Foster cooperation beyond institutional borders, including with the private sector

This Report provides a comprehensive overview of the sessions held, based on the post-event reports prepared by trainers. Furthermore, this document summarises the key aspects about (i) the train-the trainer sessions; ii) the customisation done to adapt the session to the unique contexts of each Lighthouse Site (LS), ensuring relevance and engagement within the local communities, and the contributions from the LS in the delivery of the training; and (iii) valuable feedback received from the trainers.

The Report summarising participants' feedback on the second training session is reported as Annex I.

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2. Train-the-trainer and Training follow-up

2.1. Train the trainer sessions

The train-the-trainer sessions were held on January 18th and 22nd, and recordings of both sessions were made available for post-training viewing for those who, for any reason, were unable to participate.

The train-the-trainer sessions were conducted by both Bente Grimm and Rieka Oldsen from NIT, who presented the training contents and workshops. Tiago Pina and Luciana Pereira, representing the task leader TIS, reminded about some of the procedures and logistical aspects related to the training.

Table 1 shows the trainers and facilitators who participated in the different train-the-trainer sessions.

Table 1 | Participants in the train-the-trainer sessions of Module 2

Trainer - Facilitator name	Date	Country
Andrea Lorenzini (Facilitator)	18/01/2024	Italy
Adela Pixová (Facilitator)	18/01/2024	Czechia
Brendan Finn (Facilitator)	22/01/2024	Ireland
Carmelo Rivero (Trainer)	22/01/2024	Spain
Claudio Mantero (Trainer)	18/01/2024	Portugal
André Freitas (Trainer)	18/01/2024	Portugal
Daša Farčnik (Trainer)	18/01/2024	Slovenia
Drazen Vinscak (Trainer)	22/01/2024	Croatia
Elena Bargagna (Trainer)	18/01/2024	Italy
Eleonora Ercoli (Facilitator)	22/01/2024	Italy
Emelie Bertholdsson (Trainer)	22/01/2024	Sweden
Holger Jansen (Trainer)	22/01/2024	Germany
Jaroslav Martinek (Trainer)	22/01/2024	Czechia
Karl-Heinz Schoon (Facilitator)	22/01/2024	Germany
Louise Weir (Trainer)	22/01/2024	Ireland
Maria Siti (Trainer)	18/01/2024	Greece
Mayur Gowdakumargowda (Trainer)	18/01/2024	Austria
Mercè Taverna (Trainer)	22/01/2024	Spain
Raitis Sijāts (Trainer)	18/01/2024	Latvia
Raluca Atanassov (Trainer)	18/01/2024	Romania
Roger Torrell (Facilitator)	22/01/2024	Spain
Susana Aladro (Facilitator)	22/01/2024	Spain

2.2. Training Events

The training events have been held at all lighthouse sites, as shown in the table below.

Table 2 | List of the training events of module 2 already held.

Country	Trainer / Facilitator name	Date	Place (municipality)
Austria	Philipp Schlemmer / Mayur K.	30/04/2024	Lienz
Croatia	Drazen Vinscak	26/06/2024	Jastrebarsko
Czechia	Jaroslav Martinek / Adela Pixová	19/03/2024	Borovany
France	CEREMA	20-21/11/2024	Clermon-Ferrand
Germany	Holger Jansen / Karl-Heinz Schoon	20/03/2024	Mainz
Greece	Maria Siti / Marina Michailidou	04/03/2024	Rethymno
Hungary	Lajos Dorner	18/06/2024	Balatonalmadi
Ireland	Louise Weir / Brendan Finn	20/02/2024	Portlaoise
Italy	MEMEX team	06/03/2024	Calvi dell'Umbria
Latvia	Anita Baltace / Raitis Sijāts, Edgars Ražinskis	20/02/2024	Ropaži
Portugal (Alentejo)	TIS team	20/02/2024	Odemira
Portugal (Madeira)	Claudio Mantero	23/04/2024	Ribeira Brava
Romania	Raluca Atanassov / M. Radulescu	07/03/2024	Ramnicu Sarat
Slovenia	Daša Farčnik, Eva Marčič	22/03/2024	Velenje
Spain	Factual Consulting	20/03/2024	Barcelona

The last countries to kick off this module were Croatia and Hungary, followed by France, as CEREMA joined the project only in the summer.

