

Evaluation report based on 12 local experimentation

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TOURISM4ALL project

The TOURISM4ALL project aims to develop and promote a wide cross-border network of accessible tourist destinations, including natural and cultural sites and urban spaces and beaches, to reduce tourist seasonality and promote social inclusion through the exchange of good practice, evaluation methods and joint services to promote tourism for the benefit of people with reduced mobility and people with special needs, such as people with disabilities and the elderly.

The aim is to encourage other entities to replicate good examples and adopt policies that support and promote the development of affordable tourism. This will further valorise natural and cultural heritage, improve local management of tourism strategies and ensure the sustainability of implemented activities and more effectively promote tourism products and services in the area covered by cross-border cooperation (in cooperation with tourism service providers), with the goal of increasing tourist traffic.

This project is being presented by a broad partnership of 14 organizations based throughout the admissible area. They joined forces to develop accessible tourism with the aim of extending the tourism season, as well as to swap experience and harmonize methods in a bid to ensure greater output transferability and cooperation between local stakeholders in each destination. The partnership comprises regional and local governments, bodies and agencies involved in tourism and in caring for people with disabilities.

The Report will consist of the results achieved with pilot actions in terms of success factors criticality opportunities threats, which will be a useful reference tool for replication of interventions in other destinations.

I Lead partner – Molise region

1. Summary of the Evaluation report

The Report will consist of the results achieved with the pilot actions in terms of success factors critical opportunities threats, which will be a useful reference tool for the replication of interventions in other destinations.

The present executive project concerns three interventions in as many local realities with particular reference to 1. interventions and small infrastructure in the area of Marina di Petacciato and Marina di Montenero di Bisaccia; 2. horizontal and vertical signage in the areas of Marina di Petacciato, Marina di Montenero di Bisaccia and Campomarino Lido Specifically: 1. Intervention in the area of the marina di Petacciato It has been decided to intervene foreseeing the complete remaking of the external paving of the Centre of Environmental Education, a structure in wood of square planimetrically form, endowed with an entrance hall and of a perimetric shelter, surrounded externally from a sidewalk in wood strips that before the project, resulted uneven from the atmospheric agents and risked to create risks for the public and private safety, besides not offering the necessary accessibility. The present intervention foresees the complete remaking of the external paving of the C.E.A., and of the equipped pedestrian path, also paved with wooden slats, leading to the sighting centre. 2. Intervention in the area of the marina of Montenero di Bisaccia: In order to improve the usability of the municipal structure

having as its end the toilets in a tourist very busy area, making it at the same time also safer (due to its presence within a parking lot), to improve the characteristics of accessibility, it is planned the construction of an external perimeter sidewalk, about 10-12 cm high, with a ramp of adequate slope in the front. 3. Intervention in the area of Campomarino. In the municipality of Campomarino, as well as in the other two municipalities, accessible furnishing elements have been installed consisting of a visual-tactile map, with relative installation accessories, representing the areas involved. The maps will have a size of 70x100 cm and will rest on a support capable of encompassing the anthropometric characteristics of the person in a wheelchair or children as well as the person particularly tall. In addition, in Campomarino, in addition to the installation of this map, we will also install 17 visual-tactile maps, with accessories for installation, at each beach identification of the place (bathing beaches) with high readability characters in relief and Braille writing are as follows. The maps will be in experimental epoxy resins capable of withstanding any weathering.

2. Objectives of the Evaluation

The project is based on the following activities:

1. Develop a shared method to increase accessible tourism products and services through the exchange of experiences and best practices and evaluation systems;
which will encourage other organizations to replicate these actions and adopt policies to support and disseminate accessible tourism;
2. Analyse and develop the skills of accessible tourism service providers;
develop local governance for the management of

- accessible tourism strategies that promotes the sustainability of actions;
3. Develop pilot actions that improve the accessibility of tourism in destinations and thus add value to natural and cultural heritage, making capacities and governance part of a system in each destination;
 4. Develop and promote accessible tourism products related to the cross-border network, as well as services in the destination markets, in collaboration with tourism service providers in order to encourage tourist flows in the low season.

With this project, the Molise region, together with local partners, has improved accessibility for people with physical disabilities and blind people, providing clear and direct information in order to improve the accessibility of tourist products and services in the 3 Natura 2000 areas. The objectives of the project have been achieved considering that the pilot interventions are in line with all the objectives of the project, such as: - Improving the accessibility of tourism products and services in destinations with exceptional natural and cultural heritage (See "general objective of the project") - To increase the number of inclusive tourism offers for people with disabilities (e.g. disabled, elderly) by providing destinations with a shared model and actions that improve accessibility to cultural and natural heritage, as well as improving the professionalism of tourism service providers dealing with inclusive hospitality. The pilot action (WP4) will be undertaken with the involvement of local partners (Municipalities) in order to in order to ensure a long-term governance for the management of accessible tourism.

3. Methodology

Considering that the pilot interventions were carried out during the COVID emergency, the possibility of collecting data directly from tourists and visitors was not possible. The data can only be estimated, based on visitors present in the coastal area in the years 2020, 2021 (provided by the Azienda Autonoma di Soggiorno e Turismo of Termoli) as the areas of intervention do not provide an entrance fee, a guestbook, a reservation, or any kind of traceability especially in the case of visual tactile maps, as these are located in public points open and visible. In the coastal area, it has been recorded a presence of 56500 arrivals including hotel and non- hotel structures, for a total of 157791 presences, while in 2020 the area has recorded 38366 arrivals, for a total of 135397 presences. It is reasonable to think that most of these tourists have benefited from the services created by the project. In terms of influence and impact on the beneficiaries and the community, the municipalities have evaluated as important the interventions realized: the main benefits are the increased accessibility of the sites, but also the enhancement of the area in order to increase the inclusion of weaker groups or those with mobility difficulties or other special needs. New equipment and services will increase and diversify the target of visitors, and there be useful and appreciated by the general public and not only by people with special needs.

For the territories as a whole and for community participation, the interventions are considered very important to improve the image of sites that are attentive to the needs of different types of tourists, including those who have special needs in terms of accessibility. In addition, the interventions were assessed as important to integrate accessibility needs with the respect and protection of the park and natural territories,

combining the right to accessibility and the right to use municipal spaces and services for all. Thus, with the interventions carried out the objective has been fully achieved: guaranteeing participation and involvement for all in the green spaces of the pilot sites, the possibility to know the territory, combined with the protection of the natural environment and the right to accessibility.

4. Evaluation Findings

The intervention in Petacciato foresees the complete reconstruction of the external paving of the C.E.A., realizing it in wood and having the following characteristics:

- a) base supports in sub measured fir beams treated with impregnated and tarred, partially buried (sect. cm 13x13);
- b) base frame made of solid pine boards, or similar, impregnated in autoclave (s=cm 2,5)
- c) walking surface made of solid wood planks of pine, or similar, impregnated in autoclave (s=cm 3), perfectly planed for use;
- d) junctions of the elements with stainless steel screws for wood, cm 8x60mm n°5/sqm for the hooking to the base beams, cm 4,5x50mm n° 36/sqm for the hooking of the walking surface to the foundation. The same intervention will be performed in the uneven sections of the walkway, from the C.E.A. to the wildlife observation centre in Montenero di Bisaccia.

In order to improve the perception of the structure while making it safer (due to its presence within a parking lot), as well as improving the characteristics of accessibility, it is planned the construction of an external perimeter sidewalk, about 10-12 cm high, with a ramp of adequate slope



in front. This sidewalk will present glazed porcelain tile flooring, having wood effect, such as to marry with the aesthetics of the structure.

in Campomarino: Within this project, as also foreseen for the other two municipalities, the installation of accessible furnishing elements consisting of a visual-tactile map, with related installation accessories, representing the area concerned will be provided. The map will have a size of 70x100 cm and will rest on a support capable of encompassing the anthropometric characteristics of the person in a wheelchair or children as well as the person particularly tall.

In addition to the installation of this map, we will also install n. 17 visual-tactile maps, with related installation accessories, in correspondence of each beach identification of the place (bathing beaches) with high readability characters in relief and written in Braille are as follows. The maps will be in experimental epoxy resins capable of resisting any weathering.

Pic.1 –Petacciato Marina



Pic.2 –Petacciato Marina



Pic.3 –Petacciato Marina



Pic.4 –Montenero di Bisaccia



Pic 5 Campomarino Lido



The purchase of materials has been done through a public procurement process. The procurement was done in accordance with the law specify all required procedures: 1. Legislative Decree 50/2016 Procurement Code. 2. Purchase of goods through MEPA (Electronic Market for Public Administration).

5. Areas of Improvement

The promotion of the pilot action implemented encourages other municipalities in the region to implement services to all recipients. The equal involvement of able-bodied people and disabled people with different disabilities, allows, in the future, to increase the awareness of

public institutions, but also of private individuals, who will have to think in an increasingly integrated and fluid way about disability. In this way, accessible places become a destination with added value and allows the extension of the tourist season. The platforms that facilitate the entrance to the CEA and the beach, the visual spatial maps, the accessible toilets, will be used with the aim of promoting accessible tourism.

The process carried out in Natura2000 sites did not present major problems because from the beginning the municipalities that manage the sites were involved. Stakeholders participated in the identification of sites where interventions were implemented.

The estimated resources are accurate considering the interventions carried out in the within the framework of Tourism4all; considering that during the evaluation and local visits to the sites involved sites were identified that in some way were already the subject of European funds, and it is possible to evaluate future strategies to implement actions on site. For the near future, in line with the EU principle of activating synergies between European Structural and Investment Funds, Horizon 2020 and other research programs, innovation and competitiveness-related programs of the Union, the goal is to identify other possible resources to implement additional interventions, identified in the site assessment.

Unfortunately, due to the COVID-related health emergency, evaluations with direct contact and involvement of tourists and visitors have not been possible until now. In order to successfully implement accessible tourism best practices, it will still be important to involve key stakeholders, as well as end users, i.e. tourists with special needs, in order to get accurate feedback and suggestions for improvement.

6. Conclusions

Molise Region has successfully completed the implementation of the pilot project, which has achieved the goals set by the project. The pilot project definitely has a positive impact on the local community and serves as an example of good practice, also for other neighbouring municipalities, to become aware of the development of accessible tourism. In the area of accessibility of services and public infrastructure, but also tourism in general, there are many possibilities for improvement in order to make a destination truly 100% accessible. Therefore, the TOURISM4ALL project is a good start and lays the foundation for the development of accessible tourism. The most important emphasis is on cooperation and communication between all stakeholders involved in the creation of accessible tourism, as well as the inclusion of those who benefit from such interventions such as tourists with disabilities, reduced mobility, sensory limitations, temporary disabilities, elderly, etc.

7. Recommendations

Certainly, the continuation of the Tourism4all project is desirable in order to implement and spread the solutions learned, improving and promoting accessible tourism.

Continuing with a new project like the existing one would allow neighbouring towns to implement their own services in favour of accessible tourism. This would allow the entire region to become a destination that can be visited all year round because it is able to satisfy the needs of everyone and, above all, to support businesses in this "accessible transition" by training their personnel to meet the needs of

tourists with accessibility and creating new jobs by hiring people with specific skills (e.g. LIS interpreters, Home Assistants, Technicians, Base Operators, Animators). In this way, the local community (both citizens and businesses) will be involved and will be able to organize events in the vicinity of the developed facilities and work for the temporal sustainability of the project, as the involvement of people who will use the services and equipment in the future is also very important. In addition, some places may have accessible services but may not be known because communication has been poor. It is important to give adequate importance to communication, including using tools and channels specific to the target audience.

