

# Kick off meeting - report

Final version of 28/11/2018

Deliverable number D.2.1.2



**Project Acronym:** TOURISM4ALL

**Project ID Number:** 10047361

**Project Title:** Development of a cross-border network for the promotion of the accessible tourism destinations

**Priority Axis:** 3 Environment And Cultural Heritage

**Specific objective:** 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

**Work Package Number:** 2

**Work Package Title:** Communication activities

**Activity Number:** 2.1

**Activity Title:** Start-up activities

**Partner in Charge:** City of Zadar

**Partners involved:** All partners

**Status:** Final

**Distribution:** Public

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The project aims to develop and promote a wide cross-border network of tourist destinations accessible to all subjects. The fundamental theme, discussed during the two days, was precisely that of promoting a new and wider social inclusion in the tourism sector. Thanks to the sharing of approaches, methods and related joint services, Tourism4All provides, in fact, the promotion of tourist routes for people with special accessibility needs, such as disabled and elderly.

The potential of Tourism4All was presented with a public event that saw the participation of distinguished speakers and top experts in tourism promotion. The Kick-off meeting has been held in the frame of the General States of tourism and culture, as a further stimulus for the growth of a sector that is becoming essential for the development of local communities.

On November 27<sup>th</sup> and 28<sup>th</sup>, the first steering committee meeting has been held at Termoli municipality. There was the participation of partnership delegates and several issues have been discussed, such as: activities, outputs, deliverables related to the implementation of pilot actions improving the tourism destination accessibility. In particular, the actions planned for pilot actions are 11 in significant natural and cultural places located in the eligible area of the IT-HR programme.

Another relevant task will concern the creation of a brand and a common strategy of promotion of the territory for sustainable tourism purposes; output dissemination through digital platform, in particular it will be produced a catalogue for the touristic accessible offer, related to areas covered by the project and each partner will be involved with a special dissemination campaign.