



# TOURISM4ALL

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

# ABOUT THE PROJECT

## **PROGRAM**

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

## **SPECIFIC OBJECTIVE**

Make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

## **THEMATIC OBJECTIVE**

Preserving and protecting the environment and promoting resource efficiency.

## **INVESTMENT PRIORITY**

Conserving, protecting, promoting and developing natural and cultural heritage.

## **GOAL**

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, in order to reduce tourist seasonality and promote social inclusion through the exchange of good practices, 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.

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. Therefore, the project's end-objective is to make a catalogue of accessible destinations that can be used to promote tourism in project areas. It will also make a major contribution to the culture of accessibility, which today, we have noticed, is still flawed.

This is why Tourism4All project involves more than simply breaking down physical barriers, as it also removes cultural ones, and is an approach that will enable people to make the most of cultural tourism.

The objective of the project will be realized through implementation of various activities, including joint studies by project partners. These activities will involve tourist businesses, monitor their needs and understand their perceptions of accessible tourism.

By knowing the requirements and characteristics of local destinations, direct action can be taken to break down barriers to accessibility in a bid to achieve our main aim: tourism for all. The aim is to encourage other entities to replicate good examples and adopt policies that support and promote the development of affordable tourism.

## **EXPECTED OUTPUTS:**

In their role as policy makers or institutional stakeholders in the tourism industry, partners will capitalize project outputs within their operating strategies:

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

- *Special focus will be placed on training tourism-service providers in a bid to establish an “accessibility culture” that will ensure the long-term supply and development of accessible tourism services*

- *Promotion will focus on the presentation of the accessible destinations in the Catalogue addressed to the target markets, thus ensuring that a viable strategy will be in place for many years to come*

# PARTNERS

**Lead Partner:** Molise Region

**Department:** I Department - Presidency of Regional Government

**Address:** Via Genova, 11, 86100 Campobasso, Italy

**Legal status:** public

**Website:** [www3.regione.molise.it](http://www3.regione.molise.it)

**Total budget:** EUR 300,000.00

**ERDF budget:** EUR 255,000.00

**About:** Molise Region is a public regional body. Its administrative organization is divided into several departments, which pursue specific activities and objectives. The Tourism Department deals with regional tourism policies and works in close cooperation with the European Territorial Cooperation Service, a specific unit with project managers and assistants created with the purpose of providing technical assistance to the other departments of the Region involved in ETC projects.



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**Partner:** Veneto Region

**Department:** Tourism Department

**Address:** Palazzo Sceriman, Cannaregio 168, 30121 Venezia, Italy

**Legal status:** public



REGIONE DEL VENETO

**Website:** [www.regione.veneto.it/web/turismo/progetto-tourism4all](http://www.regione.veneto.it/web/turismo/progetto-tourism4all)

**Total budget:** EUR 250,000.00

**ERDF budget:** EUR 212,500.00

**About:** Veneto Region is a public regional body. Tourism Department deals with regional tourism policies, financial opportunities, tourism promotion and growth, tourism regulations at regional level. It is also involved in the implementation of the European cooperation to develop, carry out better innovative approaches, actions and tools linked to regional tourism policies, working together with European institutions and partners on the one hand and with the stakeholders and the territory on the other.



**Partner:** Public Institution RERA S.D. for coordination and development of Split-Dalmatia County



**Department:** Project Preparation and Implementation Department

**Address:** Domovinskog rata 2, 21000 Split, Croatia

**Legal status:** public

**Website:** [www.rera.hr](http://www.rera.hr)

**Total budget:** EUR 220,000.00

**ERDF budget:** EUR 187,000.00

**About:** PI RERA S.D. is a regional development agency and interdisciplinary institution established by Split-Dalmatia County for the purpose of preparation and implementation of programs and projects related to regional development. The primary role is to assist public entities in Split-Dalmatia County to prepare and implement their projects, mostly financed by EU funds, though PI RERA S.D. prepares and implements its own projects recognized as of strategic importance for the sustainable development of the county and region. It implements the projects and undertakes other necessary activities that are closely connected to the: regional development and competitive economy, protection of nature and environment, sustainable tourism development, protection and valorization of cultural heritage, etc.





