D3.1.3

Tourism accessibility factsheet

Analysis on the best practices related to the accessibility for the benefit of unpaired groups

Introduction

Accessible tourism is about making it easy for everyone to enjoy tourism experiences. Making tourism more accessible is not only a social responsibility – there is also a compelling business case for improving accessibility as it can boost the competitiveness of tourism in Europe.
Evidence shows that making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers.
Improving the accessibility of tourism services increases their quality and the enjoyment of all tourists. It also improves the quality of life in local communities.

Taking Europe as an example, the accessible tourism market has been estimated at approximately 27% of the total population and 12% of the tourism market. These figures take into account the large proportion of senior travellers, (since people over 60 years of age will constitute 22% of the global population in 2050), people with disabilities and families with small children.

The accessible travel market presents an opportunity for destinations that are ready to receive these visitors, since they tend to travel more frequently during the low season, usually accompanied or in groups,make more return visits and, in some parts of the world, they spend more than average on their trips.

Facilitating travel for people with disabilities is therefore not only a human rights imperative, but also an exceptional business opportunity. Yet, a change in mind-set and in the model of tourism services provisionis needed in order to meet this major market demand.

Accessible environments and services contribute to improve the quality of the tourism product, thus increasing the overall competitiveness of tourism destinations. Accessibility, therefore,must be an intrinsic part of any responsible and sustainable tourism policy and strategy.

Best practices about possible solutions regarding accessibility

Within Activity 3.1 of ATLAS project the main characteristics of cultural tourism in the Adriatic area were analyzed.

Moreover, in relation with deliverable 3.1.3, some case studies on topics related to accessible tourism should be listed. The following catalogue collects 5 good practices, reported by the partners of the ATLAS project, which decribe the best initiatives related to accessible tourism in the Adrion regions.

For each best practice the general descriptive elements, the references and the aims of the project were identified. A SWOT analysis was also prepared, with a summary- for each case study- of the strengths, weaknesses, opportunities and threats.

The examples analyzed are the following:

1	**Village4All**	Ferrara – Emilia Romagna Region
2	**The Routes of the Frankopans**	The Kraljevica visitors center / Primorje-Gorski kotar County
3	**Jesolo 4 All**	Jesolo - Venice
4	**SAC for All**	Province of Lecce
5	**N.O. BARRIER - New Objective tourism without BARRIER**	Apulia Region
6	**Will easy**	Martignacco - FVG Region
7	**COME-IN! (Cooperating for Open access to Museums – towards a widEr INclusion)**	Italy, Slovenia, Austria, Croatia, Germany, Poland

Best practice n.1

Title of the best practice	V4A – Village fo all
Responsible body/company for the implementation	Village for all - V4A® is a company, established in 2008 with headquarters in Ferrara, which guarantees, through its information, to people with permanent or temporary disabilities, motor, sensory limitations (blind and / or deaf), food allergies and intolerances, to elderly, diabetic, dialysis, obese people and families with small children, to choose a Hotel, a Farm, a Bathhouse, a Museum, etc ... where they will find an Accessible Hospitality. V4A has the patronage of: Ministry of Tourism, ENIT, FAITA - Federation of Italian Associations of Open Air Receptionistic Tourist Complexes, FISH - Italian Federation of Handicap Overcoming, SiPuò - National Accessible Tourism Laboratory ®
Funding source (EU, national, regional…)	Private and Eu funds (i.e. COSME)
Location	Ferrara – Emilia Romagna
Website	http://www.villageforall.net/
Short description of practice	Village for all - V4A® is an International Quality Label Accessible Hospitality (in Italy and Croatia) born from the desire "to guarantee everyone their holiday". It is the first network of villages and campsites accessible to people with disabilities. Today it is still very difficult for tourists with specific needs or disabilities, to find reliable information that allows them to plan a holiday, a trip or simply a weekend suitable to their needs. To meet this need, V4A® certifies with its own brand the tourist facilities that can offer accessible hospitality for everyone. Through V4AInside, a patented application according to a consolidated methodology