II Project partner 1 – Veneto region

1. Summary of the Evaluation report

First, locations (beaches) of interventions were chosen according to a selection done by three ASL (Local Health and Care Units). For this purpose, beaches were invited to a public call for proposal for accessibility issued by ASL.

After ranking, Veneto Region bought their equipment under public procurements and delivered items under conditions of an agreement signed between parts. Type of equipment: wheelchairs for sand and sea, walkways, platform, audio signal.

We recommend the involvement of stakeholders from first steps of interventions. We recommend looking around you for new ideas and opportunity of improvement inclusive tourism services.

2. Objectives of the Evaluation

Starting from a past accessibility action set up in 2016 in Veneto beaches and financed by national/regional funds, T4A has become the opportunity to go ahead in this process of inclusion located along the venetian coast. The improvement of accessibility in the target area was achieved, taking into account the accessibility needs of beaches involved in T4A: they in fact outlined the necessary equipment. According to their plan and priorities Veneto Region provided for tenders (2020) to buy equipment, all delivered in July 2020 during tourism season. During the market research Tourism Department kept in touch with beaches in order to inform about goods and find better solutions to satisfy their needs.

The impacts of interventions are clear and tangible with the enhancement of services for tourist with special needs but also for all bathers in general. This investment will be in the availability of beaches for ten years according to an agreement signed between Veneto Region and the legal representatives of companies running the beaches.

3. Methodology

Locations were chosen according to a selection done by three ASL (Local Health and Care Units) already cooperating with Veneto Region in a previous regional project on accessibility. Shortly, in 2019 ASL invited (by open call for proposal) all Venetian beaches located in their jurisdiction to the compilation of a questionnaire aiming to measure the accessibility of the beaches themselves inviting them also to present an accessibility plan (improvement of already existing equipment/services or new projects).

Then, after receiving applications from companies running the beaches, the ASL ranked the proposals and identified the 8 best locations together

with the indication of their priorities in equipment. According to this list of needs, Veneto Region has provided, after market research, for tenders (2020) to buy items. Communities were involved indirectly informing them with social channel and institutional channels. Thanks to the support of T4A the tourism offer has been improved.

4. Evaluation Findings

The interventions were realized in sandy beaches. The selected 8 beaches are:

- PRIMAVERA BEACH - ROSOLINA (RO),
- STABILIMENTO BALNEARE SEVEN - BIBIONE (VE),
- NEMO BEACH - JESOLO (VE),
- VILLAGGIO S. PAOLO - CAVALLINO (VE),
- METE BEACH - ERACLEA (VE),
- WHITE OASIS - GREEN OASIS - CAORLE (VE),
- ASTORIA BEACH - SOTTOMARINA DI CHIOGGIA (VE)
- VENEZIA SPIAGGE - LIDO DI VENEZIA (VE)

Equipment purchased: walkway for wheelchair, sand/sea wheelchairs of different sort, one audio signal for blind people. In total n. 6 wheelchairs for sand and sea (type: Sofao, Water Wheel, Job Neatech, Sand&Sea chair). Modular platforms (50 metres) in wood and anti-slide, rollable walkways 1 metre large for a total of 195 metres, 1 audio signal (beacon) for blind bathers.



Audio signal



Sofao



Job sand chair



Platform



Walkway

Assistance of sunbathing and swimming for disabled people *has been developed and provided*, but some facilities (e.g. walkways and platforms) are useful for all (families with babies, elderly people).

Equipment was bought through public procedures complying with legislative framework (national and of Programme Italy Croatia). No permissions for installation were required: the assets are movable and are registered in the regional inventory (every piece of equipment has a tag with regional number). They will be in material availability of beaches for 10 years from July 2020, according to the signed agreement between the legal representative of the regional Tourism Department and the legal representative of the company running the beach (loan with the free use).

5. Areas of Improvement

Such form of interventions is useful for the community in general, since walkways and platform can facilitate not only disabled people but also families, elderly guests, and temporary disabilities.

The challenge is to foster the accessibility of whole Venetian coast and in general, the tourism offers of the Region (cultural sites, natural sites, accommodation, and services). Generally speaking, in the future more beaches could be equipped with new interventions up to financial resources. The procedure followed by Tourism Department was quick and effective thanks to the cooperation of a different public body (ASL) and in addition beaches had a clear plan of improvement of their accessibility. No delay in delivery of equipment and all project budget spent.

We suggest involving stakeholders connected with interventions since first steps: interview them, pay attention on their needs and promotion of the site, last, involve experts very familiar with the topic of disabilities, because their input and expertise will add a value.

6. Conclusions

Mapping the needs of stakeholders

Provide for equipment linked to the needs

Agreement between parts regulating the use of equipment

Our experience is positive: we found the fruitful combination of public and private in the interventions process, starting our approach from the bottom (stakeholders and regional policy of inclusion). We think no one could be concerned by our action, on the contrary, stakeholders involved

are requiring more initiatives on the topic (development of tourism services).

7. Recommendations

Recommendations are never stop looking around for new tools and equipment in order to keep update and guarantee performances of tourism offer. Of course, do never forget to involve your stakeholders and only after going ahead in planning.

III Project partner 2 – PI RERA SD for coordination and development of Split-Dalmatia County

1. Summary of the Evaluation report

Through the organization of focus groups / workshops, JU RERA identified the stakeholders of the target group within activity 3.3, among which the City of Split was identified as a local authority, thus fulfilling the preconditions for a local partnership. As defined stakeholders, representatives of the City of Split participated in these meetings / workshops and the City of Split was identified as a local government / stakeholder on several occasions through work package 3. Through work package 3 and workshops, in cooperation with stakeholders from different groups, needs were analysed old town / UNESCO areas in the context of inaccessible locations (for people with disabilities, less mobile people, families with children, etc.), based on which the proposed location of the Croatian National Theatre Split as such was accepted. Due to the specific location of the investment, the City of Split and a third party, ie HNK Split,



it was necessary, given that the equipment was installed in the building of the said theatre, which is under the jurisdiction of the City of Split.

The site, i.e. the building itself was inaccessible from the entrance, so this problem was solved by additional investment by the City of Split and the Croatian National Theatre Split, with their funding of accompanying works regarding the square in front of the building and with an adequate accessible solution for the entrance in front of the entrance door. Furthermore, the seating, mezzanine and loggia area is not accessible at the time, for the target group, because the building is several floors high and there was no elevator to allow access for wheelchair users or people with limited mobility. Therefore, in the form of solving these barriers, by joint investment, 4 lodges were adapted in order to become accessible, including the elevator that allowed access to the first floor, where the lodges are located. In addition, at the expense of the City of Split and HNK Split toilet was built and adapted for people with disabilities.

2. Objectives of the Evaluation

PI RERA S.D. enabled to citizens of the city of Split and tourists, who represent a marginalized group of society, such as people with disabilities, with emphasis on people with motor and physical disabilities, the elderly, and families with small children, to actively participate in the social and cultural life of the city. By installing an elevator in the historic building of Croatian National Theatre Split – HNK Split in the contact zone of the UNESCO area, which dates from 1983, the theatre will be accessible to people with disabilities, who will have the opportunity to participate equally in socio-cultural activities. As already mentioned, the investment area included an old building, from the end of the 19th century, which at

previous condition before the investment was inaccessible to the target groups of this project, both for the domicile population and for tourists. It is one of the oldest buildings of the cultural scene in the Republic of Croatia, and a theatre whose activities are public and important for the cultural life of the city and the county, given that the city of Split is the county seat.

3. Methodology

The location of pilot intervention was defined / proposed in the Tourism4All application form in terms of wider area, ie UNESCO site. Also, the exact location was confirmed through focus group with relevant stakeholder within the work package 3. Negotiations on the manner of implementation and cooperation with the parties involved, the City of Split and the Croatian National Theatre Split, are on-going and developing. The City of Split, as the founder of the Croatian National Theatre Split, has jurisdiction over the building and is an indispensable party to the agreement.

Due to the specifics of the situation, investments in the old building, in the contact zone of the UNESCO area, which is in the Register of Protected Cultural Heritage, it was necessary to formalize the cooperation of three public bodies with a comprehensive legal document such as the TOURISM4ALL - cross border network for the promotion of accessible tourism destinations), co-financed from the cross-border cooperation program Interreg Italy-Croatia, whose contracting parties are PUBLIC INSTITUTION RERA SD for Coordination and Development of the Split-Dalmatia County, City of Split and the Croatian National Theatre Split, The mentioned Agreement is the legal basis which regulates the relations of



three actors / contracting parties: the City of Split as the owner of the facility, HNK Split as the institution that uses and manages the facility, ie JU RERA S.D. as a regional coordinator for the Split-Dalmatia County, he co-finances investments in the part of equipment - procurement and installation of elevators. Given the facts presented and the limiting frameworks of the project form in the context of the cultural area eligible for investment in the pilot project and the envisaged cooperation with local / regional authorities in the area of investment location in the pilot activity, JU RERA S.D. has implemented the activities prescribed by the project form, signing a more comprehensive legal document that includes a comprehensive coverage of aspects of cooperation in the context of pilot activities, in relation to the type of agreement proposed in the application form. In the light of these facts, the specific tripartite Cooperation Agreement has ensured that the most important condition is met when co-financing equipment with EU grants, ie the equipment is installed in a public building, the use of which will not be charged, while the same equipment will not be uninstalled or sold for at least 5 years. after the completion of the project, which will also be properly maintained in order to achieve longevity and sustainability of project results.

In defining the pilot action, several meetings, constant communication, and coordination was done with representatives of associations of people with disabilities and relevant tourist stakeholders, together with the representatives of the City of Split and Croatian National Theatre in Split to get all the information of the needs of people with disabilities in improving accessibility of tourist offer in Split as well as in the possibilities of implementing such improvements.

4. Evaluation Findings

In June 2020, a Cooperation Agreement was concluded within the project TOURISM4ALL - (Development of a cross border network for the promotion of accessible tourism destinations), co-financed by the cross-border cooperation program Interreg Italy-Croatia, whose parties are PUBLIC INSTITUTION RERA S.D. for the Coordination and Development of the Split-Dalmatia County, the City of Split, and the Croatian National Theatre Split. The mentioned Agreement was the legal basis, which regulated the relations of three actors / contracting parties: the City of Split as the owner of the facility, HNK Split as the institution that uses and manages the facility, ie JU RERA S.D. as a regional coordinator for the area of Split-Dalmatia County co-finances the investment in the part of the equipment - procurement and installation of elevator, as a partner in the project.

PI RERA S.D. as the project partner within the TOURISM4ALL project, had the task of selecting a location for a pilot investment within the scope of Diocletian's Palace, including the associated contact zone (UNESCO heritage), with the aim of improving the accessibility of cultural heritage for people with disabilities.

The entire area of Diocletian's Palace with its public buildings is under the jurisdiction of the City of Split and JU RERA S.D. in cooperation with the representatives of the City of Split, as the competent body, selected the location of the HNK Split building through the activities of work package 3, which created conditions for the synergistic effect of the joint investment in improving accessibility for people with disabilities.

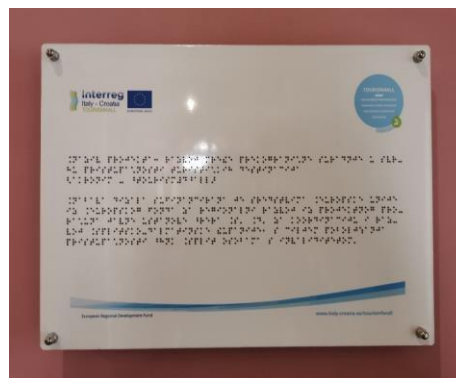


The building is also an individually protected cultural property registered in the Register of Cultural Heritage of the Republic of Croatia, which is why it was necessary to obtain permits / favourable opinion from the Conservation Department in Split.

