



TOURISM4ALL

DEVELOPMENT OF A CROSSBORDER
NETWORK FOR THE PROMOTION OF THE
ACCESSIBLE TOURISM DESTINATIONS

ABOUT THE PROJECT

TOURISM4ALL project is a part of the Interreg Italy - Croatia CBC 2014-2020 Program, that is the financial instrument supporting the cooperation among the two European Member States territories overlooking the Adriatic Sea. The Program enables regional and local stakeholders to exchange knowledge and experiences, to develop and implement pilot action products and services, to support investments by creation of new business models and to test the feasibility of new policies, having as the final aim the improvement of the life quality and conditions of more than 12,4 M citizens living in the area.

START DATE: 1.11.2018

END DATE: 31.12.2021

TOTAL BUDGET AMOUNT:

2.596.808,50 €

ERDF AMOUNT:

2.207.287,22 €

NATIONAL CO-FINANCING:

389.521,28 €

The project comprises 14 partners – 7 Italian and 7 Croatian – all representing regional and local governments, bodies and agencies involved in tourism and in caring for people with disabilities.

The main objective is to promote tourist destinations through innovative and modern methods, as it involves promoting a culture of accessibility in order to ensure that touristic destinations can be used by the widest possible public.



LEAD PARTNER
**Molise
Region**



Activities implemented during the project and the results achieved

The activities implemented during the Tourism4All project by the Molise Region, and the results achieved in the municipalities of interest, concerned the interventions and small infrastructure in the area of Marina di Petacciato, the area of Marina di Montenero di Bisaccia and the area of Campomarino.

As far as the municipality of Petacciato is concerned, the complete remaking of the external flooring of the Centre for Environmental Education – CEE has been carried out in wood. Moreover, the same intervention has been carried out on the damaged sections of the walkway from the CEE to the wildlife observation centre. The construction of the paving has been executed in a composite material instead of wood to allow a better performance and increased durability.



The installation of elements of accessible furniture consisting of a visual-tactile map with relative supports that represent the area concerned was also planned. The map is 70x100 cm in size and is supported by telescopic support with variable height able to include the anthropometric characteristics of a person in a wheelchair or children and particularly tall people.

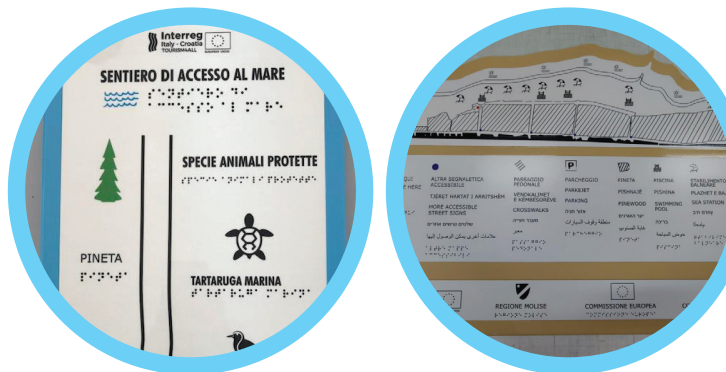
As for interventions and small infrastructure in the area of Marina di Montenero di Bisaccia, a perimeter pavement was built outside a wooden monoblock already constructed by the Municipality of Montenero, intended for toilets. A ramp with a suitable slope was built in front to adapt the wooden monoblock that had deteriorated and was not suitable for disabled persons.



Also, at the marina in Montenero di Bisaccia, accessible furniture has been installed consisting of a visual-tactile map, with relative supports, representing the area concerned.

As for Petacciato, also in Montenero, a map 70x100 cm in size was installed which rests on telescopic support and is able to understand the anthropometric characteristics of a person in a wheelchair or children and particularly tall people.

Regarding the interventions and small infrastructure in the area of Campomarino, a visual-tactile map 100x70 cm in size has been executed, similar to the map installed in Montenero Marina, with all its characteristics indicated on it.