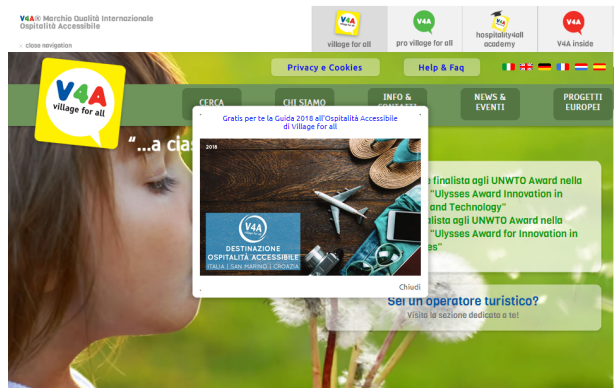|	recognized by the Associations, accurate, reliable and precise information are guaranteed. The structures are checked before certification, thus ensuring measurements, dimensions and spaces, without delivering "accessibility licenses".
	The method allows people, regardless of their nationality, to assess whether measures, dimensions and services provided are able to meet their needs, without having to make comparisons with national regulations on the removal of architectural barriers.
	At the end of the survey, a list of possible improvements to the critical points detected during the audit is presented to the Companies. This document acts as a reminder to develop and increase a better accessibility of the structure according to the continuous improvement method represented by the "PDCA" (plan-do-check-act).
	The commitment of the tourist facilities that have the V4A® Mark in maintaining a promise of Accessible Hospitality is attested by proposing a continuous improvement of their structures, an adequate training of employees, which also passes through the sharing of the founding values of the V4A® project: the World Code of Ethics of Tourism, UN Convention on the Rights of Persons with Disabilities, Code of Good Conduct ENAT, Manifesto for the promotion of Accessible Tourism.
	Information on the structures that bear the V4A® Mark can be freely used, it is possible to subscribe to the newsletter to receive all the updates and to know all the holiday opportunities and special offers available in the V4A® structures.
	The structures that bear the trademark V4A® have been visited by inspectors who certify their adequacy.

Swot analysis

Strengths	Weaknesses
What goals have been achieved? What impact did the project have on local accessible tourism?	What's missing to complete the project? What eventual impediments have hindered / slowed the realization of the project?
✓ Comfortable holiday for all guests ✓ Hospitality4all academy: training for facilities and professionals working in accessible tourism ✓ Proposal of various accessible and certified tourist solutions in Italy, San Marino, and in Croatia	✓ Limited facilities offer (only for Italy, Croatia, San Marino). ✓ Network focused mainly on villages and campsites
Opportunities	**Threats**
Lessons learned and remaining challenges	Timing to complete the project, financial and administrative problems
✓ Replicability of the project ✓ Support in the design of Universal design and Plans for the Elimination of Architectural Barriers in tourist facilities ✓ Creation of a network of villages and campsites that can meet the demand for tourism and accessible sports	✓ Expansion of the network with new applications for farms, hotels, bathing establishments / beaches

Pictures

Best practice n.2

Title of the best practice	*The Routes of the Frankopans*
Responsible body/company for the implementation	The Kraljevica visitors center / Primorje-Gorski kotar County
Funding source (EU, national, regional…)	The Kraljevica Visitor Centre has been financed by funds from the European Union (IPA Cross-border Co-operation Programme 2007-2013) and Primorje-Gorski kotar County, within the HERA project (Sustainable tourism management of Adriatic HERitage)
Location	Address: Rovina ul. 6, 51262, Kraljevica
Website	http://frankopani.eu/en/
Short description of practice	From the beginning of the 12th century to the second half of the 17th the Croatian aristocratic Frankopan family left numerous traces of their influence and power throughout Primorje-Gorski Kotar County. 'The Routes of the Frankopans' is based on the same named project which Primorje-Gorski Kotar County implemented in the period from 2005 to 2008. 'HERA – tourism of Adriatic heritage' is being implemented within the framework of the IPA programme of Adriatic cross-border cooperation with the goal of the sustainable management of the cultural heritage of the Adriatic. 17 partners from 8 countries (Croatia, Italy, Greece, Albania, Slovenia, Bosnia and Herzegovina, Montenegro and Serbia) are participating in the project. The network of innovative and highly experiential cultural and tourist features based on the heritage of the Frankopans will profile a cultural-tourist offer, as well as encourage the economic prosperity of micro-environments. Interpretation centres and events connected to the route will influence the seasonality of the

	tourist and cultural offer and enable the local population to enrich its life and own community via its associations and personal entrepreneurial projects.
	Castels are approachable by disabled persons to certain extent. Namely, some castels are situated in a very steep and inaccessible terrain, therefore, it is difficult to be approachable by the disabled peopel. However, entrances to the castels are suitable for disabled.

Swot analysis

Strengths	Weaknesses
• Encouraging the evaluation, restoration, protection and innovative interpretation of 17 Frankopan castles and 3 sacral buildings. • Enrichement of the cultural and tourist offer of the county and active participation in society, economy as well as ecological and cultural development on local, regional international level.	• Poor existence of an integrated strategy of management and the promotion of Adriatic cultural heritage • Lack of promotion of the Adriatic region as a unique destination on the international market
Opportunities	**Threats**
• Networking into the HERA project could place 'The Routes of the Frankopans' route on the European map of cultural routes.	• Poor accessibility due to steep and inaccessible terrain. • Poor condition of some castles(some are in a very good condition, while some are not)…further to this, lack of funds for their restoration.