The development of a specific service was based on creating a map that will be available in physical and digital edition. The map includes the old centre of the Split, with marked points of cultural content that are accessible to people with disabilities. The map is shared on the websites of included parties and other relevant stakeholders, so the service would be available to as many members of the target group as possible. The map is also available in Braille letter in physical edition and it is distributed within the Tourist info centre of Split. The map is upgraded version of the similar / existing map from another Italy – Croatia Interreg project, so this is an example of good practice, where one project follows finding of another.

- Agreement between JU RERA S.D., the City of Split and the Croatian National Theatre Split
- Permission of the Conservation department of the City of Split to perform works on the protected cultural property
- Initiation of the procurement procedure
- Signing a contract with the supplier
- Report on the performed installation of equipment.

The technical documentation was elaborated in the style of a cost estimate with technical specifications and published through a call to suppliers, by the City of Split with the technical support of PI RERA SD project team, on behalf of the project partner.



5. Areas of Improvement

The building of Croatian National Theatre itself was inaccessible from the entrance, so this problem was solved by additional investment by the City of Split and the Croatian National Theatre Split, with their funding of accompanying works, but also for the installation of elevator, adaptation of toilets for people with disabilities and adaptation of 4 lodges adapted for people with disabilities. In this way, from the entrance to the building, which resulted with wheelchair accessibility, through the hallway where the visibility was placed to direct the target group to use equipment, to custom lodges, the consumption of theatrical/cultural content has become a reality for people with disabilities, the elderly, families with children, etc. A joint investment of the three parties created a synergy effect, so the old building, previously inaccessible, became accessible with carefully designed passing for persons with disabilities. Investing only in equipment would have been pointless because people with disabilities wouldn't have been able to use the whole building, which has been a problem so far, but which was solved by joint investment and cooperation of the three public bodies.

This pilot action has laid foundation for similar actions of improving accessibility of touristic sites in Split. The implementation of this action has involved the people with disabilities community, touristic stakeholders, legal authority, public bodies and general public in a joint action of rising awareness of the possibilities of accessible tourism. Signalization and interpretation, together with the service of map for people with disabilities can be implemented on other attractive touristic sites in Split as there are many popular tourist sites that need accessibility improvement and this pilot action will serve as example of good practice



for further, similar interventions. Stakeholders participated in all phases of identification of sites where interventions have been realized.

6. Conclusions

PI RERA SD successfully implemented the pilot activity with the support of City of Split and Croatian National Theatre. This cooperation is an example of good practice for implementing improvements of accessible tourism, with the involvement of all relevant stakeholders and local community. One of the most important outcomes of the pilot action and of the project, is the cooperation and coordination of all relevant stakeholder in accessible tourism that have been involved in this project and pilot action and who have worked together on creating a new accessible touristic offer in Split. This cooperation will continue in the future and on other similar project and activities, therefore enhancing the sustainability of the project results that are achieved.

7. Recommendations

It is necessary to ensure cooperation between all levels of government and public bodies. This cooperation should be based on mutual contact and joint activities that will result in the full implementation of all the measures that will lead to the improvement of energy efficiency and synergy effects. Adapting to the needs of individual users will become a fundamental policy of all economic entities of our economy, whether they are directly involved in tourism or not. This project is an example of good practice that can serve for further actions. The established cooperation between stakeholders can be used to continue to work on similar activities and to continue to improve accessibility of touristic sites and services in programme area.

IV Project partner 3 – City of Zadar

1. Summary of the Evaluation report

City of Zadar has realised the implementation of signalization and interpretation on the medieval Zadar City Walls, making one of the Zadar's most famous and attractive touristic sites accessible for people with disabilities.

Furthermore, The City of Zadar and Zadar Tourist Board have realized the complex task of adapting the official Zadar Tourist Board website for people with disabilities. In addition to functional and design adjustments such as the font size and spacing, which are important for e.g. dyslexics, the site also has a dark mode, as well as an integrated content reader in all supported languages that automatically turns on if used by a visually impaired or blind person, who has a default reader system installed on their computer.

Also, City of Zadar with cooperation Zadar Touristic Board issued a manual on the behaviour towards guests with disabilities, which was be sent to the address of residence of all registered renters.

2. Objectives of the Evaluation

The Evaluation report will serve all project partners as a tool for successful presentation of the implementation of specific project activities within Work Package WP4 (activity WP 4.4 Reporting on Pilot actions results). The Evaluation report contains instructions for collecting and systematizing available data and information in every partner on the

assessment of results achieved during the implementation of pilot activities. The Evaluation report will also contain detailed information about the data that has been collected.

The implementation of the pilot action has contributed to the aim of developing and promoting a wide cross-border network of accessible tourist destinations. The pilot action has succeeded in improving the accessibility tourist offer in city of Zadar which will result in extending the tourism season and promoting tourism for the benefit of people with reduced mobility and people with special needs, such as people with disabilities and the elderly.

3. Methodology

In defining the pilot action, several meetings, constant communication, and coordination was done with representatives of associations of people with disabilities and relevant tourist stakeholders in Zadar in order to get all the information of the needs of people with disabilities in improving accessibility of tourist offer in Zadar as well as in the possibilities of implementing such improvements.

4. Evaluation Findings

City of Zadar has realised the implementation of signalization and interpretation on the medieval Zadar City Walls, making one of the Zadar's most famous and attractive touristic sites accessible for people with disabilities. The pilot action devised and implemented four types of basic signalization and interpretation:

- a) Signalization of the entrance to the Walls - consisting of totems, wall and floor signals in accordance with the selected location. There are

basic information on the wall and floor signalization, while the totems contain an introduction to the interpretation of the photographic system of the city of Zadar.

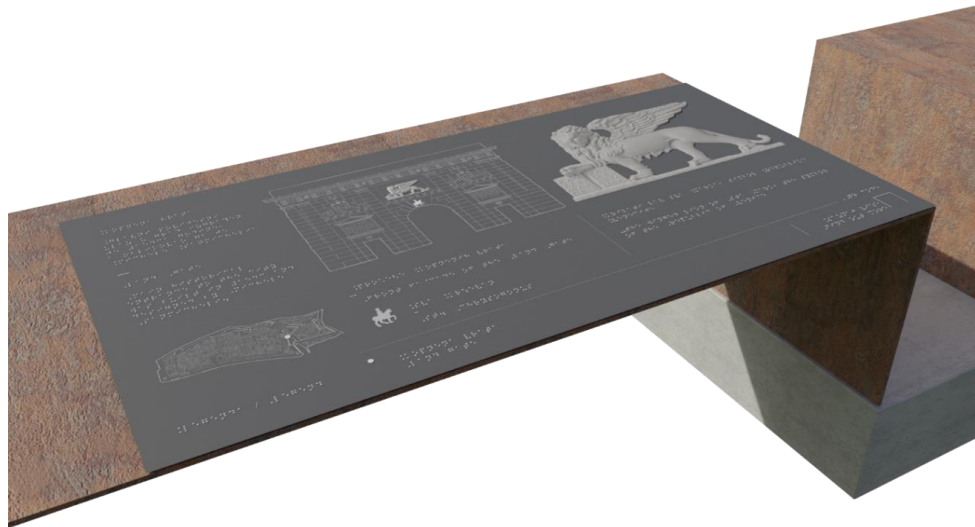
- b) Signalization of the basic elements of the Zadar City Walls - designed as floor signalling elements showing where the visitor is currently located.
- c) Interpretation adapted to blind and partially sighted persons on the Walls - it is performed by applying stickers for external use, without disturbing the existing elements. If necessary and with minimal resources, the content can be changed and upgraded in accordance with the events in the city; this simple intervention has great potential for continuously upgrading content tailored to vulnerable groups.
- d) Installing an educational promenade - which is designed as a unique place of interpretation of the Zadar fortifications, which encourages sightseeing of other sights of the city and is designed to suit all vulnerable groups who do not have the opportunity to visit locations that are more demanding.

Further more, The City of Zadar and Zadar Tourist Board have realized the complex task of adapting the official Zadar Tourist Board website – zadar.travel for people with disabilities. Which Zadar restaurants are adapted for people with disabilities, which directions to move around the old town or which routes are most suitable for people with mobility difficulties to get to the museum or sports halls? This and a wealth of other information can now be obtained by visually impaired or blind people on their computers. In addition to functional and design adjustments such as the font size and spacing, which are important for e.g. dyslexics, the site also has a dark mode, as well as an integrated

content reader in all supported languages that automatically turns on if used by a visually impaired or blind person, who has a default reader system installed on their computer.

Also, City of Zadar with cooperation Zadar Touristic Board issued a manual on the behaviour towards guests with disabilities, which was be sent to the address of residence of all registered renters. If we start from the fact that everyone has different individual needs, we come to the conclusion that the activity of caring for a guest in the hospitality industry cannot be universal for every guest. Every guest with a disability is a person with their specific needs, so the aim of this manual is awareness of their needs in the hospitality industry.





5. Areas of Improvement

This pilot action has laid foundation for similar actions of improving accessibility of touristic offer and sites in Zadar. The implementation of this action has involved the people with disabilities community, touristic stakeholders, and general public in a joint action of rising awareness of the possibilities of accessible tourism. Signalization and interpretation for people with disabilities can be implemented on other attractive touristic sites in Zadar as there are many popular tourist sites that need accessibility improvement and this pilot action will serve as example of good practice for further, similar interventions. Stakeholders participated in all phases of identification of sites where interventions have been realized.

6. Conclusions

PP3 City of Zadar successfully implemented the pilot action and realised the objectives of the project. The pilot action is an example of good



practice for implementing improvements of accessible tourism, with the involvement of all relevant stakeholders and local community. With this pilot action as an example other similar actions and improvements can be implemented, expanding the accessible touristic offer in city of Zadar. One of the most important outcomes of the pilot action and of the project is the cooperation and coordination of all relevant stakeholders in the area of accessible tourism that have been involved in this project and pilot action and who have worked together on creating a new accessible touristic offer in Zadar. This cooperation will continue in the future and on other similar project and activities, therefore enhancing the sustainability of the project results that are achieved.

7. Recommendations

This project is an example of good practice that can serve for further actions. The established cooperation between stakeholders can be used to continue to work on similar activities and to continue to improve accessibility of touristic sites and services in Zadar.

V Project partner 4 – Šibenik tourist board

1. Summary of the Evaluation report

This evaluation report provides summary of pilot actions implemented by PP4 – Šibenik Tourist Board. The activities from WP4 consisted of both equipment purchase and new services introduction. Following the Focus group conclusions and suggestions, the following improvements of accessibility in Šibenik were introduced:

1. Equipment and services for better information and orientation of tourists
 - Cast model of the city centre with legend in Braille (EN and HR)
 - Audio guide app – Šibenik Audio Guide in 4 languages (HR,IT,DE,EN)
 - Map of alternative food offer for food intolerant guests, guests with allergies and guests in need of an alternative nutrition
 - Mapping of accessibility of all public institutions and tourist's attractions
2. Services to support better transport and moving of tourists
 - Taxi service with equipped van for users of wheelchair provided by grantee NGO Aurora
3. Services to improve better destination experience
 - Guided tour on gastronomy with hints for tourists with allergies and food intolerance provided by grantee – Association of Tourist guides Mihovil Šibenik
 - Improved offer of gluten free desserts at grantee's Yum pastry shop and additional 3 restaurants in the city centre
4. Improvements made on Šibenik Card to facilitate the stay of persons with disability, seniors and families with children
 - Šibenik Card offer has been improved by adding the above-mentioned services (taxi, guided tour, audio guide) as well as some additional discounts on accessible accommodation. Leaflet and poster of the Card have been improved by adding information of physical access of all locations included in the Card's offer.