An integrated package of logistical, promotional, and information services was produced with tourist groups for whom current conditions limit accessibility and usability of tourist and natural attractions as the target audience for the sites of Termoli, Petacciato Marina, Campomarino Lido, and Marina di Montenero di Bisaccia.

Specifically, a Green Card has been created, produced and managed entirely online, which allows tourists to take advantage of a series of premium opportunities in a network of businesses (stores, restaurants, hotels, attractions, etc..) that will be selected by the supplier based on the criteria of quality, typicality, environmental sustainability and accessibility. An online virtual tour of the Church of Santa Maria a Mare in the municipality of Campomarino, currently not accessible to tourists with special needs, has been created through the use of panoramic images / 3D photographs at the following link <http://ares.cb.it/virtualtour/index.htm>

Finally, a cross-border catalogue of accessible tourist destinations has been created, which includes four accessible sites:

- the Termoli coast
- the Macte – Museum of Contemporary Art of Termoli
- the Marina of Petacciato
- Termoli Sottterranea

PROJECT PARTNER

Veneto Region



REGIONE DEL VENETO

Activities implemented during the project and the results achieved

WP 4.2

The interventions were carried out in 8 sandy beaches:

1. PRIMAVERA BEACH – ROSOLINA (RO)
2. STABILIMENTO BALNEARE SEVEN – BIBIONE (VE)
3. NEMO BEACH – JESOLO (VE)
4. VILLAGGIO S. PAOLO – CAVALLINO (VE)
5. METE BEACH – ERACLEA (VE)
6. WHITE OASIS – GREEN OASIS – CAORLE (VE)
7. ASTORIA BEACH – SOTTOMARINA DI CHIOGGIA (VE)
8. VENEZIA SPIAGGE – LIDO DI VENEZIA (VE)

Equipment provided: walkway for wheelchairs, sand/sea wheelchairs, one audio signal for the visually impaired.

In total: six wheelchairs for sand and sea (items: Sofao, Water Wheel, Job Neatech, Sand&Sea chair), modular platforms (50 m) in wood and anti-slide, rollable walkways 1 m wide for a total of 195 m, one audio signal (beacon) for visually impaired sunbathers.

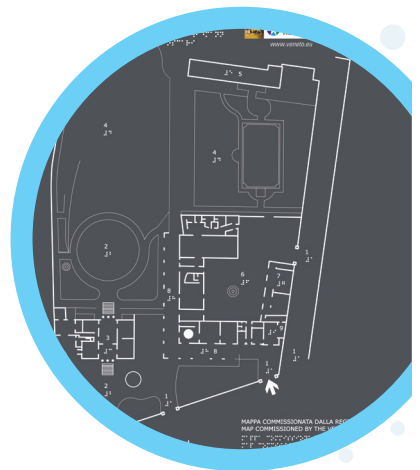


WP 4.3

1. Pilot action: three mini-cruises for youngsters with different cognitive disabilities held in the Venice lagoon + one Kit of accessible navigation for all addressed to tour operators of fluvial maritime lagoon navigation;
2. Ten guides in CAA (alternative and augmentative communication for cognitive disability) of ten Venetian villas (Villa Contarini, Villa Cà Marcello, Villa Pisani, Villa Roberti, Villa Foscari Negrelli Rossi, Villa Correr Agazzi, Villa Badoer, Villa Widmann Foscari, Casa del Petrarca, Giardino di Valsanzibio) in Pdf format ready to print;
3. 3D models and the tactile maps of six Venetian villas (Villa Contarini, Villa Cà Marcello, Villa Roberti, Villa Foscari Negrelli Rossi, Villa Badoer, Villa Widmann Foscari);
4. Nine accessibility analyses of websites of DMOs (Destination Management Organisation) + one guidelines on accessible tourism website;
5. Four tutorials for tour operators focused on mental disability, hearing impairment, visual impairment, physical disability;
6. "Carta dell'accoglienza accessibile" Accessible Hospitality and Welcoming Charter.

WP 4.4

1. Three short videos (IT, DE, EN language) on interventions carried out on beaches;
2. One video about the results of the interventions using a storytelling approach.