Pictures

Brod na Kupi Castle

Čabar Castle

Grobnik Castle

Krk Castle

Nova Kraljevica Castle

Trsat Castle

Best practice n.3

Title of the best practice	JESOLO 4 ALL
Responsible body/company for the implementation	The Veneto Region is engaged in a pilot project aimed at improving information on accessibility in tourist locations. This initiative has the specific objective of protecting the widest range of visitors' needs: motor, sensory, cognitive, alimentary or simply age-related nature. Thanks to the adoption of the "Project of Excellence for Accessible and Social Tourism", the objective reality of accessibility of both accommodation and recreational facilities was photographed and mapped. In this way the guests, who choose the Veneto as a destination to spend their holidays, can determine if a site is suitable to host them respecting their needs.

Jesolo4ALL is a project developed by the Municipality of Jesolo in collaboration with the Associazione Jesolo Sport Paraplegici. |
Funding source (EU, national, regional…)	Jesolo Municipality
Location	Jesolo - Venice
Website	https://www.jesolospiagge.it/en
Short description of practice	The Jesolo4ALL is a project consists of a team specifically nominated by the Jesolo Mayor and is composed of two council employees, people on wheelchairs and a representative of the associations which carry out necessary tests in the area to guarantee complete transparency on information about accessibility. The beaches of the Veneto region coast have always been very popular destinations for peaceful and relaxing holidays. Jesolo4all beach offers an easy entrance to the beach, with a ramp on a slight incline; walkways for access to the sea with prams, service islands, wheelchairs. Users with disabilities have the possibility to book online, free of charge, on the official website.

Swot analysis

Strengths	Weaknesses
What goals have been achieved? What impact did the project have on local accessible tourism?	What's missing to complete the project? What eventual impediments have hindered / slowed the realization of the project?
✓ Elimination of architectural barriers. ✓ Staff training and hospitality. ✓ Comfortable holiday for all guests. ✓ Satisfaction of every particular need of each tourist. ✓ Use of large spaces to freely move everywhere. ✓ Motivated and ambitious branch organization.	✓ Some area is not always appropriate for accessibility (too narrow streets, too crowded tourist areas, many hills or bridges). ✓ Heavy reliance on private and public funds. ✓ Lack of reliable data on the market situation. ✓ Lack of professionalism.
Opportunities	**Threats**
Lessons learned and remaining challenges	Timing to complete the project, financial and administrative problems
✓ Training tour operators on accessibility in hospitality, especially for people with disabilities. ✓ Fostering new investments for more accessible accommodations. ✓ Creating new synergies between public administrations and private sector to build up a more accessible tourism offer. ✓ Defining tourism activities and extending the seasonality. ✓ Improvement of the information about accessible destinations of the Veneto region to allow tourists to decide where to spend their holidays. ✓ Growing political and social awareness and develop an action plan for accessible destinations. ✓ Increasing knowledge and awareness of sustainability in the social environment. ✓ Cooperation with all stakeholders at European and International level. ✓ Accessibility brings social responsibility, economic benefit, quality and differentiation to destinations. ✓ Accessible tourism is a lever for innovation, ICTs and new services.	✓ Accessible tourism value chain is vulnerable. ✓ Accessible transport and connections need big infrastructure changes. ✓ Difficult to monitor the accessible enterprises in the region. ✓ Still need the tourism professionals to be better trained to welcome disable people. ✓ Availability of volunteers. ✓ Policies encouraging accessibility and contribute to the European Tourism. ✓ Every tourist has special needs (families, elderly people,...).

Pictures

Jesolo – Venice – Italy

Best practice n.4

Title of the best practice	SAC for All
Responsible body/company for the implementation	POIESIS – Association for Social Promotion Via Toscanini 3 73043 Copertino (LE) Italy
Funding source (EU, national, regional…)	SAC Porta d'Oriente: • *First phase: FESR 2007/2013.* • *Second phase: Accordo di Programma Quadro rafforzato "Beni ed Attività Culturali", stipulato tra la Regione Puglia e il MIBACT (DGR n. 2165/2013 e DGR 461/2015).*
Location	Province of Lecce. More specifically, the project is located in the territory covered by the "SAC Porta d'Oriente", comprising the Regional Natural Park "Otranto-Santa Maria di Leuca e Bosco di Tricase" and 22 towns: Alessano, Andrano, Bagnolo, Cannole, Castrignano del Capo, Castro, Corsano, Diso, Gagliano, Giuggianello, Giurdignano, Morciano, Muro Leccese, Ortelle, Otranto, Palmariggi, Patù, Salve, Santa Cesarea Terme Tiggiano, Tricase, Uggiano. The project's actions serve an area of 420 km^2.
Website	www.poiesis.it/sacforall (currently under revision, so not available)
Short description of practice	SAC for All started in 2015 and is still active. It is a project focused on social inclusion and community empowerment in tourism and culture. It has a threefold aim: a) the design and implementation of accessibility products and services in order to make the material and immaterial heritage of the territory accessible by various categories of persons with specific needs at risk of