**Partner:** City of Zadar

**Department:** Department of EU Funds

**Address:** Narodni trg 1, 23000 Zadar, Croatia

**Legal status:** public

**Website:** [www.grad-zadar.hr](http://www.grad-zadar.hr)

**Total budget:** EUR 220,000.00

**ERDF budget:** EUR 187,000.00



**About:** City of Zadar is a local self-government unit, with the administrative area that includes the city of Zadar, (around 75000 people), four nearby settlement sand seven islands. The mission is a responsible and efficient management of public affairs in accordance with interests and needs of its citizens. The City of Zadar is active participant in the field of transnational and cross-border cooperation in cooperation with numerous foreign local governments and international organizations.

**Partner:** Šibenik Tourist Board

**Department:** Department of EU Funds

**Address:** Fausta Vrančića 18, 22000 Šibenik, Croatia

**Legal status:** public

**Website:** [www.sibenik-tourism.hr](http://www.sibenik-tourism.hr)

**Total budget:** EUR 220,000.00

**ERDF budget:** EUR 187,000.00





**About:** Šibenik Tourist Board is a main strategic and marketing organization for Šibenik destination management. It has a major role in coordinating and supporting development of diversified, sustainable and inclusive local tourist offer, cooperation among tourist industry stakeholders as well as information sharing and promotion. Šibenik Tourist Board is a partner on two ongoing Interreg Italy-Croatia projects: Tourism 4 all and S.LI.DES, as well as on several others funded by other programs.



**Partner:** Special Agency ConCentro of the Chamber of Commerce Industry, Agriculture and Craft of Pordenone - Udine

**Address:** Corso Vittorio Emanuele II 56,  
33170 Pordenone, Italy

**Legal status:** public

**Website:** [www.pn.camcom.it](http://www.pn.camcom.it)

**Total budget:** EUR 225,067.50

**ERDF budget:** EUR 191,307.37

**About:** ConCentro is a non-profit organization acting on the Chamber of Commerce behalf. In 2015 it managed “Pordenone Increate” project with Pordenone Municipality for the development of an accessible natural shopping center and accessible tourist destination in Pordenone. The project was included as best practices of accessible cities identified by the Italian National Institute of Urbanism (INU).



**CONCENTRO**

**AZIENDA SPECIALE  
CAMERA DI COMMERCIO  
PORDENONE - UDINE**



**Partner:** Regional Institute for Cooperative Education and Studies IRECOOP

**Address:** Via Savelli 128, 35129 Padova, Italy

**Legal status:** private

**Website:** [www.irecoop.veneto.it](http://www.irecoop.veneto.it)

**Total budget:** EUR 160,000.00

**ERDF budget:** EUR 136,000.00

**About:** Irecoop Veneto is a regionally accredited training organization established in 1978 by the Confcooperative Veneto and the Federation of Cooperative Credit banks. Its aim is to support development of cooperative enterprises and their business sectors in the Veneto Region by innovative projects, by individual consulting, by delivering vocational basic and follow-up training, professional qualification and re-qualification activities for cooperatives, job seekers, disadvantaged groups, migrants etc.

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**Partner:** Croatian Camping Association

**Address:** Pionirska 1a, 52440 Poreč, Croatia

**Legal status:** private

**Website:** [www.camping.hr](http://www.camping.hr)

**Total budget:** EUR 194,761.00

**ERDF budget:** EUR 165,546.85



Croatian  
Camping  
Association

**About:** The Croatian Camping Association is a national non-profit association with a membership of more than 250 campsites in Croatia (the association represents more than 93% of the total camping capacity). Its main aim is the promotion and development of camping tourism in general, the representation of Croatian campsites and their interests, as well as the increase of the overall quality of camping services, with special emphasis on their environmental impact, sustainable development, accessibility and education. CCA is member of several national councils and international organizations.

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**Partner:** DELTA 2000 Consortium Company with limited liability

**Address:** Strada del Mezzano 10, 44020 Ferrara, Italy

**Legal status:** equivalent public body

**Website:**  
[www.deltaduemila.net](http://www.deltaduemila.net)

**Total budget:** EUR 200,400.00

**ERDF budget:** EUR 170,340.00

**About:** DELTA 2000 is as local Development Agency and Local Action Group LAG in Po Delta area and FLAG in the Emilia-Romagna region. It is a company of 64 partners representing the main local public institutions and SMEs, associations and other private stakeholders operating in the field of agriculture, tourism, commerce and services. The aim of DELTA2000 is to promote local resources and economic activities in integrated way in order to support economic growth and create new development opportunities, focusing our attention on local resources and needs.