PROJECT PARTNER
**Public
Institution
RERA S.D.**

JAVNA USTANOVA
rerasd

Activities implemented during the project and the results achieved

Within the WP4 “Implementation of pilot actions improving the tourism destination accessibility” – Activity 4.2. “Improvement of the destination accessibility”, which refers to the removal of barriers to motor, cognitive or sensory disabilities in the field of cultural and tourist activities, PP2 – PI RERA S.D. invested in the installation of a lift in the building of the Croatian National Theatre in Split. In addition to the investment in the installation of the lift, through the joint cooperation of the three parties (PI RERA S.D., City of Split and Croatian National Theatre Split), other investments were made by the City of Split in the service of improving accessibility at the level of the entire building of the theatre.

With this synergy investment, PI RERA S.D. enabled citizens of the city of Split and tourists, who represent a marginalised 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 the lift in the historic building of Croatian National Theatre Split, in the contact zone of the UNESCO area, which dates from 1893, the theatre has become accessible to people with disabilities, who are now able to participate equally in socio-cultural activities in the county seat – the City of Split.





The site, i.e. the building itself, was inaccessible from the entrance, so this problem was solved by an 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 a suitable accessible solution for the entrance in front of the entrance door. Furthermore, the seating, mezzanine and box area were not accessible at the time for the target group, as the building was several floors high and there was no lift to allow access for wheelchair users or persons with limited mobility.

Therefore, to solve these barriers, through a separate investment of the City of Split, four boxes were adapted in order to make them accessible, including the lift that provides access to the first floor, where the boxes are located. In addition, at the expense of the City of Split and the Croatian National Theatre Split, construction and adaptation of toilets for people with disabilities was carried out.

The project of installing the lift with associated works, which included the construction of a toilet for people with disabilities and the adaptation of four boxes for people with disabilities, contributed to the goal of the project and exceeded the expected results of the individual investment of the involved partner (PI RERA S.D.). Moreover, a rounded whole was created when visiting the theatre building from the perspective of people with disabilities.

PROJECT PARTNER

City of
Zadar



Activities implemented during the project and the results achieved

The City of Zadar has completed the implementation of signalisation and interpretation on the medieval Zadar City Walls, making one of Zadar's most famous and popular tourist attractions accessible for people with disabilities. The pilot activity devised and implemented four basic types of signalisation and interpretation:

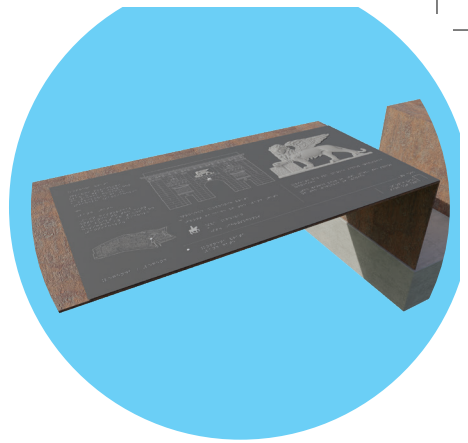


a) Signalisation of the entrance to the City Walls – consisting of totems and wall and floor signals appropriate for the selected location. The wall and floor signalisation contain basic information, while the totems contain an introduction to the interpretation of the photographic system of the city of Zadar.

b) Signalisation of the main elements of the Zadar City Walls – designed as floor signalling elements showing the visitor's current location.



c) Interpretation adapted to blind and partially sighted persons on the City Walls – executed 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 challenging.

Furthermore, The City of Zadar and Zadar Tourist Board have completed the complex task of adapting the official Zadar Tourist Board website – zadar.travel for persons with disabilities. It provides information on which Zadar restaurants are adapted for people with disabilities, how to navigate around the old town or which routes are most suitable for people with mobility issues to get to the museum or sports halls? This and a wealth of other information can now be obtained by visually impaired and 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 that has a default reader system installed on their computer.

Also, the City of Zadar, in cooperation with the Zadar Tourist Board, issued a guide for engaging with guests with disabilities, which was sent to the addresses of all registered accommodation renters. If we start from the fact that each person has different individual needs, we can conclude 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.