exclusion, such as persons with disabilities, children, migrants, foreign tourists, and the elderly.

b) promote the active participation of the local communities in the development and management of inclusive cultural tourism activities as well as in the design of the aforementioned accessible products and services.

c) enhance the touristic attractiveness of the territory.

Taking into account both the area covered by the products and services realised (420 km^2) and the number of different categories of persons with specific needs for which those services and products guarantee accessibility, SAC for All is the largest and most comprehensive project of cultural and tourism accessibility in Italy.

The products and services are based in seven nodes, from which the serve the entire territory.

MAIN CHARACTERISTICS

1. Co-design of all products and services by a team comprising: accessibility experts, cultural heritage experts, representatives of local chapters of national associations of end users (e.g., National Blind Union, National Association for the Deaf etc.), and representatives of local organisations active in the cultural and tourism sectors.

2. Creation of the Experimental Centre for Accessibility, run by POIESIS, which provides consultancy, training, and services on cultural and tourism accessibility to private organisations and public institutions of the territory.

3. Organisation of a series of laboratories on cultural accessibility in order to raise awareness.

4. Organisation of accessible cultural events (performing arts, exhibitions, etc.).

OFFER AND TOOLS FOR TOURIST WITH DISABILITIES

The SAC for All project adopts a Universal Design approach. Consequently, all the products and services developed do not focus on a single category of persons at risk of exclusion. They are designed in such a way to respond to the needs of many categories at the same time, thus avoiding a ghetto effect produced by many services tailored on a single category, as well as guaranteeing the financial sustainability of the services, since they can be used by a wider potential audience.

More specifically, the products and services have been designed in order to offer multimodal and multidimensional solutions for: persons with sensory disabilities, children, the elderly, Italian and foreign tourists, families, and migrants.

All products and services are provided in Italian, English, and French.

Some of the main products and services are:

- Discovery Trail: pedagogical tool for learning about local cultural heritage and traditions, including a treasure-hunt style map as well as pictorial and lingustic puzzels.
- Memory Box: tools for the multisensorial discovery and understanding of typical object of local traditions and history. Materials and procedure designed according to the pioneering methodology of the Metropolitan Museum for the accessibility and didactic of art and cultural heritage to persons with Alzheimer, but applied in order to provide a better service to all categories.
- Propriocentric audio descriptions of the main cultural heritage sites of the SAC. Audio descriptions have been designed according to the guidelines for descriptive guides in order to make them a useful service for all categories, not only persons with visual disabiltiies.
- Video guides with voice over, Italian sign language and subtitles in three languages.

	• Informative materiala s well as specific cultural materialdesigned according to easy-to-read features.

All material products have been printed also in Braille and Large Print formats.

All printed products have been designed according to high readability guidelines, such as colour contrast, simplified language etc.

COLLABORATIONS

The SAC for All project has been realised thanks to the collaboration between POIESIS and various local organisations as well as organisations of end users; such as:

- Local chapter of the National Blind Union;
- Local chapter of the National Association of the Deaf;
- Copperativa Terra di Mezzo
- Terra Archeorete del Mediterraneo
- Associazione Gaia
- Espèro Srl
- Cooperativa Sociale Terrarossa
- Associazione Archès
- Associazione LIBER Azione |

