



Accessibility issues in rural and touristic areas: The need to baseline (and measure) it and how it could influence policy choices



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SMARTA-NET project objectives

- **EU Policy objectives and goals need to be applied to rural mobility**

- ...'Leave no one behind'
- ...'Just transition'



Promote sustainable and resilient mobility connections ...

- ...between rural areas
- ...within remote rural areas such as islands
- ...between remote rural areas (including isolated regions) and urban areas
- ...taking into account the need to support ecotourism

Connected



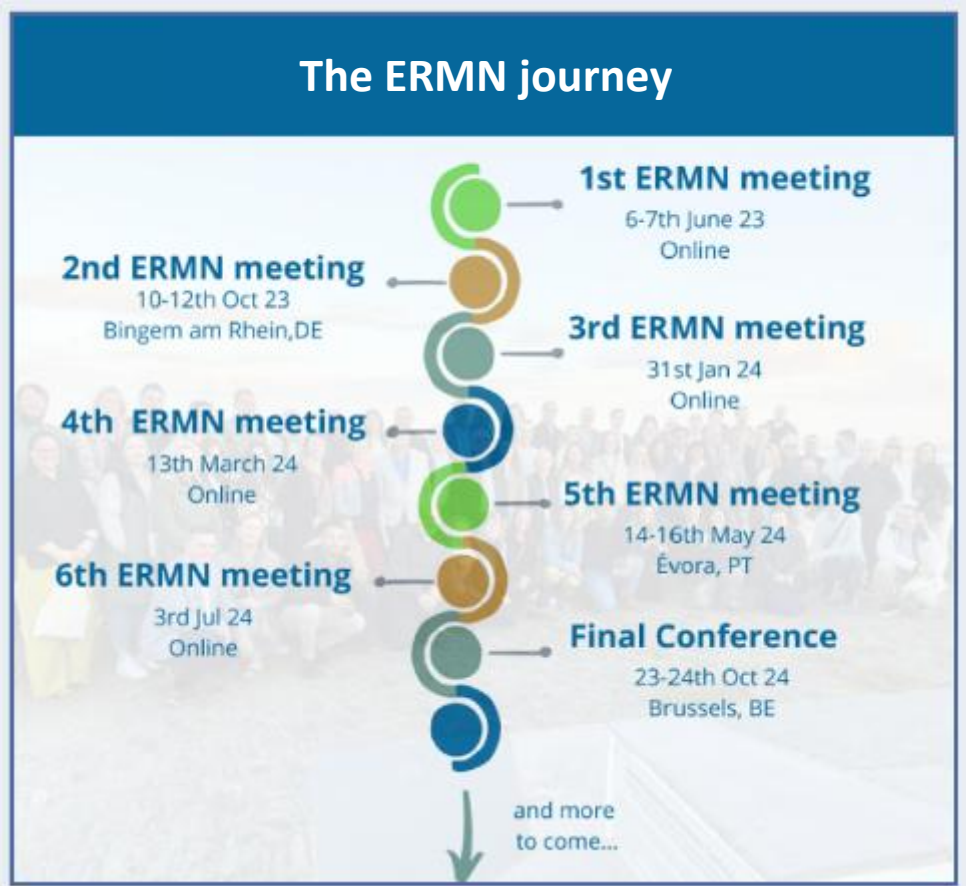
Stronger

Prosperous

Resilient

SMARTA-NET key results

The ERMN journey



Accessibility issues: what is the Problem in Rural areas in Europe?

Lack of Policy and Responsibilities

Limited Supply of Services

Limited Mobility for People without cars

Challenges caused by poor Mobility in rural areas:

- For rural **People** and **communities**
- For **Urban** and **Metropolitan** areas
- For **Regions** and Member States, for the EU

How to live a daily life without a car...

TRANSPORT ASPECTS THAT NEED TO BE SOLVED

- Coverage – *is there a service near you*
- Connectedness - *range of destinations*
- Accessibility – *ease of getting to and using services*
 - Hours of operation
 - Frequency
 - Affordability
 - Reliability, security of supply
 - Responsibilities
 - Assurance of connections
- Information about all of the above