PROJECT PARTNER
Šibenik
Tourist Board



Activities implemented during the project and the results achieved

Šibenik Tourist Board, in consultation with a local focus group and stakeholders from various organisations of persons with disabilities, has decided to invest in procuring a cast model in bronze of the historical city centre with a legend in Braille in an effort to make Šibenik a more accessible tourist destination.

In combination with several new services which complement the cast model, such as the Šibenik Audio Guide for mobile phones in four languages (EN, IT, DE, HR), a map of accessibility of the main public buildings and tourist attractions of the Šibenik city centre, we aimed at better orientation, access to information and facilitating decision-making for persons with disabilities, seniors and families with children.

Šibenik Card had been improved in several ways to facilitate the tourists' stay in Šibenik by introducing a Family version of the Card, marking the level of accessibility of included tourist attractions and providing discounts on accommodation for certain categories of guests.

Guests with food intolerances can now benefit from the newly developed map of alternative food options available at the Šibenik Tourist Board website www.visitsibenik.hr as well as enjoy gluten-free desserts at three new locations in Šibenik – patisseries Yum, Bronzin and Pjat. Stories from Šibenik's Kitchen is a new guided tour added to the Šibenik Card providing an interesting insight into the local gastronomy with tips for finding solutions for alternative nutritional needs, allergies and food intolerances.

Last but not the least, we have signed an agreement with local NGO Aurora, providing support and services for children and youth with disabilities, which will become our provider of transport for tourists with disabilities within the city limits during the summer season. Additionally, NGO Aurora will be offering small equipment and aids for persons with disabilities and other persons with special needs while on holidays in the Šibenik area, free of charge.

A combination of training the trainers, local training for operators in tourism, new equipment and new services has made Tourism4All a very visible and important project in our local community.



PROJECT PARTNER
**Special Agency
ConCentro**



Activities implemented during the project and the results achieved

The project partners shared a common methodological approach aimed at identifying standards for mapping and developing successful and replicable accessibility solutions.

This activity contributed to the analysis of local and regional best practices identifying stakeholders in the tourism area to engage in project activities. The final report was an orientation document for policymakers and relevant stakeholders (business and social associations) to encourage the adoption of policies aimed at improving the accessibility of tourist destinations: this useful tool represents the first of the training tools provided by the project.

With the aim of promoting the painter Antonio De Sacchis, called "Il Pordenone", the municipal administration of Pordenone, in collaboration with ConCentro, has digitised the images of the artist's frescoes kept in the churches in the Pordenone area.

The detail of the artist's works could be appreciated on the occasion of an immersive and virtual exposition held in Bertoia Gallery in Pordenone from December 2019 to February 2020 that offered an opportunity for families, the elderly and disabled people to experience art in an innovative and attractive way improving the accessibility of cultural heritage.



Today, at the Civic Museum in Pordenone, there are two multimedia touchscreen stations where people are offered the opportunity to appreciate the fine detail of the Renaissance artist's works in extraordinarily high definition. At the same time, they are able to access the same works that otherwise, given their location in places without accessibility, could not be seen.



PROJECT PARTNER

Irecoop
Veneto



Activities implemented during the project and the results achieved

Irecoop Veneto in the TOURISM4ALL project, implemented two important activities in collaboration with other partners.

The first activity focused on the WP3.2 activity "Mapping and assessment of competence needs of tours operators". This activity was carried out in collaboration with the PP 9 Cooperativa Odòs and PP 11 Aspira College.

Irecoop Veneto prepared with the support of PP9 and PP11, an online questionnaire and its usage guide and all the partners sent the questionnaires to the identified stakeholders on their territory.

Irecoop has collected 131 questionnaires of which 65 from Croatian partners and 66 from Italian partners. Irecoop in collaboration with the mentioned partners have elaborated the collected data and they have produced a power point presentation with the result. This document is available on demand.

The second important activity was the WP 3.4 activity "Development of specific skills for the management of accessible tourism services". Irecoop has organised the first training the trainers activity. This activity was held in Padua from 25 to 28 November 2019.