Combination of all these actions have significantly improved the tourist's offer of Šibenik which we will be able to evaluate more in the seasons yet to come.

2. Objectives of the Evaluation

The Evaluation report will serve all project partners as a tool for successful presentation of the implementation of specific project activities within Work Package WP4 (activity WP 4.4 Reporting on Pilot actions results). The Evaluation report contains instructions for collecting and systematizing available data and information in every partner on the assessment of results achieved during the implementation of pilot activities. The Evaluation report will also contain detailed information about the data that has been collected.

The pilot action has succeeded in improving the accessibility of touristic offer in the city of Šibenik by introducing new and creative services as well as improving the access to information and orientation of people with disability including blind people and users of wheelchair or guests with reduced mobility. Development of mobile app – Šibenik Audio guide will be beneficial for all tourists including blind, providing basic information about all key points of interest in the old city centre. Very important is the fact that all equipment and newly introduced services will remain in the site and available for tourists after the project completion.

A smart combination of interventions consisting of realization of actual cast model of the city centre with legend in Braille (signage), mobile app – Šibenik Audio Guide, map of accessibility and project related subpage provides sufficient support to all guests including guests with disability, elderly and families with children. Very active Association of tourist guides

Mihovil continues to provide inputs for improved experience of Šibenik for all types of guest's needs and abilities which we share through our social channels. Šibenik Card's improvements, consisting of introduction of new services specifically tailor made for the needs of tourists with mobility problems and tourists with food intolerances which did not exist prior to T4all project will provide better for destination experience for guests. Raised interest of service and accommodation providers to be included in the Card will contribute to wider range of options and opportunities for guests travelling in low season as well as guest with some specific needs. Newly developed map of alternative food options in the city and support to creation and distribution of new gluten free offer has raised interest of restaurants and caterers to invest more into this type of offer in the future.

3. Methodology

As the result of Focus group meeting and following several consultations with various stakeholders in tourism (cultural, educational institutions as well as hotel and catering sector and travel agencies) and in consultation with NGOs from disability movement we have come to the short-list of possible actions and improvements which can be achieved through WP4 activities. The focus was on improving the existing information through jointly developed map of accessibility in which the participation of both NGO Aurora and NGO Sveti Bartolomej were instrumental as only them as wheelchair users were able to properly assess the level of accessibility of all locations surveyed and mapped.

Local authorities i.e. Mayor's office has supported actively the process of finding the location and obtaining the location's permit for the installation

of cast model of the city centre with legend in Braille, considering the fact that this sculpture has dimensions of 4m x 1,2m. Association of blind from Šibenik Knin county has provided inputs and checked the correctness of Braille text before and after its final casting in bronze.

4. Evaluation Findings

Equipment

Creation and execution of the sculpture of historical centre with legend in Braille EN and HR – by Zvonimir Vila & Anto Jurkić. The size of the sculpture of the city centre is 4m x 1,2 m and the weight is 1 t. The stand was made of concrete with plating in stone.

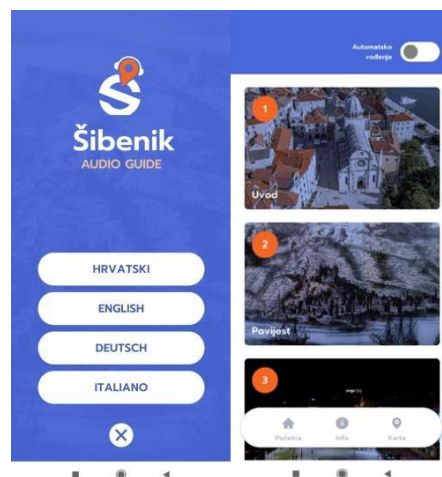


The sculpture was made to facilitate to tourist guides the explaining of the city layout and to provide orientation for tourists. Key role of the cast model is to provide information to blind and visually impaired as it includes marks in Braille for 10 key attractions and legend in Braille in English and Croatian. This piece of equipment can be considered as an investment into signage. The county of Šibenik-Knin, association of blind and visually impaired has participated in checking the Braille letters and making sure all was correctly transferred into bronze.

Services

1. Procurement of IT services for development of mobile app for Audio guide of Šibenik

Audio guide was developed as an additional support to the equipment (sculpture) as many persons, including blind and visually impaired have difficulties reading small print or text on brown boards (tourist signalisation-signage). For that reason, the app was developed in 4 languages (HR;EN;IT;DE) to provide audio guidance through over 20 locations in the city centre. Available free at Google Play store and I-store.



2. Establishing the new service – Transport of tourists - wheelchair users

The local Ngo Aurora has a minivan for transport of its members but until recently used the manual ramp which is very heavy and difficult to use so they proposed the project to us in which they will provide the service of transport of tourists with their van but after the purchase and installation of electric ramp. We provided the grant for them to equip the van and to establish the service and they started with provision of local transport on the 1st July 2021. This summer they have transported up to 10 beneficiaries from various NGOs visiting Šibenik. This new service will be very important in the future as until now there was no solution for transport of wheelchair users visiting Šibenik. The van can transport up to 3 wheelchair users in one ride. They will offer this option to various local agencies, and it was included into Šibenik Card. This service will remain available for minimum 5 years after the project's ending.



3. Creation of new gluten free products and their distribution in additional 3 sites



Project Tourism4all has supported the improvements in equipment and technology of production of gluten free desserts through grant given to Yum pastry shop. Yum has proposed 3 new gluten free desserts specially designed bearing in mind gluten resistant guests and incorporating into design some of the local ingredients, traditions and heritage. The jar was decorated with adhesive with local doors and one of the desserts was made in the shape of Šibenik button. The most important aspect of this new service/offer was the fact that desserts were distributed to additional 3 locations throughout the summer: restaurant Bronzin, Pjat and King Krešimir hotel. Pastry shop Yum has the obligation to keep the desserts in their offer for additional 5 years.

4. Creation of new guided tour –Story from Šibenik’s kitchen, itinerary related to local gastronomy with suggestions for tourists with allergies and food intolerances.

Story from Šibenik’s kitchen is a guided tour created by Association of tourist guides Mihovil Šibenik which was included into new offer of Tourism4all project and ŠibenikCard. This tour is telling the story of local food and beverages through centuries until modern times and explains to guests where and what to eat. It also gives suggestions and tips to tourists with food intolerances and allergies how to find venues with adequate food for their particular need and providing QR code of newly created map of alternative food options created by Šibenik Tourist Board through Tourism4all project.



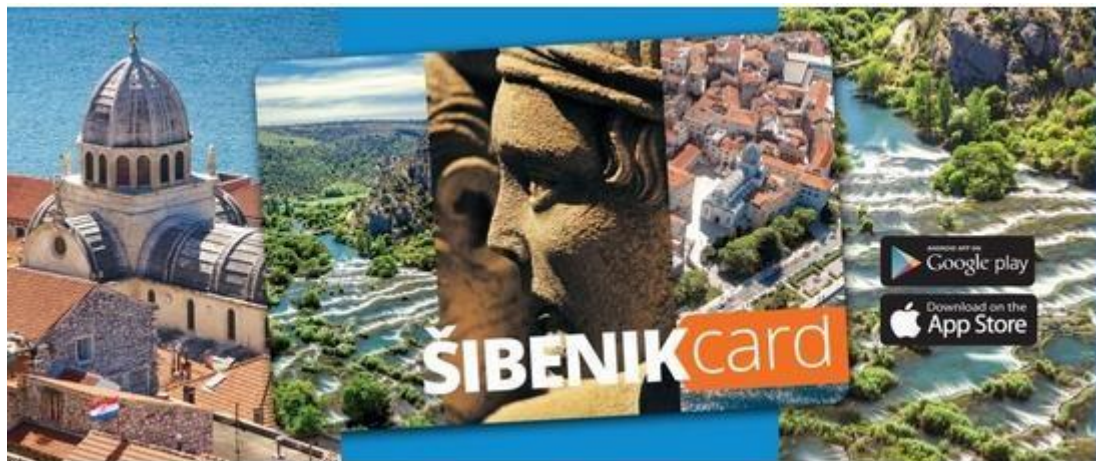
<http://tourism4all.visitsibenik.hr/stranice/alternativni-gastro-vodic-grad-sibenika/143/en.html>

5. Improvements of Šibenik Card to better address the needs of tourists with disability, elderly and families with children.

Šibenik Tourist Board has launched the Šibenik Card as an official Tourist Discount Card for Šibenik area. Card is offering a comprehensive package of free admissions to large number of major attractions and discounts on others, including National Park Krka and Fortress of St. Nicholas

(UNESCO). Card comes in individual and family version. This year, the offer on the card has been further enhanced and includes discounts at many hotels, resorts, restaurants and souvenir shops. Šibenik Tourist Board has partnered with all key players from Šibenik area which is making this Card a must have for every visitor. Partners were carefully selected for their excellence and high quality of service. It is valid 7 days from the date of its first use and it can be purchased both online and directly at various selling points. Find more about card and all of its benefits on www.sibenikcard.com.

Offer on Sibenik Card has been further improved through Tourism4all project whereas we added free transfer for wheelchair users, guided tour about gastronomy every Thursday (during July and August), Audio guide and discount on accessible accommodation (20%). Additionally all the locations included in the Card were assessed for accessibility and marked in Card's leaflet, poster and brochure.



All the interventions contribute to better destination experience for persons with disabilities, elderly and families with children both in season and in off season.

- Signage – information and orientation

- Tourist Card
- Geo referenced map of accessibility

The process of realization and implementation of the public procedure, steps and time frame for fulfilment has been realised and explained below.

1. Equipment - Sculpture – cast model of the city centre – for this procurement we have used the exemption available for artistic works as we had to negotiate with artists all aspects of making of the sculpture which was not an ordinary process but required taking into consideration needs of blind people and necessity for legend in Braille. Furthermore, due to Covid 19, the timeline has been disturbed and deadlines shifted, and it was necessary to balance very carefully the stage of sculpting in clay with the stage of making the mould for casting in bronze. The dimensions of the sculpture and weight have presented additional challenge.

Finding the location for the sculpture has been an additional process which involved the Committee established by the Mayor to assess the best placement and type of stand on which the sculpture would be attached.

Following the decision making of the Committee we obtained the permit to place this sculpture on the public square and City of Šibenik signed the MoU by which they took over the management and maintenance of the equipment funded through T4all project.

2. Audio guide – app for mobile phones - Market research was made and 4 different suppliers were identified. After assessing the offers received, we were able to select the company and accept their offer as it was suitable both financially and in terms of the delivery

deadlines. However, due to some circumstances beyond our control and linked with Covid 19, this app has taken longer to be finalized but still on time to be tested this summer (2021). The number of people which downloaded the app, will be available in the final project report.

3. Šibenik Card improvements were made based on the offer provided by the company specialized in digital marketing which was already hosting the basic version of the Card. Considering that T4all funding envisioned improvements and additions related to accessible services and redesign of marketing materials (brochure, leaflet, poster) for the purpose of including new services, this was the only available option. In addition, the service provider has delivered a comprehensive marketing campaign focused at markets identified by T4all AF (Italy, Germany, Austria) and with persons with disability and elderly as targets.
4. All the other services were implemented through grants based on the project proposals submitted by local NGOs or companies proposing the new service, all below 5,000 Eur thresholds except for delivery of accessible transport for which we had only one option available and had to make the exception.

5. Areas of Improvement

Covid 19 has created some delays in project implementation as the tourist season 2020 was affected very hard in terms of tourist arrivals and stay in general. This has postponed the testing of the new services to the next year.



