



Using VR in Developing Solutions for Municipalities - the Workshop

In the travel industry, virtual reality can be used to capture tourism destinations in a unique and immersive way. But what if VR can also be used as a tool for a more accessible experience?

The Project "PIACT - Policy Innovations for ACcessible Tourism using VR technology" tackles one of the main common challenges of the participating regions of Italy, Turkey and Portugal: increasing the potential of existing tourist destinations by supporting diversification, customization, integration and specialization of local tourist services. With the main focus on accessibility and sustainability, the participating municipalities aim to improve the common knowledge of new trends in the tourism market and the marketing capacity of SME and local communities in order to promote accessible tourism with Virtual Reality as the main tool.

Therefore the main objective of the PIACT Workshops is to promote and strengthen the accessible and sustainable tourism on European and international level through the implementation and diversification of the tourist products/services. The workshops will bring together relevant regional and public authorities and social economy actors working in accessible tourism, targeting and benefiting people with limited access.

The first workshop will take place in the Molise Region of Italy and will be led by the municipality of Petrella Tifernina, overviewing the good practices within the accessible tourism area and will involve stakeholders from Italy, Portugal and Turkey through an immersive programme of basic training, demonstrations, presentations and study visits provided by facilitators and VR experts on the Accessible Tourism topic.

The first PIACT workshop aims to:

- understand the situation in tourism, social economy and the people with disabilities in every region;
- facilitate the cooperation of representatives of different spheres by sharing insights, good practices and expertise in the areas of policies, tourism, accessibility and understanding;
- understand the potential of VR and online tourism in general;
- brainstorm possible solutions, expectations and application of the new tools in local realities;
- develop an action plan and initiate the process of national planning,
- Promote a sustainable network of partners, disseminating the project beyond the partnerships and present a possibility for networking through a press conference and networking event;

The First PIACT Workshop is scheduled to take place November 2-5, 2021 and will encompass activities such as plenary, informal and brainstorming sessions, workshops, study visits, demonstrations, planning and the final press conference and networking event.



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The participants of the workshop will represent the municipalities of Petrella Tifernina (Italy), Cascais (Portugal) and Izmir Governorship (Turkey). The workshop will include representatives of the departments of tourism (or equivalent), technological / smart city department representatives, social economy stakeholders such as SMEs, trade organisations, social entrepreneurship educators or equivalent and representatives from CSOs working on the policy level in the area of accessibility.

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