This training session was dedicated to **"The supply of accessible tourism"** (e.g. tour operators and representatives of hotel associations, restaurants, museum associations, beach resorts and nature sites, or professional trainers for the above-mentioned organizations).



Around 24 people took part in the training sessions.

The project coordinator of the training session was Mr. Roberto Vitali – Village4all.

We filmed part of Mr. Vitali's lessons and we have produced some training videos available on our web site <https://www.irecoop.veneto.it/tourism.4.all>

Four other trainers were involved in the training sessions: Mr. Luciano Bedin for "Autism and other intellectual disabilities"; Mr. Stefano Maurizio for "Motor disability"; Mr. Marco Andreoli for "Visual disability"; Mr. Consuelo Agnesi via Skype for "Hearing disability" (Deaf and hard-of-hearing).

For the last day, we organised an experiential visit to Padua city centre, where all the participants tested the various itineraries in a wheelchair.

Participants were given a questionnaire on the training sessions and they expressed a very good evaluation on the training sessions held in Padua.

Finally, we collaborated with Partner 1 Regione Veneto for the promotion of their Workshops and products (videos, catalogues, tutorials, etc.).



PROJECT PARTNER

Croatian Camping Association



Croatian
Camping
Association

Activities implemented during the project and the results achieved

Installation of two accessible mobile homes in a campsite

The Croatian Camping Association, a national non-profit association representing more than 93% of the total camping capacity in Croatia, installed two accessible mobile homes in the campsite Brioni Sunny Camping by Valamar, in Puntizela, near the city of Pula. The activity has been carried out within the framework of WP4.2 "Improvement of the destination accessibility", which has ensured that the mobile homes are fully adapted for persons with special needs and people with mobility issues.

The campsite chosen for this activity is set by the sea, along a 1500-metre pebble beach, overlooking the Brijuni National Park. It offers a variety of recreational, catering and accommodation options, whilst the surrounding area features an accessible beach equipped with toilets and changing rooms designed for disabled persons, as well as wheelchair ramps for facilitated sea access. These advantages contributed to the choice of the campsite Brioni for the implementation of the project activities, thanks to which it now also features two mobile homes that are entirely accessible for people with disabilities and their travel companions.

The dimensions of the mobile homes are 8.3 x 4 m, they feature two bedrooms and two bathrooms, a wide terrace and a ramp for facilitated access. The accessible solutions in the interior include wheelchair-friendly doorways, accessible bathroom and kitchen facilities, wide wheelchair rotation spaces, electrical switches placed in a lower position, etc. Of course, the mobile homes are also suitable for families with children, persons with vision and hearing impairments, persons with mental disabilities and similar. In this way, the activity promotes the destination as accessible, creates added value to the tourist offer and allows the extension of the tourist season.



Within the Tourism4All project, the accessible mobile homes were equipped with computers and televisions in order to be suitable for training, education, workshops and promotional activities.



After the installation of accessible mobile homes, the Croatian Camping Association has created two videos with the aim of promotion and education:

- The first video shows the installation and the characteristics of the mobile homes from a wheelchair user's point of view. The video has a promotional goal and has been produced as a long and short version.
- The second video has been made for educational purposes and to test the real accessibility of the mobile homes. The video has been filmed by the association Village4all and shows the everyday use of the accommodation from the perspective of a wheelchair user, as well as from the perspective of a family with small children, one of which is a child with special needs. The video will be used for training and demonstration activities.

During the summer season of 2021, the Croatian Camping Association carried out a testing and demonstration activity on-site, with two families with specific accessibility needs. During their stay, they completed a questionnaire and supplied their remarks regarding the accessible experience offered by the mobile homes, which will be communicated within the camping sector and presented to the general public during future activities.

Prior to the installation of the accessible mobile homes in the campsite Brioni by Valamar, the Croatian Camping Association had developed and published the brochure "Accessible Camping Guidelines", in order to direct the efforts and help all campsites in the process of implementing accessible solutions on their premises. The guidelines have been sent out to project partners, as well as presented to the general public during the 2nd Cross-border seminar held in July 2021.