Different types of user to be considered



Residents



Tourists



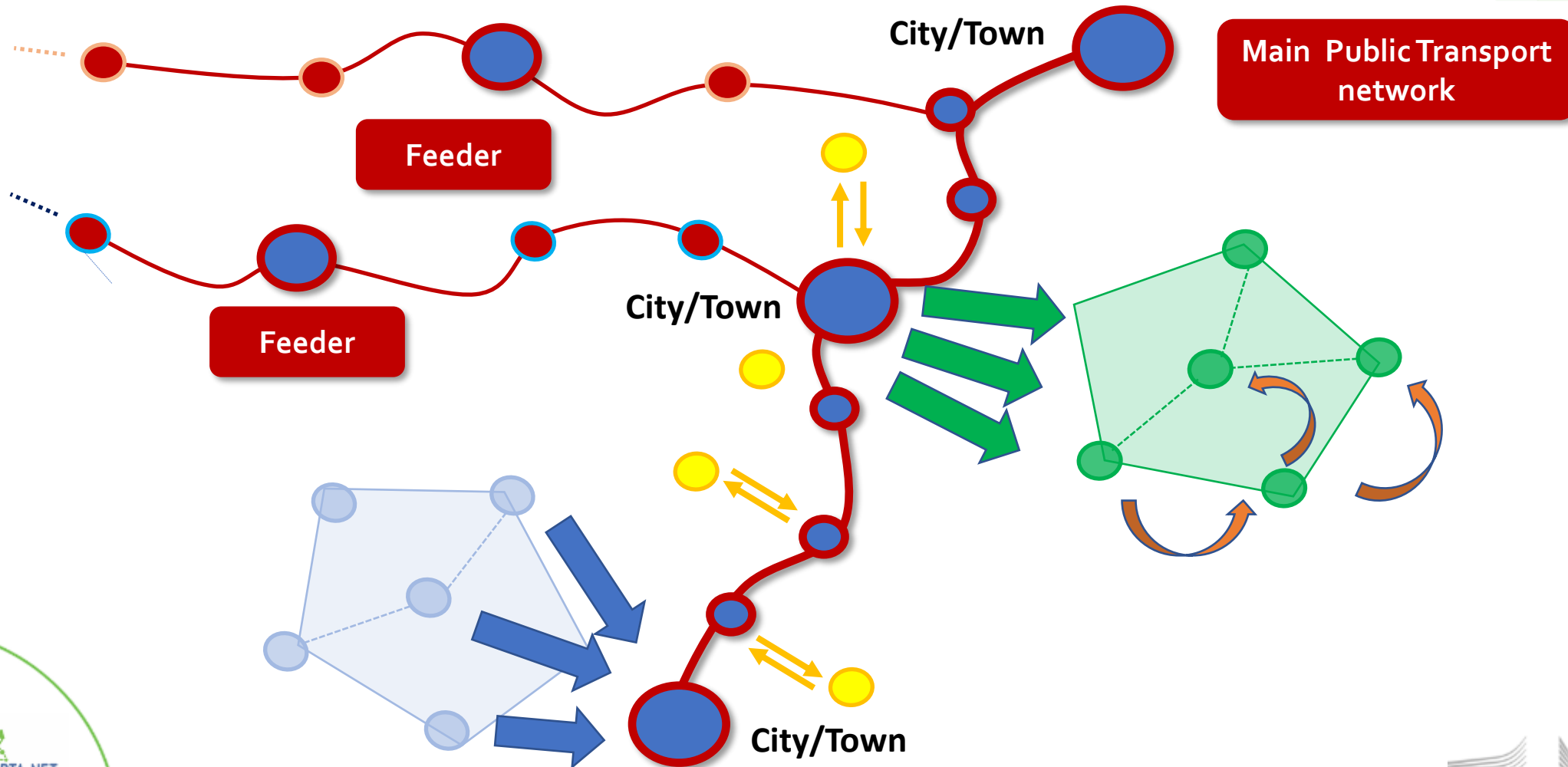
Seasonal/hospitality workers

Different types of tourism

- Long-stay
 - a bit like residents,
 - Short-stay
 - Active
 - Day-trippers
 - in and out, very targeted
- Etc.



What kind of mobility needs...



...and targeted activities

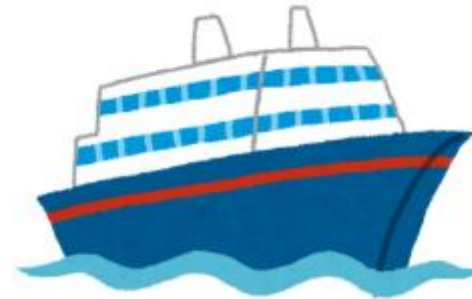


“Universal”

“Activity-leisure”



“Tourist”



“Work”



What do we need to baseline

- Socio-demographic features
- Travel patterns
- Tourist location
- Accomodation
- Seasonality
- Arrival mode
- Transport offer
- ...