Swot analysis

Strengths	Weaknesses
- Increase of awareness among local public institutions and social organisations of the social value and financial impact of cultural and tourism accessibility - Promotion and concrete possibility to offer enjoyment of local material and immaterial heritage to tourists with specific needs as well as local citizens with specific needs. - Enhancement of the cultural and touristic offer of the local territory. Significant growth of accessible tourism of the territory, e.g. for the very first time persons with sensory disabilities have been able to enjoy and experience the local cultural heritage.	The main weakness is due to lack of adequate knowledge among local actors as well as the general local population about accessibility practices and their potential impact for the development of the territory. The vast majority of the few practices already present in the territory are based on amateur and unprofessional approaches. In order to successfully carry out the project, POIESIS had to proceed first with a series of training and awareness seminars for all the local institutions and organisations involved in the project. Yet, these represent only a small portion of all actors active in the territory. A wider awareness action among all actors and citizens is required in order to guarantee the creation of a solid network and the future sustainability of the project.
Opportunities	**Threats**
The lack of awareness and proper knowledge about cultural and touristic accessibility among local actors and citizens may also constitute an opportunity. If a specific plan is developed and put in place, the Experimental Centre for Accessibility may become a pivotal actor for training and awareness not only in the territory directly involved in the project but also in the wider territory of the entire province and region.	The most serious threats come from bureaucratic problems and a public system not able to promptly respond to the needs of such an extensive and intense project, such as: - Bureaucratic problems connected to the finalisation of various calls for tender on different services related to this project, which are slowing down some actions. - The different financial instalments have not been respected. All these problems have been significantly slowing down the project. All actions and products listed in the previous sections have already been realised and are active. Yet, the project includes many other actions, not included in the present document, since it is not possible to guarantee at the moment when they will be realised, precisely because of the aforementioned problems.

Pictures

Best practice n.5

Title of the best practice	Project **N.O. BARRIER - New Objective tourism without BARRIER**
Responsible body/company for the implementation	Metropolitan City of Bari, formerly Province of Bari Project Partners: ✓ Province of Lecce ✓ Region of Western Greece ✓ Region of Ionian Islands ✓ Municipality of Bari ✓ Municipality of Nardò ✓ IPRES - Apulian Institute for Economic and Social Research ✓ CIRPAS - University of Bari "Aldo Moro"
Funding source (EU, national, regional…)	ETCP Programme Greece – Italy 2007 - 2013 Axis III Measure 3.3
Location	Apulia Region
Website	http://www.nobarrier-project.eu
Short description of practice	**THE PROJECT N.O. BARRIER**, funded within the ETCP Programme Greece – Italy 2007 - 2013 Axis III Measure 3.3, has been created with the overall objective to increase accessible tourism in the involved territories. More specifically, the project N.O. BARRIER is aimed at implementing a consistent set of interventions to reduce barriers that do not allow disabled people to fully enjoy territories, by acting both on physical-material barriers and on intangible barriers, namely all cultural and social hurdles turning disabled people away from tourist fruition: information, communication, services, etc. **The goals: information and sharing.** ✓ Build and promote research/action interventions, designed to identify and improve national and international case

histories and best practices so as to raise awareness about accessibility in cultural tourism operators, as well as in local authorities;

✓ Create a network of long-term relationships between the parties involved, aimed at the adoption of common methods and tools;

✓ Elaborate and test methods to "certify" and promote the accessible areas, through the creation of a system of "labels", shared with the associations of disabled persons;

✓ "Prove" how the culture of accessibility can be transformed in a key strength, an element of excellence that makes the involved territories really competitive, thanks to the improvement of the information services and the creation of "itineraries without barriers", material or immaterial.

✓ Accelerate the process of deseasonalization of the touristic flows, investing on the quality of a culture of inclusion providing for ad hoc tourist package offers.

The method: cultural planning.

The implementation process of N.O.BARRIER is based on the cultural planning method, that is the strategic re-organization of the territorial resources aiming to social cohesion. The N.O. BARRIER partnership, borrowing successful international models, aims to prove how the investment in infrastructures for the accessibility can be profitable both in terms of creation of new economic opportunities and social integration and in terms of improvement of the citizens' quality of life.

The faculty to bestow, strengthen and promote socially shared meanings for interest groups within the social system has a prime importance in the framework of the economic development.

In fact, it is not sufficient to encourage interventions in single fields but it is required to coordinate initiatives within an overall project

and, most of all, place each one of them within a more wide cultural perspective.

In this framework, the integrated and coordinated action of the partnership with the strategic development actors (local and national) results being innovative both as regards the creation of areas/opportunities of touristic/cultural enjoyment, and as regards the creation of new types of horizontal and vertical cooperation among tourist, sport, cultural industry enterprises that operate in the social field.

NO BARRIER outputs: tools and opportunities.