In 2020/21, additional demonstration, training and testing activities were influenced by the general pandemic restrictions, which were focused on avoiding gatherings and events, particularly ones including vulnerable social groups like people with special needs. Nonetheless, the implementation of the pilot project achieved the objectives set by the project since it has a positive impact on the wider local community and will serve as an example of good practice, which enables the development of accessible tourism.

PROJECT PARTNER
DELTA
2000



Activities implemented during the project and the results achieved

The pilot intervention implemented by DELTA 2000 has been completed to increase the accessibility of three naturalistic areas in the Po Delta Park: **Mesola Wood, Bevanella area (Ravenna) and Natural Park of Cervia** with new equipment in all sites identified to increase the tourist accessibility of existing naturalistic sites and paths.

The three sites involved have been equipped as follows:

- **Bosco della Mesola Visitor Centre, Mesola** | New equipment for visitors with specific needs – bicycles and tandems for visitors: two Cargo Bikes for families with children, one OL3bike inclusive tandem for people with cognitive and sensory disabilities. The rest area at the entrance to the forest has been equipped with four picnic tables that allow easy access to wheelchair users.
- **Cubo Magico della Bevanella Visitor Centre, Ravenna** | New equipment for visitors with specific needs: bicycles and tandems for visitors with specific needs such as two inclusive OL3 bike tandems for people with cognitive and sensory disabilities.
- **Cervia Natural Park** | one electric shuttle to facilitate the use of the park for people with mobility issues who have difficulty travelling long distances.



In terms of new services, DELTA 2000 carried out promotional and communication activities through:

- **App Po Delta – Accessibility & Museums** | A new app that aims to promote tourist hospitality for all through the use of innovative new technologies, such as the iBeacons – technological transmitting systems located in the territories of the three pilot sites which, connected to the Application Po Delta – Accessibility and Museums, allow multimedia content to be enjoyed.

The APP makes it possible to interactively enjoy the naturalistic and environmental routes in the pilot sites, through both an audio and a textual guide, thus favouring blind and/or visually impaired people.

- **Accessible Multimedia Guide** | a full digital version and printed leaflet, with information about the accessible sites and paths in all Po Delta areas “The Po Delta – Barrier-free routes / Il Delta del Po – Itinerari senza barriere”. Both of these guides (digital – WCAG 2.1 accessibility and printed) provide detailed information about the three pilot sites with indications useful for visitors with disabilities and suggest barrier-free 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.



PROJECT PARTNER

Odòs Social Cooperative Society



Activities implemented during the project and the results achieved

Within the framework of the Tourism4All project, the main contribution of PP9 Odòs was in the two main implemented activities.

The first focused on the WP 3.2.1 activity “Mapping and assessment of competence needs of tour operators”. This activity was carried out in collaboration with PP6 Irecoop and PP11 Aspira.

The three partners prepared an online questionnaire and its guide for use, which all the partners sent to the identified stakeholders.

Odòs collected 131 questionnaires, of which 65 were from Croatian partners and 66 from Italian partners. Each partner sent back an average of 10 questionnaires. Irecoop, in collaboration with the mentioned partners, has elaborated the collected data and produced a PowerPoint presentation with the results. This document is available on demand. The second important activity was the WP 3.4.1 “Development of specific skills for the management of accessible tourism services”, part of the two planned train-the-trainer sessions of the project.

Odòs implemented the second train-the-trainer activity in Ancona from 4 to 7 February 2020.

This training session in Padua concerned **“The demand of accessible tourism”** (e.g. organisations representing people with disabilities, trainers, etc.).

Each partner sent at least one participant (all PPs were represented). As many as 11 out of 14 partners sent stakeholders, including local tour operators, researchers, sport services managers, organisations representing people with disabilities; the other partners sent staff.

The project coordinator of the training session was Roberto Vitali from Village4All SRL. Part of Mr Vitali's lessons was filmed and a training video was produced which is now available on Odòs Società Cooperativa Sociale Youtube channel (<https://www.youtube.com/channel/UC9EsygPxx1mEpfmFEyX2Pig>).