2.3. Participation in the training sessions

The number of participants varied among countries, as shown in Table 3.

We have observed a growing interest in the training sessions in each country, which is evidenced by the increased number of participants compared to the first module. The participation in Spain is particularly noteworthy and worth highlighting.

Participation in Austria and Croatia remained quite low. This suggests an opportunity to explore ways to enhance engagement and strengthen connections with these locations moving forward.

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Table 3 | Participation in the training sessions

Country	Number of participants	Number of municipalities
Austria	5	3
Croatia	4	3
France	No information	No information
Germany	16	13
Greece	16	4
Hungary	9	5
Czechia	10	5
Ireland	15	5 mun + 5 stakeh.
Italy	19	3 mun + 11 stakeh.
Latvia	18	5
Portugal - Alentejo	16	7
Portugal - Madeira	20	8
Romania	16	4
Slovenia	19	4 mun. + 4 stakeholders
Spain	27	26 stakeholders
Total	210	115

3. Summarising observations for the upcoming training sessions

Following recommendations from trainees in previous training modules, we made efforts to provide training materials well in advance and recorded the train-the-trainer sessions, allowing trainers to review the content as often as needed.

Several "win-win" aspects identified during the initial training modules remained highly effective this time as well. Maintaining a degree of flexibility in event development proved particularly beneficial in sustaining attendee engagement and fostering interactive sessions with active participation.

Feedback from trainers indicates that the balance between presentations and workshops was well-received. The potential for adaptability of the workshops to local and real circumstances was also well-received from the trainers.

The inclusion of external speakers to share insights on local initiatives was found to be highly effective, as demonstrated in Alentejo (Portugal) and Catalonia (Spain). This practice should be recommended for future training sessions. Additionally, showcasing local initiatives received positive feedback from other trainers.



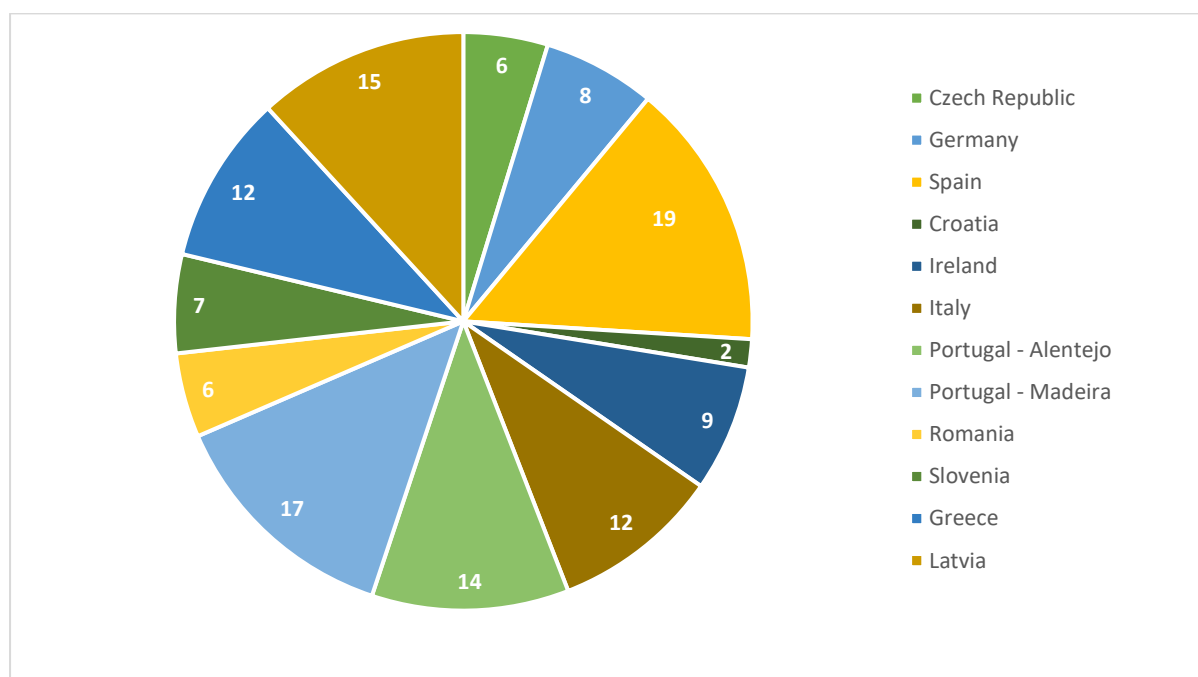
ANNEX I: Participants feedback report

Second round on Sustainable Rural Mobility and Tourism

Introduction

For the second round of trainings on Sustainable Rural Mobility and Tourism, we received 126 answers to the satisfaction questionnaire, spread across 11 countries. Find below the division per country.