Measuring accessibility

- Existing method
- Focus groups, stakeholders' meeting
- Tailored method



Identify and map mismatch between touristic activity and PT supply (geographic and time coverage), bearing in mind users' needs



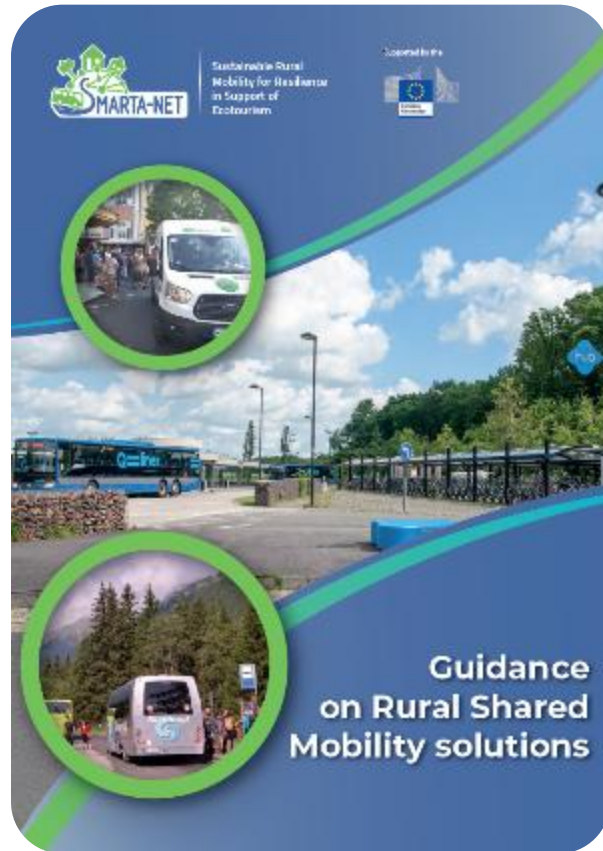
Source: <https://westerndevelopment.ie/wp-content/uploads/2023/03/A-Sustainable-Mobility-Index-for-Towns-in-Irelands-Western-Region.pdf>



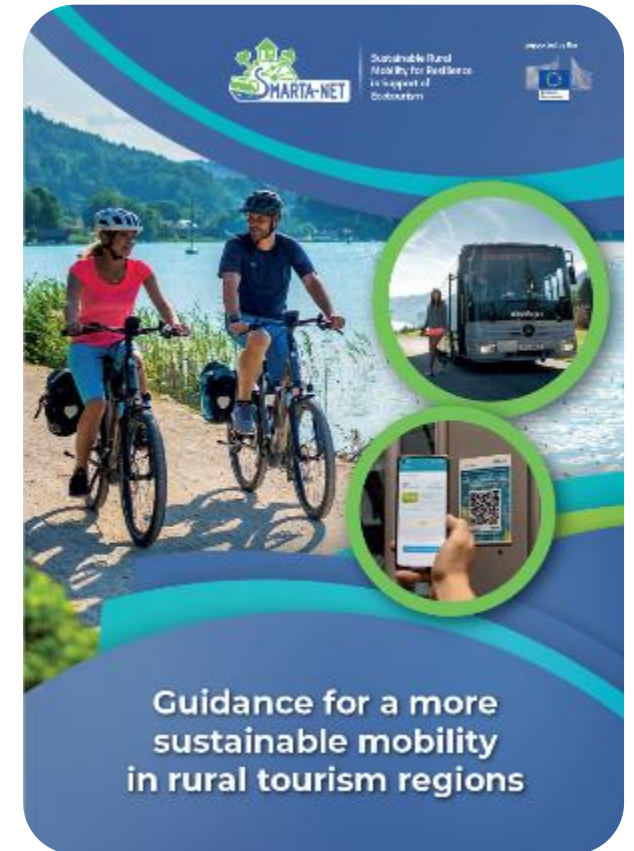
Goal: Influencing policy choices

- Strengthen the regular PT;
- Coordinate schedules;
- Establish joint mobility & tourism forum;
- Introduce shuttles to points of activity (e.g. beach);
- Park'n'ride at entry points to sensitive areas (e.g. national parks, lakelands, ...);
- Financial incentives for improved information on mobility options;
- Training for workers in tourism/hospitality sector, ...

Where to go next



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THANK YOU



SmartaNet23



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