- ✓ Publications and editorial products:
- ✓ Itineraries without barriers maps of the accessible areas in both the territories (in Italian, English and Greek language);
- ✓ Guidelines, inclusion for all: collection of successful national and international cases regarding tourism for all; methods and tools used to adopt the offer of services to disabled tourists and to their families;
- ✓ Proceedings of seminars and conferences on social inclusion and equal opportunities.
- ✓ Digital platforms for the sharing of the methods and tools designed, and the monitoring of the territories' accessibility;
- ✓ Infrastructure interventions
- ✓ Creation of accessible beaches and equipment (road signals) of accessible itineraries.
- ✓ Labels for the certification and the identification of the areas' accessibility: the partnership will identify and share 7 symbols in order to identify and signpost the accessibility of the areas by persons with motor disabilities, partially sighted/blind persons, partially deaf/deaf persons, persons affected by allergies, persons with psychic disabilities, deaf/blind persons, persons with other impairing pathologies; assignment of the labels to areas and commercial

| | businesses (hotels, restaurants, etc.); |
| | ✓ International institutional plan agreements for the adoption of the models that are studied and tested on the territories so as to guarantee equal opportunities of enjoyment by all. |

Swot analysis

Strengths	Weaknesses
✓ **13 accessible tourist itineraries (**Five itineraries were created in the Metropolitan City of Bari ; Five itineraries, too, for the territory of the Province of Lecce ; Two itineraries were identified by the Province of Lecce partner for the Brindisi territory; Finally, in the territory of the Western Greece region, the itinerary "Discovering Olympia games" in the Peloponnese) **and a web portal and the free NO BARRIER App**. During their implementation, the project phases were constantly shared, through seminars and technical meetings, both with the disabilities associations and with the local tourist system network: in fact, public bodies (mayors, municipal councillors and managers, social services, transport services, local healthcare system, Iat system – Tourist information and welcoming, Puglia Promozione) and private operators (tour operators, tourist facilities, beaches, shops) were involved.	✓ More touristic itineraries to transform in accessible ✓ Still a lot of barriers in touristic accomodations ✓ Lack of dialogue between public and private institutions
Opportunities	**Threats**
The Project made it possible to streamline and integrate in a unique offer, usable online, what is already offered by the territory involved, regarding tourist accessibility. The experience gained thanks to this Project represents a know-how that, also in the future, can be used to fill in the gaps encountered in the itineraries identified, such as the prevalence of a tourist offer based on "cultural and religious" attractions and almost always addressing people with motor disabilities, rather than people having other forms of disabilities.	n.a.

The N.O. BARRIER Project favoured the creation of a constructive dialogue and a debate between public and private subjects involved, uniquely aiming at making territories more competitive in terms of tourist accessibility. The Puglia Region has a great potential for development and areas for improvement it can continue working on; we are not at zero but we still have a lot to do. Lessons should be learned from the wealth of information acquired thanks to the NO BARRIER Project in order to reach, in the medium/long term, universal hospitality standards comparable to some European excellences but, above all, compliant with the European strategic guidelines, indicating the path to be followed to make the territories of Member States universally accessible.	

Pictures

Best practice n.6

Title of the best practice	Will Easy
Responsible body/company for the implementation	Cultural association **IO CI VADO**, founded in 2017, aims to disseminate and to promote the accessibility culture, to train and inform people about accessibility topics, and implement the project initiatives Will Easy. The association is the owner of the data collected and manages data and information.
	The association has built a network of relevant stakeholders, they collaborate with Promoturismo FVG (regional tourism agency), Federalberghi Trieste(Local hoteliers association), ANCI (national association of italian municipalities), and some local municipalities (Municipality of Martignacco and City of Udine for example are pilot entities).
Funding source (EU, national, regional…)	Privat/Own funding
Location	Martignacco - FVG Region
Website	www.willeasy.net http://iocivado.willeasy.net/
Short description of practice/initiative	There are more and more people with particular and diverse needs that give up going out or prefer not to go on a trip because of the lack of information about accessibility. Particular needs have to be taken into account when people move or travel to a venue, a place, a restaurant, a museum, offices, public bodies' buildings. People waste time looking for information, in addition there are limited objective information about accessibility of places/venues/restaurants/events.
	The project initiative Will Easy aims to set up a database of structures/facilities evaluated with objective data, figuring out a compatibility index compared with a user profile. Everyone will

	know in advance if a venue is compliant to someone's special needs.
	This initiative includes people with disabilities in the broad sense: disabled people (physical, mental or sensor disability), pregnant women, families with children, persons with food intolerances, vegetarians, persons moving/traveling with animals. They started mapping small cities/municipalities.
	The project aims to develop a mobile app to audit and map structures, points of interest, buildings, events thanks to qualified auditors. Furthermore the project plans to develop a database to enter accurate information, and a search engine which allows to find the best place that maches users needs.
	On the other hand the project intents to set up a network and business relationship with potential competitors (booking.com, goolge maps, last minute tour, Trip Advisor) to resale/sale data and services.