Four other trainers were involved in the training sessions: Debora Coradazzi for "Autism and other intellectual disabilities"; Elisabetta Schiavone for "Motor disability"; Emanuela Storani for "Visual disability"; And Consuelo Agnesi for "Hearing disability" (Deaf and hard-of-hearing).

Each trainer released to the participants a PowerPoint presentation.

For the last day, an experiential visit to Ancona city centre was organised, where all the participants attempted the various itineraries in a wheelchair. Also, interviews with the participants were filmed, which are now available on the Tourism4All project website (<https://www.italy-croatia.eu/web/tourismforall>).

Participants were given a questionnaire on the training sessions, in which they evaluated the training sessions held in Ancona as very good.

Finally, with reference to the WP 3.4.3 local training activity, Odòs organised an online training cycle on accessible tourism between 8 February and 23 March 2021, called "Switch ON Tourism". The training produced seven training meetings with seven different experts from the world of accessibility and tourist accessibility: Roberto Vitali, Elisabetta Schiavone, Consuelo Agnesi, Emanuela Storani, Debora Coradazzi, and Letizia Saturni. The training cycle produced seven integral videos relating to the seven meetings held, still available on the Odòs Società Cooperativa Sociale Youtube channel (<https://www.youtube.com/channel/UC9EsygPxx1mEpfmFEyX2Pig>).



PROJECT PARTNER

Puglia Region



REGIONE PUGLIA

Dipartimento Turismo, Economia della Cultura
e Valorizzazione del Territorio

Activities implemented during the project and the results achieved



The work carried out by Puglia Region for the Tourism4All project was made possible thanks to the meticulous mapping of the territory that allowed the creation of a dense and collaborative network of stakeholders.

After a common methodological approach to accessible tourism through networking actions, in collaboration with all partners involved, as well as the definition of three pilot areas to test the methodologies of the project, the Puglia Region has held territorial meetings with the widest number of target policy-makers representing the tourism industry and accessibility in the area in question.

During the focus groups, the capacities of the operators, needs and opportunities related to specific disabilities, opportunities based on the tourism trends, and assets of the different territories were defined.

Later, a call for proposal was published for awarding smaller pilot services related to accessible tourism along the cultural routes of the Puglia Region. The selection was carried out to contribute to small private organisations and tourist guides that are suffering due to the Covid-19 restrictions imposed on tourism activities, to improve the accessibility of the regional cultural routes as a small-scale demonstrator for improving the development of new accessible services with a bottom-up approach.

As part of the call, 22 projects have been awarded in three different territories, along three different cultural routes and designed to respond to the needs of people with specific disabilities:

- Cammino Materano For All is a slow walking route to enjoy a network of various services designed for families with special needs which also have the elderly or very young children as members.
- Via Francigena For All aims to facilitate access to themed itineraries and excursions for people with motor disabilities; personalised tourist services have been made available or suitable vehicles, such as hand bikes, electric two-seaters, electric wheelchairs, and boats.
- Via Sallentina and Via Leucadense For All which have no obstacles for partially sighted and blind people.

Moreover, the Puglia Region has acquired a smart wheelchair bike designed for wheelchair users and riders. The equipment is the result of consultation among the operators of the area of Puglia related to Parco delle Dune Costiere that promotes a large number of bike and walking services.

The bike has been entrusted to the Administration of the Parco delle Dune Costiere on the basis of a memorandum of understanding. It will be given free of charge to associations and companies that request it to organise their walking or cycling tours in the park area.

The compulsory rule for the use of the wheelchair bike is that the associations and companies will not charge the users for its use. Parco delle Dune Costiere will be responsible for the maintenance of the wheelchair bike.