**Partner:** Social Cooperative Society Odòs

**Address:** Via Francia 14, 60035 Ancona, Italy

**Legal status:** private

**Website:** [www.cooperativaodos.it](http://www.cooperativaodos.it)

**Total budget:** EUR 108,440.00

**ERDF budget:** EUR 92,174.00



**About:** Odòs is a social cooperative located in Jesi (Ancona) whose main purpose is the job reintegration of disadvantaged people and of people in economic difficulties, through several activities and projects. Industrial cleaning, social tailoring and social farming are some of the different activities undertaken over the years. One of the objectives for the next years is to start new collaboration paths in the European context in various fields, such as social, training and tourism sectors.

**Partner:** Apulia Region - Department of Tourism, Economy of Culture and Valorization of Territory

**Department:** Department of Tourism, Economy of Culture and Valorization of Territory

**Address:** Fiera del Levante, Lungomare Starita, 4, Pavilion 107, 70132 Bari

**Legal status:** public

**Website:** [www.regione.puglia.it](http://www.regione.puglia.it)

**Total budget:** EUR 200,050.00

**ERDF budget:** EUR 170,042.50



## REGIONE PUGLIA

Dipartimento Turismo, Economia della Cultura  
e Valorizzazione del Territorio

**About:** The Department is responsible of the regional development and execution of tourism policies, strategies and action plans (Regional Master Plan of Tourism: Puglia 365, Regional Master Plan for Culture PIII.L). It is responsible for ROP Puglia 2014-20, specific objectives that concern valorization of cultural heritage (museums, archaeological sites, libraries) and support to cultural activities. The Department includes 3 regional museums, specialized in archaeology, history and contemporary art.



**ASPIRA**<sup>®</sup>

VISOKA ŠKOLA ZA SPORTSKI MENADŽMENT  
UNIVERSITY COLLEGE OF SPORTS MANAGEMENT

**Partner:** Aspira – University College of Management and Design

**Address:** Mike Tripala 6, 21000 Split, Croatia

**Legal status:** private

**Website:** [www.aspira.hr/en/about-aspira/projects/tourism4all](http://www.aspira.hr/en/about-aspira/projects/tourism4all)

**Total budget:** EUR 120,000.00

**ERDF budget:** EUR 102,000.00

**About:** Aspira was founded in 2008 in Split by the Modern College, and with Maritime College Atlantis these three institutions make one of the largest educational groups in Croatia. Aspira as a private college and a non-profit organization, conducts and implements study programs: Sports Management, Computer Engineering, International Hotel and Tourism Management and many other lifelong learning programs and trainings in different sectors. Our mission is creating a transformative educational experience through collaboration with industry leaders.





**Partner:** City of Buje-Buie

**Address:** Istarska 2, 52460 Buje, Croatia

**Legal status:** public

**Website:** [www.buje.hr](http://www.buje.hr)

**Total budget:** EUR 72,300.00

**ERDF budget:** EUR 61,455.00

**About:** City of Buje is located in the northwestern part of the Istrian peninsula and the Republic of Croatia. Approximately 5,300 inhabitants live in the area of 103.40 km<sup>2</sup>. Due to its strategic position, the City of Buje is a significant traffic hub of international character.



**Partner:** Local Action Group "Brač"

**Address:** Žedno Drage 37, 21400 Supetar, Croatia

**Legal status:** public

**Website:** [www.lagbrac.hr/interreg-italy-croatia-tourism4all](http://www.lagbrac.hr/interreg-italy-croatia-tourism4all)

**Total budget:** EUR 105,790.00

**ERDF budget:** EUR 89,921.50

**About:** Local Action Group (LAG) Brač is a local partnership of public, private and civil sector in equal relations. The goal of establishing the LAG Brač is to improve the overall development and raise the competitiveness of the island of Brač, through the development of local development strategies and the implementation of specific joint development projects. The work of the LAG "Brač" is aimed at recognizing and improving the existing potentials and features of the LAG area, in order to jointly design projects based on specific local needs, and define the development strategy of the entire area.







# TOURISM4ALL

## CONTACT:

MOLISE REGION

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[tourism4all@regione.molise.it](mailto:tourism4all@regione.molise.it)

[www.italy-croatia.eu/web/tourismforall](http://www.italy-croatia.eu/web/tourismforall)