Swot analysis

Strengths	Weaknesses
✓ Objective data collected; ✓ Structured data; ✓ Trained auditors engaged; ✓ Start mapping small cities; ✓ Project is strongly scalable. it includes different categories of people and people's needs (which means the possibility to add new categories of people and/or services); ✓ It is not limited to disabled people only but includes different categories of people with particular needs (pregnant women; families with children under 5 years old; persons with food intolerances; vegetarians; persons travelling with animals).	✓ The lack of information about accessibility of places, events, buildings, venues,… ✓ A mental barrier and unwillingness to give information from the public places owners/managers; ✓ There is a lack of a collection structure and of resources (human and financial) for activities concerning gathering data/information;
Opportunities	Threats

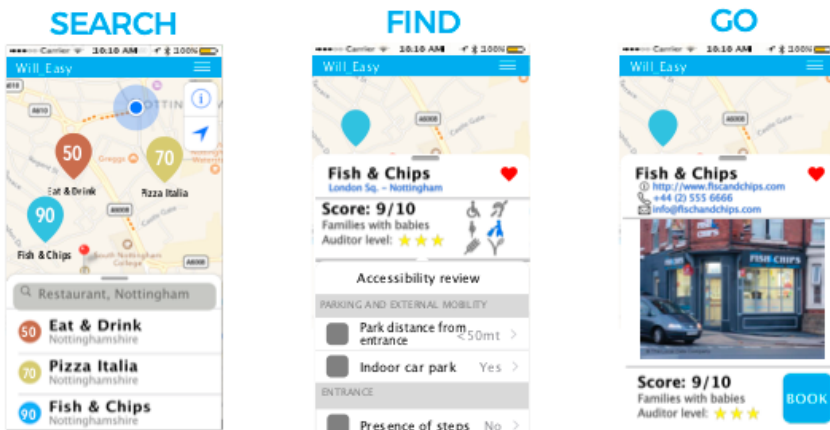|	
✓ Try to involve the users in the collection of data/information/measurements; ✓ Networking with other associations; ✓ Sale of data and/or services; ✓ To attract new customers (with new products/services) and to increase companies' profit/business; ✓ People with special needs are increased; consequently the market (the accessibility facilities/services) is increasing too;	✓ Not to conclude gathering of data in time; and consequently to lose credibility;

Pictures

AUDITING APP

MOBILE APP AND WEBSITE

FOUNDING TEAM

Best practice n.7

Title of the best practice	COME-IN! (Cooperating for Open access to Museums – towards a widEr INclusion)
Responsible body/company for the implementation	Archeological Museum of Istra (Pula, Croatia) is one of the Project Partners. The Central European Initiative – Executive Secretariat, in its capacity as Lead Partner, coordinates a multifaceted network of 14 Museums, disability associations, academic representatives, training institutions and policy makers from the Central Europe area, who will strive to define transnational high-level standards and ensure know-how transfer to guarantee accessibility to museums involved in the project.
Funding source (EU, national, regional…)	Interreg CENTRAL EUROPE Programme
Location	Italy, Slovenia, Austria, Croatia, Germany, Poland
Website	http://www.central2020.eu/Content.Node/COME-IN.html http://www.ami-pula.hr/projekti/come-in/
Short description of practice	Museums are places where everyone should be able to see and learn about our cultural heritage. However, many museums in Central Europe, encounter difficulties to be accessible for all due to a lack of organizational knowledge and of limited financial resources, both for investments and adequate promotion. COME-IN! tackles this by **increasing the capacities of small- and medium-sized museums** making them accessible to a wider public of people with different kinds of disabilities. According to the principle that nothing should be done about disabilities without including disabled

people, the project has a **triple approach:**
- **including disability organizations**, representing the final users, in order to understand which barriers exist to their access to cultural heritage and to define the standards to be applied in exhibitions/collections;
- **involving public institutions** as partners or associated partners, that can translate these solutions into practice (rules and regulations/signature of Letters of Endorsement);
- **promoting and testing the project** approach in a network of Central European small and medium size museums, through **pilot investments** for the re-definition of their collections, applying the identified criteria for making a cultural event equally enjoyable by people with disabilities.

What is innovative about the project is the definition of a **joint promotional approach** that aims at designing a **new cultural circuit in CENTRAL Europe through the COME-IN! label** that can be awarded to cultural exhibitions and events conforming with the COME-IN! standards. Examples of a similar approach exist at the local (national) level, but COME-IN! for the first time will consider different kind of disabilities from a **design for all-perspective** and will have a **transnational impact** through its COME-IN! Guidelines, the training handbook for museum operators followed by 7 pilot actions and training sessions to museums operators.