Figure 1: Numbers of answers received per country.



Participants, at the end of the training session, were asked to fill out a brief survey (in Annex) aimed at evaluating the training. Participants could access the survey via link, or QR code, and fill it out online or ask for a printed version. The following sections of the report will summarise the feedback provided, as well as suggestions forwarded by the participants for the improvement of the training.

General Feedback

Participants were asked to assign a value from 1 to 5 (1 = very negative/totally disagree, 5 = very positive/totally agree) to questions and elaborate with comments. Furthermore, the survey presented two open questions to provide participants with the opportunity to share suggestions for improvement.

On the training content

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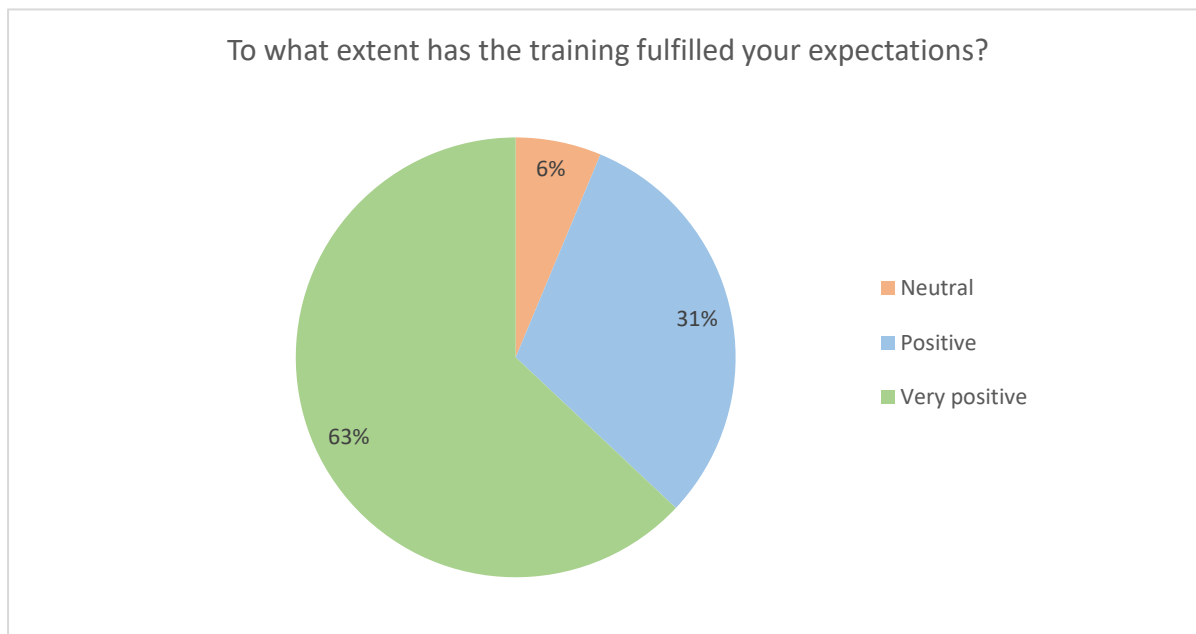
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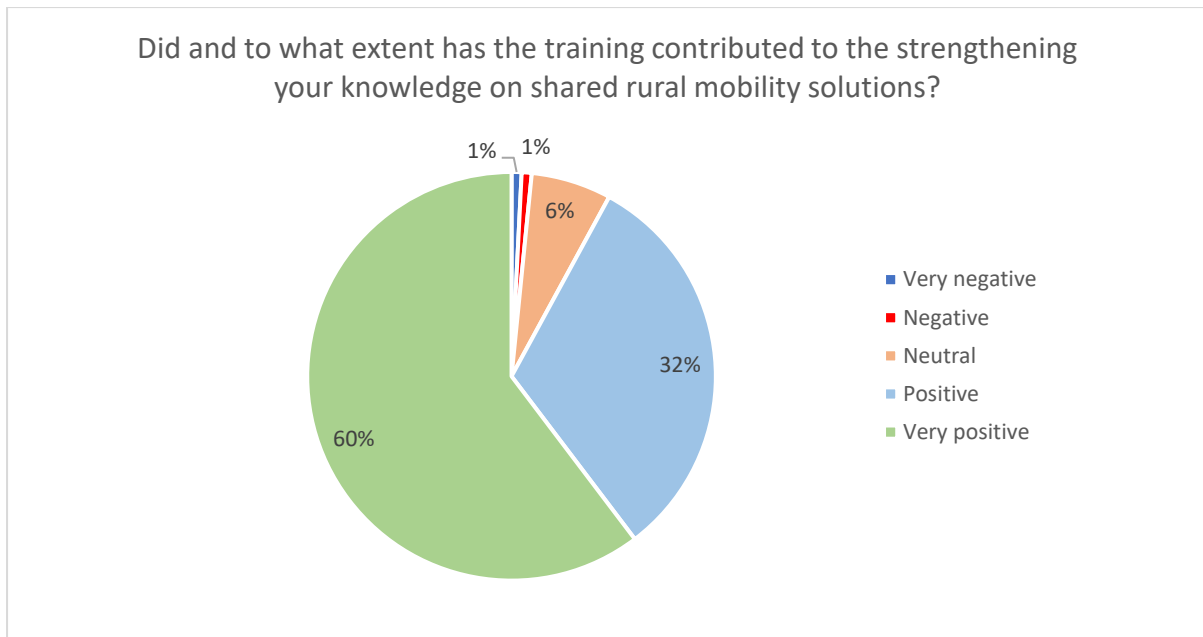
Figure 2: Evaluation of overall satisfaction.



