



Erasmus+

## S.T.R.E.E.T – 2nd Study Visit in Werfenweng (Austria) *16-20 October 2017 - Alpine Pearls*

### Programme Draft

#### N.B.

- Visits programme can vary (e.g. change of day/itinerary/duration of visits) depending on weather conditions and expectations/proposals of the students
- Each student will be given a SAMO-Card (Mobility Card of Werfenweng) guaranteeing access to many mobility services and activities. More info: <http://www.werfenweng.eu/EN/SAMO/Card/>

#### Day 1 - 12.00-19.00

The students will be asked to **test** as “normal tourists” the offers of the **SAMO-Card Werfenweng**: service quality, how to get info about the offers, satisfaction with the experiences offered, etc.

Meeting Point: **12:00** at Haus Alpenflora

#### Day 2 - 8.00-17.00

The bus will pick us up at **8:00** in front of Haus Alpenflora

Visit of the **Mobility Agency Mobilito** (Railway Station Bischofshofen) and presentation by the Director Stephan Maurer – [www.mobilito.at](http://www.mobilito.at)

After the presentation, free time in Bischofshofen

The bus picks us up at **13:10** in front of the train station in Bischofshofen and takes us back to Werfenweng

#### 14:00 Municipality Werfenweng

Presentation of the **SAMO project in Werfenweng** by the Director of the Tourism Association Bernd Kiechl (history, status quo and challenges for the future). The students will be asked to compare the offer in Werfenweng with card systems and mobility offers of other regions and contexts (countryside/big towns) and to work together (today and in the following days) in order to elaborate proposals for the further development of the SAMO Project in Werfenweng

#### Day 3 - 9.00-21:00

**Working together** in groups (see Task Day 2): mystery check with tourists in Werfenweng and interviews with local tourism providers

Trekking **excursion** with guide and/or trip in the region

**17:00** Talstation Rosnerköpfbahn (Cable car in front of the renting station)

Networking with the other participants of the **Tourism Mobility Day Conference and dinner.**

### Partners





#### Day 4 - 9.00-20:00

**Meeting Point: Conference Hall Travel Charm Bergresort**

#### **Tourism Mobility Day Conference**

- Key-Note speeches: the future of touristic mobility and information for tourism providers and guests
- Panels with projects from 7 alpine countries and discussion:
  - \* Sustainable mobility in touristic municipalities
  - \* By train through the Alps
  - \* Guest cards make mobile

*Simultaneous interpreting in German, French, Italian and Slovenian*

**18:00** Meeting Point Restaurant Chilli

Networking and experience exchange with a study visit from GPS Tourism Interreg Project from Spain and France

#### Day 5 - 9.30-14.00

#### Werfenweng Study Visit wrap up

We will meet in the municipality at **9:30**

The students will present their proposals for the development of mobility offers in touristic areas according to the case study of Werfenweng. Discussion and conclusions.



#### Partners