Some of the activities:

- Thematic Pilot Exhibition in Archaeological Museum within the City Museum in Udine "Women, Mothers, Goddesses" - dedicated to prehistoric presentations of women enriched with relief tactical displays, replicas and simplified texts written also in braille

- Gallery C8 (Pula, Croatia) installed a platform lift that gives people with mobility difficulties direct access to the gallery

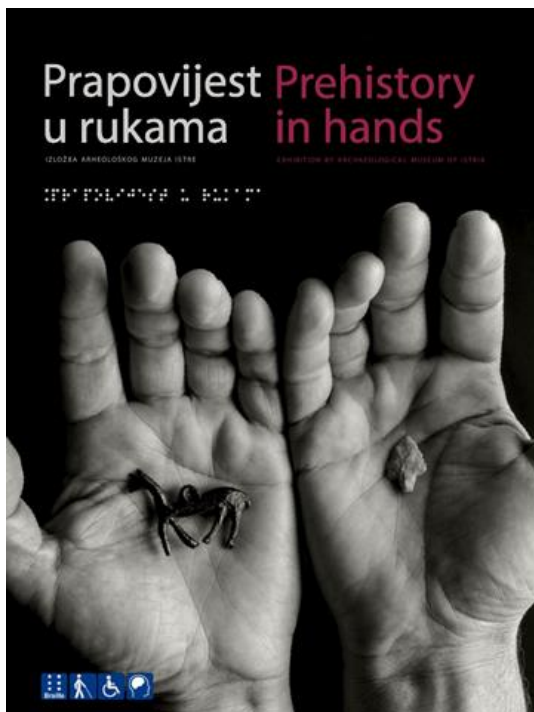| | • Accessible for all and multi-sensorial exhibition "Work is Invisible" of the Arbeitswelt Museum at Steyr - exhibits in the exhibition include: tactile elements, texts in easily comprehensible language (LLA2), videos in Austrian sign language, texts in English, QR codes

• Exhibition "Prehistory in hands" in the museum and gallery center Church of the Sacred Hearts (Pula, Croatia) - through the numerous objects and reconstructions that can be touched and felt the exhibition shows four basic prehistoric periods in Istria. Access to objects is enabled for everyone, floor marks are placed to guide visitors through the contents, the legends are simple in the increased and contrasting fonts, and there are legends in braille as well as tactile drawings. |

Swot analysis

Strengths	Weaknesses
What goals have been achieved? What impact did the project have on local accessible tourism? ✓ **REPORT ON THE ACCESSIBILITY IN CENTRAL EUROPE** – basic principles and accessibility criteria, best practices and legal framework in relation to accessibility to small and medium museums ✓ **Guidelines** for organising an accessible collection/exhibition ✓ **Handbook for museum operators** ✓ Pilot actions (multi-sensorial exhibitions) and training to operators ✓ The use of local cultural resources ✓ Infrastructure interventions	What's missing to complete the project? What eventual impediments have hindered / slowed the realization of the project? ✓ Absence of a mobile app providing information about accessibility ✓ Poor involvement of other cultural institutions and citizens
Opportunities	**Threats**
Lessons learned and remaining challenges ✓ PARTICIPATION - Nothing about people with disabilities WITHOUT people with disabilities involved. ✓ NON DISCRIMINATION - people with disabilities are treated on an equal basis with others. ✓ RESPECT - respecting the dignity of people with disabilities. ✓ CORRECT WORDING - use the correct language to address and talk about people with disabilities. ✓ COME-IN! for the first time will consider different kind of disabilities from a design for all-perspective and will have a transnational impact ✓ COME-IN! Label for awarding museums complying with its accessibility standards	Timing to complete the project, financial and administrative problems ✓ Lack of funds for infrastructure interventions ✓ Lack of staff training about hospitality and special needs ✓ Discrimination

Gallery C8 accessible to people with mobility difficulties (Pula, Croatia)

Exhibition "Prehistory in hands" in the museum and gallery center
Church of the Sacred Hearts (Pula, Croatia)

Conclusions

The best practices described provide an overview of the solutions and activities concerning accessible tourism in the Adrion Programme area. There is an increasing attention of public bodies in offering and financing projects of this type and at the same time a consistent involvement of private stakeholders who support and create innovative solutions to facilitate holidays for people in difficulty or not self-sufficient.

Much work remains to be done, especially as regards the connections of individual projects or interventions with the surrounding realities and the transport system, but it must be pointed out, however, the presence on the territory of an ever-growing number of bodies and entities that deal with accessible tourism.

While these examples provide a small sample of possible solutions regarding accessibility, they will hopefully inspire others to take steps towards broadening the availability of accessible offers in tourist destinations.

The very first step is to open one's mind to the idea that "Tourism is For All". From then on, with the help of the appropriate guidance and know-how, accessible tourism can become part of every tourism experience.