The second session of trainings met the expectations of most participants who, consequently indicated that they are likely to attend the next session of the SMARTA-NET trainings.

Participants found the informal general discussions most interesting, with positive feedback on the diversity of attendees and the acquisition of new, valuable information. However, some expressed a desire for more innovative technical insights and possibly more time for the event. Overall, it was seen as informative, engaging, and useful, covering relevant topics with practical examples.

Figure 3: Evaluation of added value of the training session.



Participants expressed a range of experiences and insights, with many noting the acquisition of new ideas and experiences regarding rural mobility and sustainable practices. They appreciated the diverse perspectives shared and the opportunity to delve deeper into topics previously unfamiliar to them. The sessions were praised for their practical examples and discussions, which contributed to a stronger understanding of mobility issues and potential solutions. Some participants highlighted the importance of sharing knowledge and best practices across different regions, finding inspiration for addressing mobility challenges in their own communities. Overall, the training was seen as informative, engaging, and valuable for both novice learners and experienced professionals in the field.

On the organisation

Participants were very satisfied with the organisation of the trainings, with regards to venue, refreshments, and travel. The second session of trainings shows an improvement in overall satisfaction with the organisation as compared to the first one.

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Figure 4: Evaluation of satisfaction with the training organisation.



Participants rated the organisation of the training highly, suggesting that the training was well-planned, efficiently managed, and effectively delivered, contributing to a valuable learning experience for the participants.

The various trainers were found to be generally very competent with a positive satisfaction evaluation. Table summarises the average score of the trainers, per country, with additional comments shared by the participants.

Table 4: Evaluation of the trainers.

COUNTRY	OVERALL SATISFACTION	COMMENTS
Czech Republic	4,5	<ul style="list-style-type: none"> Ability to engage with the participants and gather insights. Present realities of different regions.
Germany	4,5	<ul style="list-style-type: none"> Competence and expertise in using technical terminology and sharing relevant experiences. Skill in delivering concise and clear presentations. Effective moderation and respectful interaction with participants.
Spain	4,8	<ul style="list-style-type: none"> Highly experienced and knowledgeable. Presentations clear, engaging, and well-structured.