However, this provided additional time to work with local stakeholders and train the tourism operators, create synergies with other similar projects (Museum of the city of Šibenik and Association of Tourist Guides). This will be a good foundation for future joint projects and sustainability of project's results.

More interaction with tourists with disability could facilitate the perfecting of new services and offer of accommodation. Direct prior to arrival contact between providers and users of tourist' services is essential for better preparedness of destination and service provider for accommodating tourists with specific needs.

6. Conclusions

PP 4 Šibenik Tourist Board has successfully realized the project objectives. Very important precondition for successful implementation was the multi stakeholder collaboration and consultation which was ongoing throughout the project duration. The links established between various stakeholders during the T4all project activities are good basis for the continued collaboration and continuous efforts in making Šibenik more accessible and inclusive tourist destination. This is essential for sustainability of project results. Activities implemented and objectives achieved will serve as an example of good practice for the local community, proving that positive change can be obtained despite obstacles (Šibenik has very complex architectural layout, transport issues, traditional food offer, etc).

7. Recommendations

We consider that similar projects or continuation of this project can be of great benefit for cities involved. This is especially valid for Šibenik which

still has many areas to improve to become an inclusive tourist destination, from improvement of access to beaches, more accessible information, training of professionals in tourism for better reception of tourists with specific needs to creation of tailor made offer and diversification of accessible accommodation and food choices.

This topic -Tourism4all, has so many segments which can be further developed, either from the point of view of specific needs of tourists with each type of disability or in view of increased efforts for becoming an inclusive destination overall.

Providing grants to local accommodation owners to make their accommodation accessible for persons with disability, provision of architectural expertise and awareness raising would be good way forward as well.

VI Project partner 5 – Special agency concentro of the Chamber of Commerce industry, agriculture and craft of Pordenone

1. Summary of the Evaluation report

This evaluation report provides summary of pilot actions implemented by PP5 – ConCentro. The activities from WP4 consisted of both equipment purchase and new services introduction.

2. Objectives of the Evaluation

Through the project T4ALL ConCentro intended to capitalize and systemize "Pordenone In_Rete" project results whose object was to set up a



Strategic Plan identifying accessible urban centre and accessible tourism issues as priorities for joint actions to be developed over the three-year period 2017-2019.

With Pordenone municipality it was also launched collaboration for the Architectural Barriers Elimination City Plan. In March 2017 the project was included as best practices of accessible cities identified by the Italian National Institute of Urbanism (INU).

According to this plan, Pordenone municipality decided to organize a cultural event, Pordenone Experience, a realization of a virtual exhibition dedicated to the painter Antonio De Sacchis, called "Il Pordenone": thanks to a digitalization of the Pordenone frescoes kept in the churches in Pordenone and its territory, we let the general and disabled public know the Pordenone's artistic works often located in non-accessible sites.

ConCentro provided for tenders to buy equipment and services aimed at the realization of this activity (end of 2019).

The impacts of interventions have been clear and tangible during the event (December 2019 – January 2020) but they have been significantly compromised in the following period because of the Covid restrictions that led to the museum closure.

3. Methodology

The choice of Pordenone Experience event is the result of many meetings between ConCentro and Pordenone Municipality during the cooperation of "Pordenone in rete" project.

The purpose of making accessible the masterpieces of the most important local painter, led the two institutions to select a proper place to realize this

event, which is Harry Bertoja Gallery placed in one floor and equipped with an elevator, which allows the access to impaired public.

According to this list of needs, ConCentro has provided equipment and services after market research and public tenders. Communities were involved indirectly informing them with social channel and institutional channels.

4. Evaluation Findings

The intervention was realized in Galleria Bertoja, in Pordenone towncentre. Thanks to multimedia technologies, we create an archive of multimedia content dedicated to the works of Giovanni Antonio de 'Sacchis (Il Pordenone) and realized a virtual and immersive exhibition with high scenic and emotional impact.

The set-up has been completed by stations multimedia touch screen or viewer, designed to deepen the themes proposals, improving the accessibility of the cultural heritage.

1. Purchase of equipment:

- Supply, installation and start-up (it is included the importation of the content provided by the Institution) of: N. 2 multimedia info point for the application the interactive digital signage;
- Supply, installation and start-up of N. 2 4K Ultra HD presentation displays – size: min 55 – max 60 inch;
- Supply: floor stand equipped with wheels, trolley and adjustable stand for displays from 32” to 65” – ultra stable roll-over – Max VESA; 600mm(L)x400mm(H) [GT1200] – example 2.bis and

connection cables for electrical outlets and for connection to the PC;

- Supply, installation and start-up of a professional UHF wireless microphone system equipped with five microphones;
- Supply, installation and start-up of audio diffusion system to connect at the microphone system in transportable stand-alone mode.

2. Equipment rental:

- 2 8000 ANSI lumen led laser video projectors, HD baseT in and out technology for daisy chain. They have to be positional at 360°, with optics 0.8:1.
- 2 6500 ANSI Lumen traditional lamp video projector, HD baseT in and out technology for daisy chain. They have to be positional at 360°, with optics 0.8:1.
- 2 6500 ANSI Lumen traditional lamp video projector, HD baseT in and out technology for daisy chain. They have to be positional at 360°, with optics 2,2-3:1
- Vertical adjustable position supports for optics 0,8 video projector
- Height and inclination adjustable position floor stand for the portrait position of the video project with optics 2,2-3:1

- Technical support during all the review period for the rental of the equipment.



Thanks to the purchase of two multimedia workstations with touchscreens available from wheelchair height and containing the digitized images of the Pordenone artist's frescoes, we brought the general and disabled public closer to Giovanni Antonio de Sacchis masterpieces.

Digitized images can be enlarged and thus easily accessible to visually impaired people. Bringing to culture not only disabled people but also families with babies, elderly people...

Equipment was bought through public procedures complying with legislative framework (national and of Programme Italy Croatia). No permissions for installation were required and equipment is registered in Concentro inventory (every piece of equipment has a tag with number).

They will be in material availability of Pordenone Municipality: we managed a free of charge loan for use contract between ConCentro and Pordenone Municipality for the acquired facilities.

5. Areas of Improvement

Similar interventions are useful for the community because they facilitate the approach to local cultural artists not only for disabled people but also families, elderly guests.

The cooperation between ConCentro and Pordenone Municipality is constant and profitable, for this reason there will surely be future opportunities to enhance further services aimed at accessible tourism. It's nevertheless difficult in this period to estimate resources and plan activities because of the sanitary emergency.

It is important to involve stakeholders connected with interventions.

VII Project partner 7 – Croatian camping association

1. Summary of the Evaluation report

In the frame of WP 4 activities – Implementation of pilot actions improving the tourism destination accessibility, PP7 Croatian Camping Association installed two accessible mobile homes and developed the Guidelines for the campsite accessibility in order to improve campsite accessibility. With the promotional video, PP7 concluded the WP4 activities. The project budget for this activity was realistic and fully spent. During the implementation of the pilot action, PP7 was constantly in communication with stakeholders, namely the campsite in which the



accessible mobile homes were installed and the Association of the disabled Poreč, which participated in the implementation.

The results of the pilot action are presented below.

2. Objectives of the Evaluation

PP7 implemented the pilot action with the aim to improve campsite accessibility by setting up two accessible mobile homes in the campsite Brionni Sunny Camping and through the development of the Guideline for the accessibility of the campsite. The implementation of the pilot action achieved project objectives. Through the implementation of accessible mobile homes, a new accessible tourism option and a new inclusive tourist offer were developed. Mobile homes will be used in the frame of cultural and natural conservation and promotion activities, making it accessible to general public. But these improvements are not only limited to people in wheelchairs, they will also help other groups of people. An example might be families with children, which form the biggest market share in Croatian campsites. The terrace ramps and widened areas inside the mobile homes will allow for an easy circulation of baby strollers. Moreover, additional handrails and bathroom equipment will be of great help for older people, who are one of the target markets, especially in the pre and post season periods, thus also contributing to the prolongation of the tourist season.

Guidelines for the accessibility of the campsites have been prepared with the aim of helping and introducing accessible tourism to all campsites, in order to allow the best hospitality experience and to enrich the tourist offer. The impact of interventions is visible and tangible. To summarize the pilot actions, PP7 produced a video about the result of the interventions.

3. Methodology

The Croatian Camping Association has announced a public invitation to all Croatian campsites to participate in the TOURISM4ALL project with the aim of finding an interested campsite for the setting up of mobile homes adapted for persons with special needs and persons with reduced mobility. The public invitation was published on the official website of the Croatian Camping Association. Following the closing of the public invitation, the Croatian Camping Association received and analysed the applications, which led to the selection of the campsite Brioni Sunny Camping, Pula, Valamar Riviera d.d.

The campsite was selected on the basis of a number of relevant facts such as: accessibility and suitability of the campsite, content of the campsite and the surrounding area (stunning location by the sea with a view of the Brijuni Islands, a nearby 1.500 meter long pebbly beach, an equipped accessible beach at around 500m from the campsite, accommodation in mobile homes, variety of sports for an active holiday in natural surroundings, restaurants and bars, location, more convenient prices of campsite services, proximity to cultural and natural sites, etc.). The Croatian Camping Association has signed a contract with the campsite Brioni Sunny Camping, Pula, Valamar Riviera d.d.

4. Evaluation Findings

Two accessible mobile homes with wooden terraces with ramps were installed in campsite Brioni Sunny Camping in Pula. Accessible mobile homes were purchased after the public procurement procedure. Mobile

homes dimensions are 830 x 400 cm, with two bedrooms and two bathrooms, terrace and a ramp for a facilitated access.

The mobile homes are completely adopted to the needs of people with disability:

- external access ramp with a slope of 6.9%,
- external doorway with an effective width of 90 cm and flat threshold,
- minimum passage size for internal doors 75/80 cm,
- main bathroom: floor – level shower tray, shower seat, custom toilet as required by regulations, support handles, alarm bell in the shower area, washbasin fixed on a shelf to facilitate usability by wheelchair users,
- open space under kitchen cooktop to allow usability by wheelchair users,
- electrical panel placed on a lower, accessible position,
- spacious living room with wider rotation spaces for easier movement of people in wheelchairs,
- double bedroom with 1 accessible bed,
- children's bedroom with the possibility of conversion into a single room adapted for people with disabilities,

Accessible mobile homes are equipped with computers and televisions in order to be ready for trainings, educations, workshops and promotional activities.









The purchase of mobile homes with terraces was made through a Public Procurement Procedure. The procurement was made on the basis of the Public Procurement Guideline for European Territorial Cooperation Programs 2014 – 2020, version 1 of April 2017. The call for proposals was published on 4th February 2020 and was open for applications until 26th February 2020 at 2 p.m. For each group of procurement items, one bid was received. The decision on the selection of bidders was made on 4th March 2020. The contract with suppliers was signed on 16th March 2020. Due to the covid-19 pandemic there was a delay in delivery, which was unpredictable. Therefore, an Annex to the Contract was signed. Two accessible mobile homes were delivered on 19th October 2020 and the terraces with ramps were delivered on 21st October 2020. Handover reports were signed.

In order to define the rights and obligations over the accessible mobile homes, the Contract was signed with the campsite Brioni Sunny Camping, Pula, Valamar Riviera d.d.

5. Areas of Improvement

The promotion of the implemented pilot action encourages campsites to implement accessible mobile homes. Accessible mobile homes, besides being suitable for people with disabilities, are also suitable for families with children, the elderly, persons with vision or hearing impairments, persons with mental disabilities and similar. In this way, the activity promotes the destination as accessible, it creates added value to the tourist offer and allows the extension of the tourist season.

The accessible mobile homes will be used for education and workshops of tourist operators, as well as local stakeholders, with the aim of promoting accessible tourism.

