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Accessible Itineraries in the Unesco Heritage Sites of Sicily

PROJECT MISSIONS

- Reducing the gaps between travelers, as they are visiting the main Sicilian cultural attractions - especially those included in the Unesco Heritage List - through the development and promotion of accessible tourism.
- Outlining a model operating as a best practice and benchmark for similar contexts and future actions

In particular, it aims at building an organized system, with the main objective of enhancing and promoting the accessible tourism, by responding to the needs of an ever-growing group of attentive and sensitive consumers, satisfying their expectations.

The UNESCO Sites - MUST

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AEOLIAN ISLAND



MOUNT ETNA (VOLCANO)



MOSAICS OF PIAZZA
ARMERINA



BAROQUE OF VAL DI NOTO

MAIN ACTIVITIES:

- a. Creation of the network "Unesco without barriers"
- b. Training of the tourism operators
- c. Creation of a package including accessible tours and itineraries across four of the Sicilian UNESCO sites.
- d. Design of an online web portal www.sicilyforall.com
- e. Communication and diffusion of the achievements
- f. Promotion of the package

a. The Network

We established and/or enhanced relations between stakeholders of the tourism sector, in order to increase the importance of tourism for travelers with special needs in the existing supply chains.

Who joined the network? We involved operators of the entire tourism industry:

- accommodations (hotels, B&B, farmhouse, ect.)
- touristic sites (museums, theatres, historical buildings, ect.)
- restaurants
- transport services
- tour operator and travel agencies
- Public Authority

“Unesco without barriers”

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b. Training activities

We proposed four specific seminars for tourism operators working in the Unesco Heritage sites which endorsed the project. The seminars, organized as classes and practice exercises, took place in June and November 2015 at the Monastero dei Benedettini in Catania.

More than 60 front-office tourism operators were registered to the 4 meetings, showing their big interest in learning the techniques to welcome tourists with special needs.

There were also two other dates:

- 29th October 2015 | Parco Etna Headquarters
- 15th December 2015 | Ragusa

Training activities: Seminars and Labs

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Training activities: Simulations

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c. Package tour

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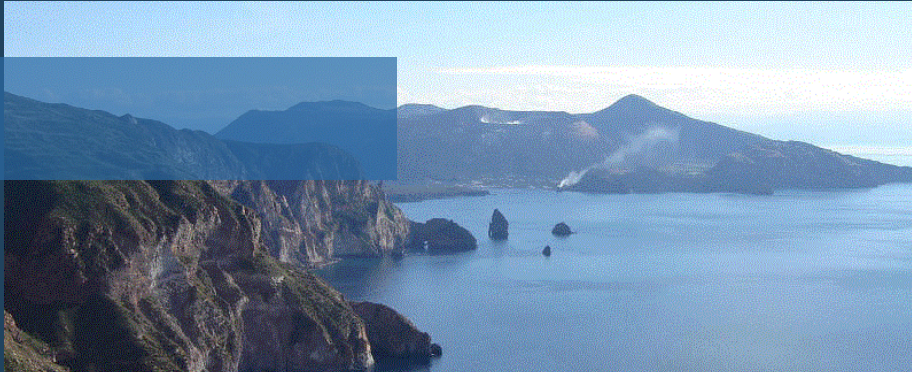
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Divided into 4 thematic areas, they give the opportunity to discover particular aspects of the Unesco Heritage Sites, with differentiated services for different special needs.

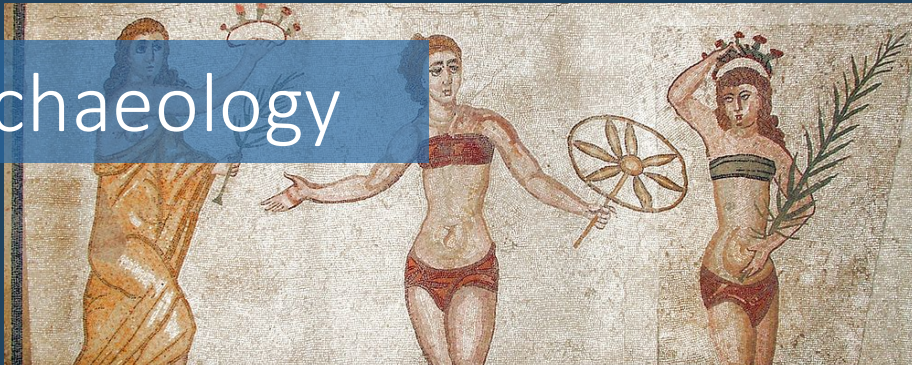
Sea



Art and Culture



Archaeology



Volcanos



Tour Test

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d. The website

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The network of virtuous professionals will have full visibility on the web portal www.sicilyforall.com, which it will be soon on-line. It will help tourists with special needs to gather information on the tourist offers of these places and their accessibility, so that they can safely plan their holiday and, possibly, visit a new destination.

An integrated web communication will be carried out (social media and email marketing), in order to :

- expand the geographical boundaries of its market
- make a direct connection with consumers
- facilitate the relationship between supply chain operators
- constitute a real and virtual network between all players in the area

e. Information and Communication

- We have conducted a constant communication activity connected to the project's goals, to those who benefit from them, and to the target destinations, together with other activities as to spread the idea of accessibility and the right to holiday for Everybody. Through:

- Theme specific seminars
- Infodays
- Dedicated web-site www.progettomust.it
- Newsletters

Information and Awareness

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Information and Awareness

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PARTNER

Six operators, specialized in different fields of the tourism industry and accessibility were involved in the implementaion of the project.

Coordinator e Lead partner

Errequadro srl, a consulting and marketing company in the tourism sector.

Partner

Fondazione UNESCO Sicilia, organization for the protection of World Heritage assets in Sicily
organization for the protection of World Heritage sites in Sicily

Logos srl Comunicazione ed Immagine, communications company that operates worldwide in the traveling and communication

Your Sicily by Pierfabio Randazzo, tour operator specialized in “custom-tailored” trips to Sicily

Sicilia Insolita Criluttravel Cooperativa, travel agency and incoming tour operator

Centro di Servizi per il Volontariato di Palermo (CESVOP), that supports with free action of voluntary organizations , promoting their growth , consolidation and qualification



For more information

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