S.T.R.E.E.T. PROJECT

S.T.R.E.E.T project aims to create a new professional profile, the Expert in Sustainable Mobility and Tourism, who can meet the market trends and become an opportunity for economic growth, local social development and employment. The candidates are young people, unemployed, between 20 and 35 years old, with a high school or a university degree wanting to acquire more competencies on sustainable transport and tourism, which is constantly evolving.

SOFT MOBILITY AND TOURISM IN WERFENWENG

From 16th to 20th October the second Study Visit dedicated to "Soft mobility and tourism: good practices of sustainability in an Alpine territory" was held in Werfenweng (Austria). Eco-sustainable tourism and mobility experiences: in Salzburg’s surrounding areas, students tried different experiences of “soft mobility” thanks to a large fleet of electric vehicles (cars, bicycles, pedelecs, etc.), discussed the SAMO Project with the local administration and attended the “Tourism Mobility Day” Conference.

ERASMUS+

Key Action:
Cooperation for innovation and the exchange of good practices

Action:
Strategic Partnerships for vocational education and training

Call:
2015
**DAY 1 - 16th October**

In the first day of the Study Visit, students were asked to test as “normal tourists” the offers of the Werfenweng SAMO-Card (http://www.werfenweng.eu/SAMO/Card/): service quality, how to get info about offers, degree of satisfaction with the experiences offered, etc. The SAMO-Card idea is simple: buying the personal card for a small fee (10€) and **enjoying using e-cars and all other e-vehicles** in Werfenweng!

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**DAY 2 - 17th October**

The second day scheduled a **Visit of the “Mobilito” Mobility Agency** (http://www.mobilito.at) in the Railway Station of Bischofshofen (Austria) with an interview with the **Director Stephan Maurer**.

The visit was followed by the presentation of the **SAMO Project in Werfenweng** by the **Director of the Tourism Association Bernd Kiechl**: history, status quo and challenges for the future were the themes discussed. The students were 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 in order to elaborate proposals and suggestions for further developments of the SAMO Project.
Day 3 – 18th October
The goal of the third day was Working in Groups: interviews with tourists in Werfenweng and with Marcus Klein, director of Gut Wenghof, discussing their impressions of the SAMO card with an important local tourism promoter.

A nice guided trekking excursion in the region of Werfenweng represented a great experience for students! Finally, a networking session with the other participants of the Tourism Mobility Day Conference took place on the top of the Talstation Rosnerköpfibahn (Cable car in front of the renting station)!
Day 4 – 19 October
The fourth day was dedicated to the Tourism Mobility Day Conference: keynote speeches about the future of touristic mobility and information for tourism promoters and guests. Panels with projects from the 7 alpine countries and discussion about:

- Touristic mobility of tomorrow
- Sustainable mobility in touristic municipalities
- Travelling by train through the Alps
- Guest cards make mobile

At the end of the day 4, in front of a very good beer, students ended the evening with a networking experience exchange with another study visit from GPS Tourism Interreg Project from Spain and France. Prost!
Day 5 – 20 October

Last day of the Study Visit: students presented in the Werfenweng municipality their proposals for the development of mobility offers in touristic areas with Bernd Kiechl (Director of the Tourism Association).

You could not leave Austria without having a last trip to Salzburg! That was a good way to end the Study Visit!

NEXT STEPS

See you soon in the next Study Visit in Bled (Slovenia) from the 6th to 10th November 2017, where we will be deepened the theme of “Reducing environmental impacts in a touristic town: from mobility policies to mobility solutions”!

More info on: www.streetproject.eu     Find us also on Facebook: www.facebook.com/ErasmusSTREET/

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