In the area of campsite accessibility, there are many opportunities for development and improvement. The Guidelines for the accessibility of the campsites which have been developed allow all campsites to take the first steps towards accessibility. Project budget for pilot actions was realistic. There were delays in delivery, due to production delays, caused by the supply shortage (unpredictable, since it has been caused by the covid-19 pandemic).

In order to successfully implement accessible tourism best practices, it is important to involve the main stakeholders, as well as end-users, i.e. tourists with special needs, in order to obtain accurate feedback and improvement suggestions.

6. Conclusions

PP7 successfully completed the implementation of the pilot project, which achieved the objectives set by the project. The pilot project has a positive impact on the wider local community and serves as an example of good practice, which enables the development of accessible tourism.

In the area of accessibility of campsites, but also tourism in general, there is a lot of possibilities for improvement, so that all the elements that make the destination accessible are met. Therefore, the TOURISM4ALL project represents a good start and lays the foundations for the development of accessible tourism. The most important emphasis is on cooperation and communication among all stakeholders participating in the creation of accessible tourism, as well as the inclusion of those who ultimately

consume it – tourists with disabilities, reduced mobility, sensory limitations, temporary disabilities, elderly, people with food intolerance, etc.

7. Recommendations

Continuing the TOURISM4ALL project, the logical sequence is the implementation of learned and collected solutions to improve accessible tourism and its promotion. A new project that could be the continuation of the existing one could be a project in which financial vouchers enable stakeholders who create the tourist offer to implement new solutions and improve the existing offer with accessible solutions. It would be also useful to support and encourage these stakeholders in their promotional activities in a more massive way, in order to reach a wider target group of potential customers, which is certainly not limited to people with disabilities.

VIII Project partner 8 – DELTA 2000 Consortium company ltd.

1. Summary of the Evaluation report

PP8 DELTA 2000 improved accessibility in the 3 naturalistic area in the Po Delta Park / UNESCO SITES **Mesola Wood, Bevanella area (Ravenna) and Natural Park of Cervia** with new equipment in all sites identified to increase the accessibility of existing sites and paths. With Tourism4all, visitor centres are been equipped with picnic tables wheelchairs accessible; tandems for people with difficulties with electric pedal assistance, electric cargo bikes for children transport and an electric golf car; furthermore news services are now available, as a new App Delta del PO – Accessibility



and a new digital and printed Accessible Multimedia guide for Po Delta area.

Thanks to those interventions the objectives of project are being achieved, as they improve accessibility to tourist products and services in destinations with outstanding natural and cultural heritage and increase the number of inclusive tourist offerings for people with disability (e.g. the disabled, the elderly).

The local private and public stakeholders have been involved in all project phases: they participated at the identification of sites to realize interventions, took actively part in the study visits and preliminary assessment; management bodies participated also at the evaluation processes to realize the final report and signed the Memorandum of Understanding for their active involvement in the project.

The interventions put in place with the TOURISM4ALL project by GAL DELTA 2000, which has always been an attentive listener of the needs of the territory, are the starting point of a process that intends to reply at the different needs of accessibility and, at the same time, intends to create a new opportunity and vision for the development of the territory, actively contributing to favouring the tourist accessibility of the Po Delta area and his Park.

2. Objectives of the Evaluation

The Evaluation report will serve all project partners as a tool for successful presentation of the implementation of specific project activities within Work Package WP4 (activity WP 4.4 Reporting on Pilot actions results). The Evaluation report contains instructions for collecting and

systematizing available data and information in every partner on the assessment of results achieved during the implementation of pilot activities. The Evaluation report will also contain detailed information about the data that has been collected.

PP8 DELTA 2000 improved accessibility in the 3 naturalistic area in the Po Delta Park/UNESCO SITES, other than the possibility to better know and visit the Po Delta Park with clear and direct information about the level of accessibility of Po Delta Park. So it is coherent with *Project results "Ten natural and cultural heritage destinations with improved accessibility in place"*.

This project will introduce actions that improve accessibility to tourist products and services in ten areas with outstanding natural and cultural heritage: three areas of natural heritage (Natura2000 and one UNESCO MAB site).

The objectives of the project have been achieved considering that the pilot interventions are in line with all projects aims, as:

- -Improve accessibility to tourist products and services in destinations with outstanding natural and cultural heritage (*Cfr. Project overall objective*)
- Increase the number of inclusive tourists offers for people with disability (e.g. the disabled, the elderly) by endowing destinations with a shared model and actions that improve accessibility to cultural and natural heritage, as well as by improving the professionalism of tourism-service providers dealing with inclusive hospitality.



Pilot action (WP4) will be taken with the involvement of local partners (WP3.3) in order to ensure long-term governance for the management of accessible tourism.

In terms of deliverables achieved, PP8 DELTA 2000 reached the deliverables foreseen in the project with the interventions finalized to improve the access to naturalistic paths /sites to facilitate the visit of people with motor or sensory disabilities or temporary difficult to access the sites (e.g. Families with children).

In terms of durability, DELTA2000 subscribed with the management bodies of sites involved a specific Agreement and a Memorandum of Understanding: the interventions will be available also after project duration and the cooperation between management bodies will continue also after the end of the project.

The signed memorandum evidenced the aim to:

- establish and maintain a continuous, interactive communication between management bodies of sites involved and partner DELTA2000,
- ensure accurate and proper implementation of pilot activities,
- provide and accept mutual support between the signatories, as well as support from mentoring and funding institutions for capacity building, extending cooperation and development of new connection instruments,
- development of services to improve the touristic experience of tourists with disabilities and to stimulate accessible tourism,
- promotion of TOURSIM4ALL activities at local, regional and national level.

3. Methodology

Considering that the pilot interventions have been realized during the COVID emergency, the possibility to collect data directly from tourist and visitors was not be possible, but interviews and surveys were conducted directly with management bodies of pilot sites involved in the pilot actions.

In terms of influence and **impact on beneficiaries and the community**, the representatives of management bodies underlined the importance of interventions realized: the main benefits are the greater accessibility of sites, but also to be able to valorise the area with methods and experiences different from those adopted up to now, in order to increase the inclusion of the weakest groups or those with motor difficulties or other special needs.

New equipment and services will increase and diversify the target of visitors, and we are useful and appreciated also by the general public and not only by people that have special needs.

For the territories in his complex and for community participation, the interventions are considered very important to improve the image of sites/park areas attentive to the needs of different types of tourists including those who have special needs in terms of accessibility. Furthermore, the interventions have been evaluated as important to integrate the needs of accessibility with respect for and protection of park and natural territories, combining the right to accessibility and the right to use natural environments. The key concept is that *living nature* have to be a right for all people. Making a natural area, a park inclusive means guaranteeing accessibility with respect for the environment.

Some say that naturalistic protection goes in contrast with the removal of architectural barriers, but *“the actions of Delta 2000, aimed at social inclusion, have managed to combine accessibility with respect for nature. Through a sensitive approach in order to find the most appropriate and adequate solutions in the natural area, it has been possible to respond to the needs of the largest possible number of users, mediating and harmonizing the interventions with the natural context.* So, with the interventions realized the goal has been fully achieved: to guarantee everyone participation and involvement in the green spaces of the pilot sites, the possibility of getting to know the territory, combined with the protection of the natural environment and the right to accessibility.

4. Evaluation Findings

Considering the results of assessment of intervention realized, meeting with local stakeholders and management body, the pilot intervention realized by PP8 DELTA 2000 has been finalized to increase the accessibility of three naturalistic areas in Po Delta park: **Mesola Wood, Bevanella area (Ravenna) and Natural Park of Cervia** with new equipment in all sites identified to increase the accessibility of existing sites and paths: picnic tables wheelchair accessible; tandems for people with difficulties with electric pedal assistance, electric cargo bikes for children transport; electric golf car.

For this aim DELTA 2000, following the public procurements rules, selected the external provider of equipment and services.

For the three sites identified DELTA 2000 bought:

- no.4 picnic tables wheelchair accessible and n. 01 bicycles rack;

- no. 3 Tandems for people with difficulties with electric pedal assistance, called OL3 bike
- no. 2 electric cargo bikes for children transport
- no. 1 electric *golf* car/shuttle.

Considering the results of assessment report of destination accessibility and plan of interventions realized by DELTA 2000 in the WP 4.1, DELTA 2000 implemented the interventions not only to increase the accessibility of three naturalistic area but in general to enhance the image of Po Delta park area as an accessible destination.

An Accessible Tourism App, available in Mesola Wood, Bevanella area (Ravenna) and Natural Park of Cervia has been designed and installed to consent an easiest visit of the sites and for all Po Delta area, a new accessible multimedia digital and printed guide with specific information for people with special needs have been created.

The three sites involved have been equipped as follow:

- **Bosco della Mesola Visitor Center, Mesola** | New equipment for visitors with specific needs as bicycles and tandems for visitors: n.02 Cargo Bikes, for families with children, n. 01 OL3bike inclusive tandems for people with cognitive and sensory disabilities. The rest area at the entrance to the Wood has been equipped with n. 04 picnic tables that allow wheelchair users to use it.
- **Cubo Magico della Bevanella Visitor Center, Ravenna** | New equipment for visitors with specific needs : bicycles and tandems for visitors with specific needs such n.0 2 inclusive OL3 bike tandems for people with cognitive and sensory disabilities.

- **Cervia Natural Park** | n.01 electric shuttle to facilitate the use of the park for people with mobility difficulties who have difficulty traveling long distances.

As for the equipment, considering the results of assessment report of destination accessibility and plan of interventions realized by DELTA 2000 in the WP 4.1, DELTA 2000 foreseen to increase the accessibility of the three naturalistic area in Po Delta Park and in general the accessibility of all Po Delta area, with the following services:

- **New app Po Delta – Accessibility & Ibeacons** | Promote accessible tourism through the use of new innovative technologies, through the installation of iBeacons located in the territories of the three pilot sites to facilitate the visit through the APP application that allows to visit the site with an audio guide as well as textual, favouring subjects who have visual difficulties thanks to the audio texts (Italian and English) on the main emergencies of the site and videos of the surrounding area.
- **New Accessible Multimedia Guide**, in digital complete version and printed leaflet, with information about the accessible sites and paths in Po Delta area. Both these guides (digital and printed) provide detailed information about the three pilot sites with indications useful for visitors with disabilities and suggest barrierfree itineraries. The guides aim to be a different way of describing the Po Delta area, where tourist information is intertwined with more specific and truly useful information for everyone. The guide contains specific information for people with special needs but are also useful to all people and visitors in general who are not used to seeking and finding such timely information and will be surprised to

say “good to know!”. The digital guide is realized with the certification WCAG 2.1. WCAG 2 and offers specific criteria to measure the accessibility of websites, by ensuring that different aspects, including their structure, text, images and sounds, are presented in ways that are accessible to users with different disabilities. It provides web designers with four key accessibility principles: perceivable, operable, understandable and robust.

The public procedures realized to obtain the equipment have been n. 3:

- one related to acquire n.4 picnic tables wheelchairs accessible and n. 01 bicycles rack (public procedure awarded by LEGNOLANDIA , UDINE)
- one related to acquire n. 3 Tandems for people with difficulties with electric pedal assistance, called OL3 bike and n. 2 electric cargo bikes for children transport (public procedure awarded by MANOLO BIKE, RIMINI)
- one related to acquire n. 1 electric shuttle (public procedure awarded by FABBRITEK di RIEFOLO E S.A.S., FOGGIA).