PROJECT PARTNER

Aspira University College

ASPIRA®
VISOKA ŠKOLA ZA SPORTSKI MENADŽMENT
UNIVERSITY COLLEGE OF SPORTS MANAGEMENT

Activities implemented during the project and the results achieved



The Aspira University College's main role in the project T4ALL was the development of the framework methodology and collaborating with other partners on the development, dissemination, and analyses of the Best Practice Questionnaire. Following this activity, two Focus groups were held at Aspira, where representatives of various organisations that actively participate in creating the tourist offer met. At the second focus group, the results of the research conducted by Odos, Irecoop and Aspira as part of the project were presented to the representatives of various organisations involved in creating the tourist offer.

Also, in the period from January 2019 to October 2021, four public lectures were held at Aspira College with the topic "Tourism4all – how to make tourism more accessible". During these lectures, the impact of the project, research results and framework of the methodology for accessible tourism were presented to different groups of people, all connected to the education or tourism industry. Also in the year 2020, in collaboration with the Public Institution RERA S.D., two "train the trainer" workshops were held at Aspira University College, both on the topic "How to understand the needs of disadvantaged people and increase the accessibility of the location" but for different target groups (supply and demand point of view). The overall impact was the dissemination of the research results and the main project goals through public lectures and workshops, which resulted in the participation of more than 100 people in these activities.



PROJECT PARTNER

The City of Buje – Buie



Activities implemented during the project and the results achieved

The City of Buje – Buie, through the Tourism4All project, implemented a pilot project of four activities. The first activity was the procurement of two mobile stairclimbers that allow people in wheelchairs to master the stairs and to get access to the ethnographic museum, the town gallery Orsol, the Public Open University of Buje, the Church of St Servolo, the Town Library, the Tourist Board and other locations that are not accessible to tourists in wheelchairs. The stairclimbers are portable and easy to use to master stairs while ensuring stability and fluidity of movement. The mobile stairclimbers are available to the local population and tourists, and their rental can be arranged with the Tourist Board of the Town of Buje – Buie.

The second activity was the implementation of a fixed ramp within the Centre for Inclusion, which enables people with disabilities to enter and use the facilities of the Centre.

The third activity was the creation of an accessible website <https://buje4all.info/>, which brings together accessible content in the area of the Town of Buje and its surroundings. The website 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 content on the page more easily.

The final activity was the production of a video that brings together and presents the entire pilot project.

The pilot project resulted in the adaptation of town institutions, historical and cultural heritage, and other facilities to people with disabilities by removing architectural barriers, where possible, by setting up a ramp or by adapting access to institutions with the mobile stairclimbers where construction works are not possible.

Furthermore, local workshops and focus groups were organised to transfer knowledge and best practices to all those interested stakeholders that want to adapt and make their locations (accommodation, restaurants, shops) accessible to all tourists.

Nonetheless, the implementation of the pilot project achieved the objectives set by the project, since it has a positive impact on the wider local community and will serve as an example of good practice, which enables the development of accessible tourism.



PROJECT PARTNER
**Local Action
Group Brač**



Activities implemented during the project and the results achieved



As a recognisable and unique destination that due to its rich historical and cultural significance, but also natural beauty, attracts visitors despite its geographical isolation, the Local Action Group has designated the Blaca Desert as its pilot investment site.

The desert, that is, the hermit monastery of Blaca was originally founded in 1551 by Glagolitic monks. Today, it operates as a museum managed by the Brač Cultural Centre. It is located on the south side of the island of Brač and can only be reached on foot. Due to historical circumstances, the site of the Blaca monastery is isolated and more difficult to access.

The goal of this intervention was to provide everyone with access to information and a complete experience of this unique location.

The intervention was therefore based on the purchase of equipment – specialised tablets with a multimedia guide adapted for people with impaired hearing and vision. They allow visitors to independently tour the facility with easy access to all the information in the palm of their hand. They also allow them independence in use.



A 360° display is designed as a special service within the project. It is an attractive way of presenting a space and a monument of cultural heritage to people who cannot reach it on foot. In this way, the space is experienced more intensely and emotionally compared to viewing an ordinary video or printed brochures. The user is thus able to fully experience Blace, in its beautiful stone surroundings as well as the richly decorated interior, even when they are not physically accessible to them. The experience is available in accessible places, such as the Dešković Gallery in Bol and the Museum of the Island of Brač in Škrip.





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