



"Accessible Tourism: Opportunity for All"

Lucignano (AR) – 21-22 March 2016



EWB



"EUROPE WITHOUT BARRIERS"

Project Co-funded by the European Commission

"Design, Implementation, Promotion and Marketing of Accessible Tourism Itineraries"



European
Commission

Marco Pizzio - AISM



TOURISM FOR ALL



Berlin, 9 March 2016



AIMS & ACCESSIBLE TOURISM



Casa Vacanze



I GIRASOLI



LIKE
HOME

www.likehome.it



➤ NETWORK OF ACCESSIBLE PROPERTIES “LIKE HOME” IN ITALY

- I Girasoli - Lucignano, (AR)
- Casa Letizia - Auronzo di Cadore (BL)
- Villa Matteucci - Porretta Terme (BO)
- Casa Pitecusa - Ischia (NA)

www.igirasoli.ar.it
www.likehome.it

➤ PROJECT DESIGN

➤ TOUR OPERATOR / EWB - EUROPE WITHOUT BARRIERS

- Specialized in **Accessible Tourism** incoming/outgoing
- MICE: events organization with focus on accessibility

➤ TRAINING

➤ ADVOCACY & EMPOWERMENT (rights of people with disabilities - UNCRPD)



EWB (www.europewithoutbarriers.eu)

- **SM Italia - Italy - www.aism.it**
- **Accessible Poland Tours - Poland - www.accessibletour.pl**
- **Comune di Riccia (CB) - Italy - www.comune.riccia.cb.it**
- **Centro Servizi Foligno - Italy - www.umbriaccessibile.com**
- **ENAT - Belgium - www.accessibletourism.org**
- **Chrstravel - Denmark - www.chrstravel.dk**



SM Italia



Accessible
Poland
Tours



City of
Riccia



Centro
Servizi
Foligno



Chris
Travel



ENAT
European Network for
Accessible Tourism

ENAT



PROJECT ENDORSED BY



- Ministry of Cultural Heritage and Activities and Tourism, MIBACT - Italy - www.beniculturali.it
- Regione Liguria - Italy - www.regione.liguria.it (for conference only)
- Regione Toscana - Italy - www.regione.toscana.it (for conference only)
- Regione Umbria - Italy - www.regione.umbria.it
- Provincia di Perugia - Italy - www.provincia.perugia.it
- City of Perugia - Italy - www.comune.perugia.it
- City of Siena - Italy - www.comune.siena.it
- City of Assisi (PG) - Italy - www.comune.assisi.pg.it
- City of Auronzo di Cadore (BL) - Italy - www.comune.auronzo.bl.it
- City of Foligno (PG) - Italy - www.comune.foligno.pg.it
- City of Lucignano (AR) - Italy - www.comune.lucignano.ar.it
- ENIT - Italy - www.enit.it

Creating a Network capable and competent in implementing and promoting Accessible Tourism itineraries in Europe in the context of “Tourism for All”



ACCESSIBLE DESTINATIONS

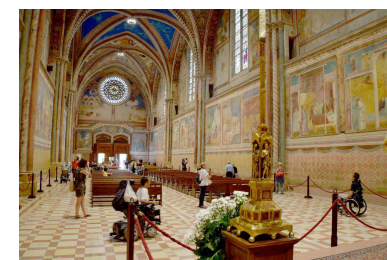
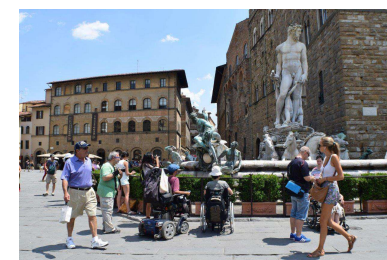
ARRIVAL

- **Transportation** → shuttle services in central Italy to Tuscany
 - **Accommodation** → Like Home network of accessible properties
 - **Restaurant** → at “I Girasoli” in Tuscany
 - **Visits/Attractions**
 - **Food & Wine**
 - **Museums**
 - **Excursions**
 - **Shopping**
- Activities implemented within the new
EWB Tour Operator nationally and
internationally

DEPARTURE

ACTIVITIES IMPLEMENTED 1

- Realization of a reproducible model in Europe aiming to develop accessible tourism itineraries
- Implementation of an International **Pilot Tour** through 5 European countries (Italy, Slovenia, Croatia, Austria and Germany)
- Creation of accessible routes in Tuscany, Umbria, Veneto, Liguria, French Riviera, Slovenia, Croatia, Austria, Germany, Barcelona and Poland that include the whole range of tourist services (transport, accommodation, meals, excursions, entertainment, culture, art, etc.)



- Participation to the TTG Fair in Rimini, October 2015
- Participation in the ITB Fair in Berlin, March 2016
- Conference on Accessible Tourism in Riccia (CB) Molise, on March 18, 2016
- International conference on Accessible Tourism in Lucignano (AR), on 21-22 March 2016: "**Accessible Tourism: Opportunity for All**"
- Web site implementation:
www.europewithoutbarriers.eu



ITINERARIES FOR ALL

- **Tuscany for All (8 days):** Lucignano, Siena, Arezzo, Cortona, shopping at “Valdichiana Outlet”, Pienza
- **Europe for All (15 days):** Tuscany, Umbria, Veneto, Slovenia, Croatia, Austria, Germany
- **Tuscany & Umbria for All (6 days):** Arezzo, Lucignano, Siena, Florence, Perugia, Assisi
- **Slovenia & Croatia for All (6 days):** Catez Spa, Ljubljana, Postojna Caves, Zagreb
- **Dolomites for All (4 days):** Auronzo di Cadore, Three Peaks of Lavaredo, Misurina Lake
- **Lake Constance & Neuschwanstein Castle for All (4 days):** Viktorsberg, Lake Constance (Bregenz, Mainau Island), Neuschwanstein Castle
- **Warsaw for All**
- **Liguria and French Riviera for All**
- **Barcelona for All**





THANK YOU!



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