The public procedures realized to obtain the services are being n. 4:

- one public procedure to select the external services provider to realize the App and the installation of Ibeacons: services provided selected ACTION, Padova Italy
- one public procedure to select external services to define the contents of digital technologies, in particular the audio, text and video for the content of App and related Beacons for Mesola Wood visitor centre: services provided by LE IMMAGINI, Ferrara, Italy
- one public procedure to select external services to define the contents of digital technologies, in particular the audio, text and

video for the content of App and related Beacons for sites in Ravenna areas (Bevanella-RA and Cervia-RA): services provided by ATLANTIDE DI CERVIA, Ravenna

- one public procedure for the realisation of a new Accessible Multimedia Guide online with accessible sites of Po Delta area that included all the three pilot sites where the new interventions have been realized: public procedure awarded by VILLAGE4ALL, Ferrara Italy.

5. Areas of Improvement

The process realized in the Po Delta area did not present relevant problems because, from the beginning, all public and private stakeholders have been involved: municipalities that have the ownership of sites involved and management body of sites.

In all phases all stakeholders participated at identification of sites where interventions have been realized, took actively part in the study visits and preliminary assessment; in particular management bodies participated at the evaluation processes to realize the final report and are part in the Memorandum of Understanding.

The estimate resources are accurate considering the interventions realized in the framework of Tourism4all; considering that during the assessment and local visits in the sites involved have been identified a wide spectrum of actions to be carried out, a future plan about possible interventions to reach a wider local accessibility with additional resources will be necessary.



For the next future, in line with the principle of EU to enable synergies between European Structural and Investment Funds, Horizon 2020 and other research, innovation and competitiveness-related Union programmes, the aim is to identify other possible resources to realize further interventions, identified in the assessment of sites. Furthermore, the interventions realized could be applied as best practises also in a further site in the Po Delta area. The interventions realized have in fact a good level of transferability in other territories and also in other contexts.

Considering the particular period characterized by health emergency linked to COVID the evaluations with the direct contact and involvement with tourists and visitors have not been possible up to now. Probably in the future and by the end of the project it will be possible to collect more information from tourists.

6. Conclusions

The interventions put in place with the TOURISM4ALL project by GAL DELTA 2000, which has always been an attentive listener of the needs of the territory, want to represent the start of a path that intends to respond to the different needs of accessibility and at the same time intend to create a new opportunity and vision for the development of the territory, actively contributing to favouring the tourist accessibility of the Delta Park. Accessible tourism requires that the specific needs and necessities of each person are positioned at the core of every project initiative: promoting accessibility by overcoming natural barriers, going beyond the specific concept of eliminating architectural barriers, represents an important step to make usable the naturalistic and environmental heritage of the Emilia-Romagna Delta area and being able to guarantee everyone the

opportunity to enjoy the existing environmental resources in an active and inclusive way.

Starting from the principles of inclusiveness, accessibility, quality and competitiveness, through integrated and joint action and concrete interventions, also the territory of the Emilia-Romagna Delta wants to contribute to give a concrete answer in terms of real Accessible Hospitality, with the promotion of existing realities and the development of new initiatives aimed at strengthening policies for hospitality and accessible user services.

7. Recommendations

The pilot interventions realized, equipment bought, and services implemented, could be easily transferred in other contexts and in other territories, in particular in similar areas to guarantee an effective possible accessibility to everyone to really benefit of nature and green places.

The conditions for the realisation of actions of success could be resumed as follows:

- **Participation process and community involving.**

The participation of stakeholders in the definition of actions and interventions is a pivotal and compulsory element; very important is also the involvement of people that ideally in the future will use the services and equipment. It is also really important the participation of private sectors (tourism and services sectors): the SMEs, that invest to increase the accessibility of their services, had an increase of profit, so it is important the private sectors understand the business opportunity linked to accessible tourism.

- **Identifying and tackling the inequalities of accessibility.**

Preliminary assessment included also a preliminary economic evaluation: a preliminary evaluation with a specific site inspection is really a preliminary phase that has to be taken in consideration before starting each type of interventions. Very important is also to evaluate the existence of pre-conditions that required an immediate interventions (e.g. structural interventions need to really make possible the following actions or use of equipment, etc.).

– **Communication play an important role**

Some places could be equipped with accessible services but they could be not known because the communication has been poor. It is important to give an adequate importance at the communication, also using tools and channel specific for the target.

– **Training, sensibilization and information of operators**

Material interventions alone are inadequate and an adequate training for the subjects/people who will find themselves providing services to subjects with special needs are of utmost importance: the success or not of the interventions carried out may depend on this. Quality, supply, competence and availability of human assistance to effectively support persons with disabilities are pivotal.

– **Certification**

The certification of a product or service assures its quality for the end user by way of studying, testing, evaluating and finally recognizing its positive contributions to completing a task. In this regard, a certified 'accessible' product or service is beneficial to both the end user in terms of enhanced functionality, as well as to the stakeholders who benefit from the increased visibility and awareness through the public recognition of their accessible products and services.

The digital guide realized by DELTA 2000 have the certification WCAG 2.1. WCAG 2 which offers specific criteria to measure the accessibility of websites, by ensuring that different aspects, including their structure, text, images and sounds, are presented in ways that are accessible to users with different disabilities. It provides web designers with four key accessibility principles: perceivable, operable, understandable and robust.

– **Take advantage of the opportunities offered by new technologies**

Smart phones and tablets offer an additional layer of functionality, which has created new opportunities for persons with different disabilities. The devices themselves contain variety of accessibility features, including built-in screen readers that convert text and other content into audible speech, screen magnifiers that allow visual content including text to be enlarged, and adjustable colour schemes that allow users with colour-blindness and those with visual impairments to view content more clearly. The App of Po Delta Accessibility has been realized with this aim.

IX Project partner 10 – Apulia region

1. Summary of the Evaluation report

This evaluation report refers to the activity proposed by PP10, Puglia Region, Department of Tourism, Economy of culture and valorisation of the territory, to generate little accessible services offered by micro-organisation/enterprises along the regional cultural routes.

The touristic offer along cultural routes need a strong locally based offer and is based also on the engagement of the local communities that can offer solutions to the experiences and services offered to this specific tourism profile.

The report resume:

- a) The methodology of the promotion of the accessible services
- b) The quality of the participants
- c) The quality of the results achieved
- d) How improve the adopted solution

2. Objectives of the Evaluation

The main objectives of the pilot actions of PP10 related with the project's main goals are based in the enhancement of the tourism operators to offer accessible services and to develop networking capacities. The proposal of areas where the Organizations/Enterprises are located are the Cultural Routes of Puglia Region, a fundamental asset of the touristic policy of Puglia Region. The choice of small pilot areas and the vocation of specific conditions for accessibility aims to experiment a bottom-up methodology for improving little organisations and enterprises strongly connected with local communities. The development of Cultural tourism needs communities' engagement, and the development pilot activities has been started with participatory activities involving a local coordination organization for each territory:

- 1) The association that supports the development of Cammino Materano
- 2) The Local Action Group of Alto Salento
- 3) The Museo Castromediano

All these organisation and institutions have an active role in supporting local enterprises and communities.

The main goal of the pilot activity has been achieved in 2 steps:

- 1) generation of the services and of a protocol that describes both its organisation and communication

- 2) Organisation of a one-month event in the month of October involving all the organised pilot services

The pilot event has demonstrated the quality of the proposed services, the capacity of attracting participants and networking among enterprises. A budget of 51.000 euro has generated 22 services involving about 50 organisations, institutions, enterprises. 375 people have participated in a one-day open air activity. This means that a low budget investment supported by participatory and networking activity could have an impact in improving accessible tourism.

3. Methodology

The valuation of the pilot activity points on three different values:

- 1) Qualitative – capacity to realize a accessible touristic service
- 2) Capacity to generate relationship for the valorisation of the service
- 3) Interest of the offer

- 1) The first indicator has been tested with the compilation of a long and very specific report that indicates the following ITEMS:
 - A. Detailed description of the service, rule of realisation and participation, itinerary and territory description
 - B. Detailed description of the accessible activity (inscription, participation, description, rules, tools and specific services assured)
 - C. Description of the supporting Network
 - D. Communication activities
 - E. Dedicate communication (the specific activity to the people with disabilities and their organisation)

2) The second indicator is based on a questionnaire distributed to the organisation at the end of the pilot activity

The collected data are also related to the organisation that has contributed to the organisation and participation to the pilot activities. The result is a number and the list of the organisation that can show the capacity of the promoter of the services to involve a local network

3) The third indicator is based on the same questionnaire that show a numeric result of one day realisation of the services in terms of number of participants (we have chosen to not ask the specific number of people with disabilities participating), provenience and the dimension of the communication activity. The quality is assured in this case by a numeric definition of the dimension of the program that has been elaborated with the 22 accessible services

4. Evaluation Findings

The 3 indicators bring to a general positive evaluation of the experience, 34 organisation/enterprises apply to the tender).

A first result is the definition of a participative methodology in order to directly involve the local communities, organisations and enterprises in realising a positive “atmosphere” that can produce better results for the creation of a welcoming community that is able to support accessible services offered by tourism enterprises. This kind of solution can support specific experiences locally based that can be diffused by a general networking activity.



The solution is not expensive in term of the necessary budget for scouting and developing local network. The model also offers an opportunity to identify specific existing accessible services of hosting places, monuments, territories starting from the needs of the tourism organisations to complete the offer of basic services instead of a top-down listing of structures and places

The first qualitative indicator shows a very good capacity of the participants to generate an accessible service, a good capacity to generate relationships with local communities and organisation that can support the visit but also can assure a better comprehension a guarantee of quality of the accessible solutions.

All reports demonstrate a good capacity to respond to the necessities of specific disabilities and the way to manage in terms of competences, tools, and rules the original reports are included in the documentation of Deliverable 4.2 and 4.3.

The second indicator show a good capacity to involve participants in the different activities (services offered. The data show a good maturity not only to find participants but also to manage groups of people with and without disabilities.

The third indicator (numbers of the social media are related to a week of activity for each promoter of the accessible service).

The results show a good capacity of the organisations/enterprises for the promotion and communication activity. The initiatives have achieved a fair amount of visibility on social networks. The data shows in particular that the storytelling of the activities was particularly followed and participated on Instagram which is the most popular and used social network of the

moment. Following an offline work done by operators in their own areas of competence, the online presence demonstrates that the proposals have caught the interest of an average young public belonging to a larger area of intervention.

All data are resumed in ATTACHMENT 1 to 4 of this document

5. Areas of Improvement

As result of the analysis the following Items can be considered:

The Bottom-up methodology can be part of a more systemic intervention of Puglia Region for the specific of community-based tourism and accessibility proposals. The improvement is to be found in the connection with regional and private promotional strategies and in improving the capacity of little organisations/enterprises to generate new proposals and to support them in a wider touristic offering system.

The communication can be improved by a systemic networking strategy that can use all specific tools as a communication network that needs a main support and strategy in order to be aligned with the main tourism offer.

A third improvement model is to enhance the managing capacity of little private organisation/enterprises offering accessible services and to give continuity to the offers of specific accessible solutions, experiences, services.

6. Conclusions

At the end of the experiences, we can affirm that the model adopted to generate and improve little accessible services can be adopted as a good solution for next activities.

The whole sequence of activities from the activation of local communities to the piloting of the accessible services has to be considered a good practice for Puglia Region.

Despite the difficulties due to the Covid 19 lockdown, organisations were committed to generating the services, equipping them with the necessary skills and tools, and carrying out a valid pilot of the proposed service

7. Recommendations

Community based solutions is a strong opportunity to generate experiencing tourism both for cultural routes but also for internal areas and little communities. The experiences model generates sustainable solutions that can be reinforced with support to competences, communication and networking.

