

RURACTIVE OPEN CALL - CHALLENGE 3

Title of the challenge	Smart Digital Tourism and Accessibility Solutions for Southern Burgenland
Dynamo (pilot location)	Südburgenland, Austria
RDD (Rural Development Driver) <i>addressed by the challenge</i>	Nature-based and cultural tourism / Culture and cultural innovation
Overall context description and specific context to be addressed by the challenge	<p>The region South Burgenland is home to numerous natural and cultural landmarks, such as nature parks, castles, palaces, heritage protected wine cellars and museums. However, there is often a lack of personnel to manage and present these sites professionally. The tourism region recorded almost 935,000 overnight stays in 2023, although the length of stay was less than three nights. This potential must be utilised and visitors must be motivated to stay longer in the region by improving offers and accessibility.</p> <p>How can these hidden gems be made more accessible and appealing to different target groups, such as families, people with special needs, youth, and seniors, in a modern and engaging way?</p>
Scope of the Challenge	<p>The leisure and tourism attractions of Southern Burgenland are to be made accessible to and experienced by a larger number of target groups (especially for people/groups with special needs or impairments, young people, senior citizens, etc.).</p> <p>Digital tools (such as apps, platforms, augmented reality, digital treasure hunt, audio guide, QR Codes with videos, digitally accessible information on local events, sights and personalities) should be used to present the leisure and tourism attractions in Southern Burgenland in a more interesting way.</p>
Solution requirements	<ul style="list-style-type: none"> • Develop digital tourism tools such as mobile apps/digital platforms, augmented reality (AR) experiences, digital treasure hunts, and audio guides to engage diverse target groups. • Implement QR codes with embedded video and audio content about local sights, events, and personalities, making information easily accessible to all, including people with impairments.

	<ul style="list-style-type: none"> • Create an interactive digital ranger that provides real-time updates, guided tours, and tips on local attractions, cultural heritage, and environmental sustainability. • Use storytelling to promote the cultural and natural treasures of the region, leveraging technologies such as virtual reality (VR) or AR to offer immersive experiences and develop future scenarios describing the impacts of climate change on the nature parks and its biodiversity to raise awareness. • Solutions must be inclusive, providing features like multilingual support, visual/audio assistance, and easy navigation for users with special needs. • The solution should be easy to use, ensure open access, and utilise open data sources.
Specific objectives and expected outcomes	<ul style="list-style-type: none"> • Increase tourism by using digital tools to attract and engage more visitors. • Promote inclusive access to cultural and natural sites, ensuring people of all ages and abilities can experience the region. • Leverage technology to enhance storytelling and visitor experiences, making the region's treasures more visible and engaging. • Drive sustainability by promoting eco-friendly tourism and reducing physical resources required for tourism infrastructure. • Strengthen local economy by increasing visitor numbers and lengthening stays through enriched experiences.
Available resources	<ul style="list-style-type: none"> • Data from tourism organisations • Data from nature parks and the cultural heritage sites • Digital tool from the tourism board Burgenland (Burgenland APP with all hiking and biking tours and places of interest; BURGI – digital travel planning assistant)