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		<ul style="list-style-type: none"> Trainer shares personal experiences effectively.
Croatia	5	n/a
Greece	5	<ul style="list-style-type: none"> Communicative, knowledgeable, lively, and keeps interest. Exceptional training delivery that keeps the audience engaged.
Ireland	4,8	<ul style="list-style-type: none"> Knowledgeable, personable, and professional. Acknowledges and incorporates shared ideas. Encourages group interaction, which is very appreciated.
Italy	4,8	<ul style="list-style-type: none"> High professionalism. Workshop engaging and informative, especially for non-experts. Trainer adept at engaging participants.
Latvia	4,6	n/a
Portugal - Alentejo	4,8	<ul style="list-style-type: none"> Explanations, presentations, and approaches clear and elucidating, with examples and communications being very clear. Demonstrated commitment, knowledge, and dynamism by trainers. Good interaction with the group.
Portugal - Madeira	4,9	<ul style="list-style-type: none"> Communicative and knowledgeable, good at engaging the group. Mastery of subject matter demonstrated. Motivating and knowledgeable trainer.
Romania	4,4	n/a
Slovenia	4,8	<ul style="list-style-type: none"> Very good performance. Wide range of explanations provided.

Suggestions

The last section of the questionnaire provided participants with the opportunity to give suggestions with regards possible improvements to the trainings and further topics they would like to explore in the following sessions.

On topics

With regards to topics that participants would like to be further explored in the following sessions:

- More emphasis on visitors seeking adventure or tranquility without pre-prepared infrastructure.

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- Desire for innovative solutions and new impulses in rural mobility.
- Exploration of the demand and capacity variables in tourism planning to address climate emergencies.
- Further exploration of pros and cons, including both success and failure cases, in the territory.
- Practical demonstrations of the connection between tourism offerings and transportation/mobility.
- Creation of sustainable routes and new mobility forms.
- Consideration of sustainable mobility versus road safety.
- Development of practical examples for implementation in the region.
- Urban logistics and rural mobility for residents.
- Incentive programs for mobility and practical examples of implemented measures.
- Systematised information and practical exercises in municipalities.

On other

Following, a list of suggestions to improve the trainings:

- Incorporate best practice examples.
- Ensure greater municipal participation and support.
- Increase engagement during presentations.
- Allow more time for rural zone perspectives.
- Provide longer duration for training.
- Focus on practical activities for data collection.

Conclusion

In conclusion, the feedback from participants in the second round of the Sustainable Rural Mobility and Tourism training sessions indicates a generally positive response to the content and organisation of the programme. Participants expressed satisfaction with the informative and engaging nature of the sessions, highlighting the value of practical examples and discussions in enhancing their understanding of mobility issues. Moreover, the trainers received commendation for their competence and expertise, with high ratings across all participating countries.

Suggestions for improvement primarily focused on the desire for more emphasis on innovative solutions in rural mobility, further exploration of tourism planning variables, and practical demonstrations of the connection between tourism offerings and transportation.

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ANNEX II: Evaluation form

SMARTA-NET, sustainable rural mobility for resilience in support of ecotourism

Evaluation Form

Sustainable Rural Mobility and Tourism

Dear Participant,

We would like to hear your opinion about the second training session, on sustainable rural mobility and tourism, you have attended. Therefore, we would kindly ask you to answer a few questions.

Check your desired option and answer the open questions (where required):

1 = very negative/totally disagree, 5 = very positive/totally agree

1. In which country did you participate in the training on sustainable rural mobility and tourism

Drop down menu:

{Austria, Croatia, Czechia, France, Germany, Greece, Hungary, Italy, Ireland, Latvia, Portugal, Romania, Slovenia, Spain, Sweden}

2. To what extent has the training fulfilled your expectations?

1 2 3 4 5

i. Please elaborate on your choice.

3. How likely will you attend the following SMARTA-NET trainings?

1 2 3 4 5

4. Were you satisfied with the training organization (venue, refreshments, travel)?

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- 1 2 3 4 5
- i. Please elaborate on your choice.
5. Did the training have networking value? Did you meet professionals you usually do not meet?

1 2 3 4 5

6. What is your opinion on the balance between workshops and presentations?

1 2 3 4 5

- i. Please elaborate on your choice.

7. Were you satisfied with the level of materials used during the training?

1 2 3 4 5

- i. Please elaborate on your choice.

8. Did and to what extent has the training contributed to the strengthening your knowledge on sustainable rural mobility and tourism?

1 2 3 4 5

- i. Please elaborate on your choice.

9. How do you rate the level of the trainer?

1 2 3 4 5

- i. Please elaborate on your choice.

10. Which topics did you miss during the training?

{open question}

11. Do you have any suggestions to further improve the training?

{open question}

Thank you!

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