X Project partner 12 – City of Buje

1. Summary of the Evaluation report

In the frame of WP 4 activities – Implementation of pilot actions improving the tourism destination accessibility, PP12 City of Buje - Buie realized four actions:

- ⇒ installed a fixed ramp for wheelchairs in the Centre for Inclusion
- ⇒ purchased mobile stair climbers in order to enable people in wheelchairs to visit the institutions and sights (Ethnographic Museum, City Gallery, Public Open University, Church of St. Servula, City Library, Tourist Board) of the city which can be reached only by stairs
- ⇒ created an accessible website <https://buje4all.info/>
- ⇒ created a promotional video that bring together and presents the entire pilot project <https://www.youtube.com/watch?v=X1Uhp6pvmZ8>

The project budget for this activity was realistic and fully spent. During the implementation of the pilot action, PP12 was constantly in communication with stakeholders

The results of the pilot action are presented below.

2. Objectives of the Evaluation

The Evaluation report will serve all project partners as a tool for successful presentation of the implementation of specific project activities within Work Package WP4 (activity WP 4.4 Reporting on Pilot actions results). The Evaluation report contains instructions for collecting and systematizing available data and information in every partner on the assessment of results achieved during the implementation of pilot activities. The Evaluation report will also contain detailed information about the data that has been collected. Through the realization of the pilot action, PP12 improved the city/cultural destination accessibility, resolved the problems faced by people with a range of disabilities and developed a new inclusive tourist offer. During the implementation of the pilot action, stakeholders were actively involved. To summarize the pilot actions, PP12 produced a video about the result of the interventions.

The impacts of the intervention are visible and tangible.

3. Methodology

City of Buje – Buie, as a local authority communicated with stakeholders (enterprises, local development agencies, Tourist boards, Open University) regularly with the aim to collect the most important information and inputs for the successful and useful implementation of pilot projects. PP12 organized two Focus Group Discussions, several surveys, meetings and

interviews. Through interim reports prepared within the project, all collected data were analysed. Through the Focus Group, the local community pointed out the shortcomings and offered possible options, with the aim of improving the accessibility of the City of Buje - Buje. In addition to its project team, the City additionally developed the collected inputs and, in addition to the procurement procedures, prepared and implemented pilot actions. The pilot action has positive effects both on the tourist offer of the City and on the wider local community, given that all pilot activities (mobile stair climbers, fixed ramp, and accessible website) are also of use to the local population.

4. Evaluation Findings

Two mobile stair climbers were purchased after the public procurement procedure in November 2020.

Technical description of the mobile stair climbers:

- ⇒ Capacity 130 kg
- ⇒ Load capacity 130 kg
- ⇒ Weight 49 kg
- ⇒ Speed 5 meters / minute
- ⇒ Autonomy 23 floors
- ⇒ Maximum ascent angle 35 degrees
- ⇒ Minimum platform depth in the station 970 mm and width 820 mm
- ⇒ Height and width adjustment

Stair climbers allow people in wheelchairs to master the stairs and to get access to the ethnographic museum, the city gallery Orsol, the Public Open University of Buje, the Church of St. Servula, the City Library, the Tourist Board and other city locations that are not accessible to tourists in wheelchairs. The stair climbers are portable and easy to use to master

stairs, while ensuring stability and fluidity of movement. The mobile stair climbers is available to the local population and tourists, and its rental can be agreed with the Tourist Board of the City of Buje - Buie.

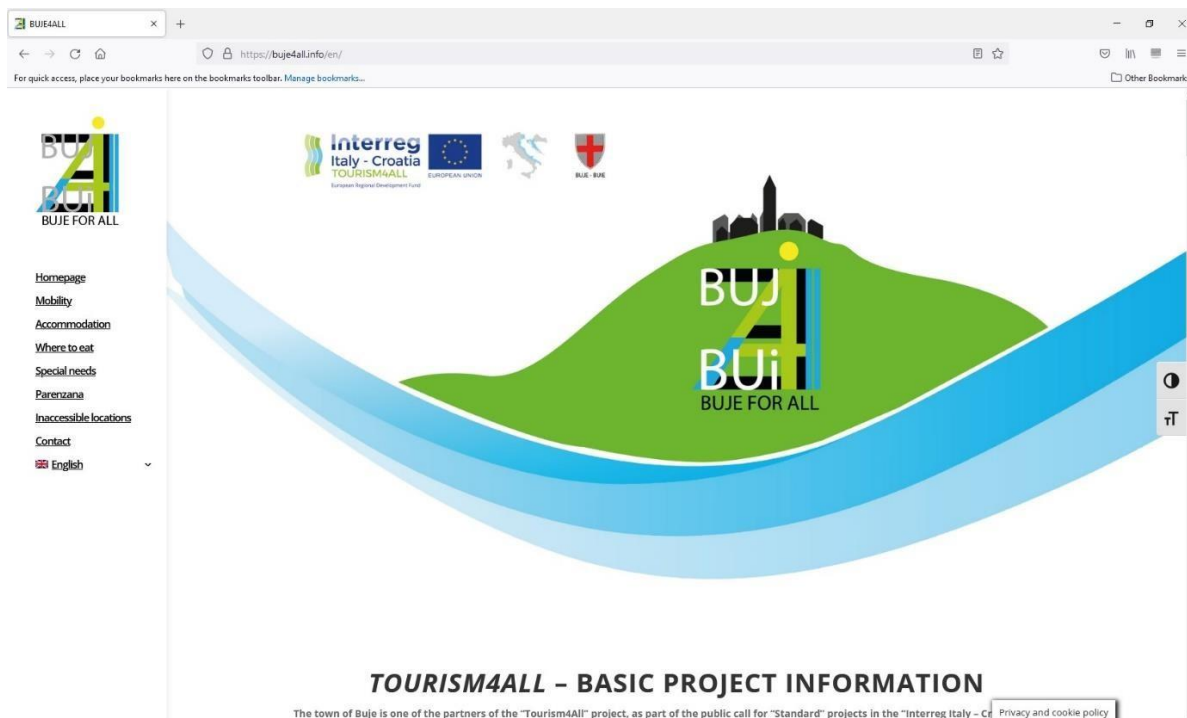


Second activity was the implementation of a fixed ramp within the Centre for inclusion, which enables people with disabilities to enter and use the contents of the Centre. Centre is the headquarter of many associations in culture, sports, social welfare and civil protection organizations that organize various events, as it is a vital part of the social community of the city of Buje, where various events attractive to tourists take place.





The third activity was the creation of an accessible website <https://buje4all.info>, which brings together accessible content in the area of the City of Buje and its surroundings. The web site also offers tourist tickets, discounts at certain places, restaurants, attractions, and a list of



restaurants that offer special menus for people with acute intolerances or allergies. The accessible website is made according to the principle of universal design (Web Accessibility Initiative), which also enables people with certain difficulties to find and find content on the page more easily.

The final activity was the production of a video that brings together and presents the entire pilot project. <https://www.youtube.com/watch?v=X1Uhp6pvmZ8>

Mobile stair climbers, fixed ramp, accessible website and promotional video were purchased through public procurement procedures complying



with legislative framework (national and of Programme Italy Croatia). The call for proposal for fixed ramp was published in October 2020. One bid was received. Fixed ramp was delivered on December 2, 2020. The call for proposal for mobile stair climbers was published in November 2020. One bid was received. Two mobile stair climbers were delivered on December 18, 2020. The call for proposal for accessible website and promotional video was published in December 2020. Three bids were received. Website and video were delivered on March 29, 2021. No permissions for installation were required: the assets are movable and are registered in the regional inventory. They will be in material availability of the City of Buje - Buie for a minimum of 5 years.

5. Areas of Improvement

The pilot project is a good start and example for other local communities in the neighbourhood as well as for the private companies. As the City of Buje - Buie has improved the accessible cultural sights, it will encourage private companies to adapt their accommodation facilities, shops, restaurants and other facilities and to expand the accessible facilities with the aim of becoming a full accessible tourist destination.

Stakeholders participated in all phases of identification of sites where interventions have been realized.

The estimated resources are accurate considering the interventions realized in the framework of the project. During the phase of identification and local visits of the sites, a wide spectrum of possible action for improvement the accessibility has been finding. For future projects, the aim is to find possible resources to realize further interventions.

In order to successfully implement accessible tourism best practices, it is important to involve the main stakeholders, as well as end-users, i.e. tourists with special needs, in order to obtain accurate feedback and improvement suggestions.

6. Conclusions

PP12 City of Buje – Buie successfully completed the implementation of the pilot project, which achieved the objectives set by the project. The pilot project has a positive impact on the wider local community and serves as an example of good practice, which enables the development of accessible tourism. In the area of accessibility of campsites, but also tourism in general, there is a lot of possibilities for improvement, so that all the elements that make the destination accessible are met. Therefore, the TOURISM4ALL project represents a good start and lays the foundations for the development of accessible tourism. The most important emphasis is on cooperation and communication among all stakeholders participating in the creation of accessible tourism, as well as the inclusion of those who ultimately consume it – tourists with disabilities, reduced mobility, sensory limitations, temporary disabilities, elderly, people with food intolerance, etc. City of Buje – Buie with this pilot action and project at all wants to start a path that intends to respond to all different needs of accessibility and to create a new opportunity and vision for the development of the local and regional community.

7. Recommendations

Continuing the TOURISM4ALL project, the logical sequence is the implementation of learned and collected solutions to improve accessible tourism and its promotion. A new project that could be the continuation of



the existing one could be a project in which financial vouchers enable stakeholders who create the tourist offer to implement new solutions and improve the existing offer with accessible solutions. It would be also useful to support and encourage these stakeholders in their promotional activities in a more massive way, in order to reach a wider target group of potential customers, which is certainly not limited to people with disabilities.

CONCLUSION

Project partners have successfully completed the projected pilot activities and have achieved the goals which were set by the project. All therealised pilot activities have had a positive impact on the local communities. A fruitful combination of public and private cooperation in the realisation of the activities of the interventions has been shown. This cooperation is an example of good practice for implementing improvements of accessible tourism, with the involvement of all relevant stakeholders and local community. Also, it is very important to emphasize that the outcomes of the pilot activities are the cooperation and coordination of all relevant stakeholders in the accessible tourism that have been involved in this project and pilot action and who have worked together on creating a new accessible touristic offer in the entire project region. It is important to continue to develop these types of the cooperation with similar future activities and projects all with the aim that the results of the project serve as a good starting point for accessible tourism development.

The tourism sector has a lot of possibilities for improvement, so that all the elements that make the destination accessible should be met in the improvement and promotion of accessible tourism, as well as the inclusion of those who ultimately consume it – tourists with disabilities, reduced mobility, sensory limitations, temporary disabilities, elderly, people with food intolerance, etc.

It has been concluded during and after the implementation of the activities that it is important for all participants in this process to be attentive listeners and to carefully note the needs of the territory, of the tourists and of the possibilities for improvement. It is important to choose the correct path that intends to respond to the different needs of accessibility and at the same time intend to create a new opportunity and vision for the development of the territory, actively contributing to favouring the tourist accessibility.

Despite the difficulties which were caused by the COVID-19 pandemic and a series of lockdowns, the PPs were very committed to finalizing the activities in generating the services, equipping them with the necessary skills and tools, and carrying out a valid pilot of the proposed service.

In the area of accessibility of services and public infrastructure, but also tourism in general, there are many possibilities for improvement in order to make a destination truly 100% accessible. Therefore, the TOURISM4ALL project is a good start and lays the foundation for the development of accessible tourism. The most important emphasis is on cooperation and communication between all stakeholders involved in the creation of accessible tourism, as well as the inclusion of those who benefit from such interventions such as tourists with disabilities, reduced mobility, sensory limitations, temporary disabilities, elderly, etc.