

# Crossborder seminars on accessible tourism topics related to the WP project activities

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**Work Package Title:** Communication activities

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**Activity Title:** Public events

**Partner in Charge:** City of Zadar

**Partners involved:** All partners

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## 1st CROSSBORDER SEMINAR "CROSSBORDER CHALLENGES – TOURISM4ALL "

The goal of the seminar was to research and get knowledge of different ways in which various tourism sectors adapted to the new situation, what challenges they faced, what did they learn and what kind of future can we expect.

In the past few months, the whole world was struck by the crisis caused by the coronavirus pandemic which left a huge and significant mark on the tourism industry. For that reason, the first crossborder seminar within the Tourism4All project called Crossborder Challenges – Tourism4All, organized by the City of Zadar, was held online on 29th of September.

The goal of the seminar was to research and get knowledge of different ways in which various tourism sectors adapted to the new situation, what challenges they faced, what did they learn and what kind of future can we expect.

Through presentations of experienced and recognized speakers - Rebeka V. Pevec, director of Zadar International Port Operations, Ana First, sales director of Falkensteiner Hotel & Spa ladera, Ante Galić, representative of Zadar Tourist Board and Josip Milković, representative of the Association for the Blind of Zadar County – panel discussion and open dialog moderated by Josip Milić, Head of the Section for Preparation and Implementation of EU Projects at City of Zadar, Department of EU funds, the idea was to get answers to listed questions, and offer ideas and solutions which will enable better functioning, adaptation and accessibility of tourism.

All speakers and participants emphasized the need for greater accessibility of the tourist offer in Croatia and the adjustment of business to the new circumstances caused by the coronavirus pandemic.

## 2<sup>ND</sup> CROSSBORDER SEMINAR "AFFORDABLE TOURISM AND PROMOTION STRATEGIES"

On Wednesday, July 14, 2021 The 2nd cross-border seminar Tourism4All "Affordable Tourism and Promotion Strategies" was successfully held within the Interreg Italy - Croatia program. The

participants, almost 80 of them, had the opportunity to listen to as many as eight interesting speakers who shared their views on the issue of affordable tourism and exchanged their experiences and solutions from practice.

Experts, stakeholders and partners participating in the seminar tried to give a comprehensive overview of the accessible tourism market and the specifics of its promotional approach, in order to reach potential tourists from various market segments, with an emphasis on the accessible tourism market and the development of a transnational network of tourist services and destinations.

The understanding of the needs of people with disabilities, as well as the definition of various promotional activities is especially important now, when world's paradigms have changed in a significant manner, due to the pandemic which had a major impact on the tourism industry.

During the seminar, panelists presented their own experiences, best practices and guidelines for the accessibility of tourist facilities, which will be useful for the start-up, development and fine-tuning of future activities in this field.

The speakers managed to keep participants attention until the very end, which lead to the conclusion that the time has finally come to seriously discuss the problem of insufficient accessibility of most facilities and destinations and to stop viewing tourism for people with disabilities through the prism of health tourism. It is important for people with limited mobility or additional needs to provide experiences and services that they can enjoy together with their friends or family, just like all other guests.

This is one of the main goals of the Tourism4All project: development and promotion of an extensive cross-border network of accessible natural and cultural destinations, which would encourage year-round tourism and promotion of social inclusion through exchange of approaches and methods, as well as joint promotion of disadvantaged tourism services. as well as for people with special needs in the accessibility segment.

## 3<sup>RD</sup> CROSSBORDER SEMINAR “ACCESSIBILITY FOR ALL”

“Accessibility for All” cross-border seminar held on 13<sup>th</sup> of October 2021. within the framework of the TOURISM4ALL project brought together the project partners who presented to the interested public the activities performed with the aim of promoting accessible tourism to ensure that tourist destinations may be used by the widest possible public.

The TOURISM4ALL project is a part of the Interreg Italy – Croatia CBC 2014-2020 programme, a financial instrument supporting the cooperation of two European Member States connected by the Adriatic Sea. The project thus encompasses 14 partners – 7 Italian and 7 Croatian – representing regional and local governments, bodies and agencies involved in tourism and care for disabled persons. It allows regional and local stakeholders to exchange knowledge and experience, develop and apply pilot products and services, support investments through the creation of new business models and test feasibility of new policies – with the ultimate objective of improved quality of life and conditions of more than 12.4 million citizens living in this area.

Italian partners: the regions of Molise, Veneto, and Apulia; Delta 2000, ConCentro – a special agency of Pordenone Chamber of Commerce – as well as Croatian partners: Šibenik Tourist Board, Croatian Camping Association, Public institution RERA S.D. for coordination and development of the Split-Dalmatia County, the City of Zadar, the Town of Buje – Buie, and LAG “Brač” presented their projects at the cross-border seminar.

Improvement of a series of beaches in Italy to make them accessible to wheelchair users, installation of a lift in the Croatian National Theatre building in Split, procurement of a cast bronze model of the historical city centre with a key in braille in Šibenik, digitisation of frescoes by famous artist Antonio de Sacchis, adaptation of mobile homes to persons with special needs and persons with mobility disorders/disabilities, improvement of paths, and installation of equipment in cultural institutions are only some of the activities implemented by the project partners to make tourist destinations in both countries more accessible for all.

The cross-border seminar was only one of the interesting events held in Italy as part of the final activities of the project worth EUR 2,596,808.50 concluding at the end of the year. The events held in Italy began with a study tour in the Po River delta area, affording the project partners an opportunity to visit some of the pilot sites developed as part of the project. The project was additionally promoted at the TTG fair in Rimini, where, in addition to a traditional travel exhibition, a B2B event was held as well as the 7th meeting of the Management Board.



The events involved more than 150 participants and the very end of the project will be marked by the final conference held in late November in Venice.