



**EUROPEAN COMMISSION
DIRECTORATE-GENERAL
ENTERPRISE AND INDUSTRY**

MIND THE ACCESSIBILITY GAP! Rethinking Accessible Tourism in Europe

**6 June 2014
Charlemagne Building Bruxelles**

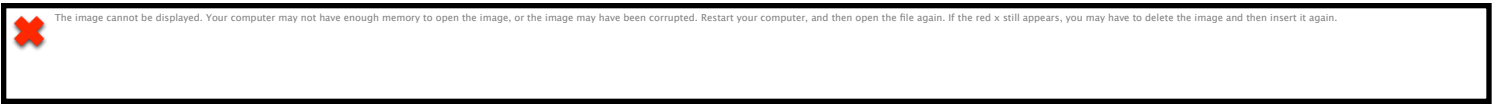
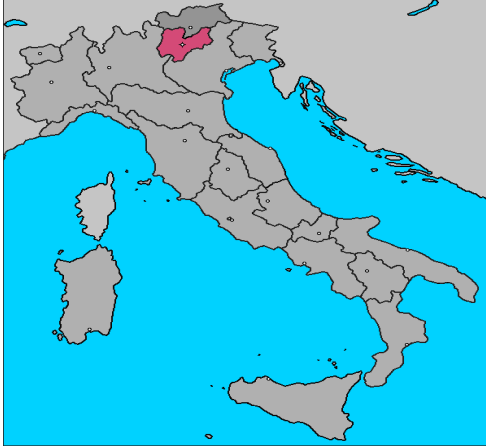
TRENTINO MONTAGNA ACCESSIBILE



PROVINCIA AUTONOMA DI TRENTO

Accademia
della Montagna del Trentino

THE PROJECT BACKGROUND



Trentino has a surface area of 6.212 sq. km, 530.000 inhabitants, 84.5 people per square meter. More than 70% of the area is covered by forests and pastures, 16% is rock, glaciers and snowfields. 17% of its territory is protected environment. 28% of the GDP is from environment and sport related tourism. There are 49.000 small to medium size businesses.

There are approximately 1.500 hotels, which together with other hospitality options (B&B, guesthouses, private lets, holiday homes) can accommodate a total of 160.000 people.

Trentino offers more than 500 km of runs for alpine skiing, connected by 236 lifts, 520 km of trails for cross-country skiing and 510 km of cycle ways designed for families, and a similar number of routes for mountain bikes.

PROJECT GOALS

- *To define Trentino tourism with a **HIGH QUALITY STANDARD IN ACCESSIBLE TOURISM**
- *To allow **EVERYONE** to enjoy a holiday in Trentino
- *To attract **NEW** guests/visitors

The Trentino region created **three quality trademarks** concerning accessible tourism. The first trademarks **registered and acknowledged by public institutions**, planned and built together with all interested parties.



Hotels
Infrastructure
Catering business
Restaurants
Sport venues
Public offices
Shops
Mountain huts
Etc



Sport
Cultural
Major and minor
events
etc



Councils
Areas
Destinations



Information

- Accessible website
- Info book
- Accessible Trentino app



Transport

- To get to destination
- During the event
- Reserved parking spaces



Premises

- Accessible refreshment stands with special menus
- Selected hotels



Accessible box seats

In every area of the event



Volunteers

200 trained volunteers to welcome disabled people



Training

Schools and business categories



Sport during the event

Sport activities for disabled people



FIEMME WORLDCUP 2013 AccessibleTrentino App



Trentino Accessibile



Utilising a geolocation system it allows the disabled person to choose the type of premises and know the accessibility standard available.



- > 1300 uploaded premises
- > trustworthy facts due to surveys by organizations of disabled people
- > possibility of creating a user profile
- > tips on the best routes

**INCREDIBLE FUTURE
DEVELOPMENT AND USE
POTENTIAL**

FIEMME WORLD CUP 2013 IN NUMBERS



250.000 spectators;
600.000.000 TV audience worldwide;
800 TV and radio accredited operators ;
450 journalists;
150 photographers;

21 events with medals awarded;
650 athletes;
62 attending nations;
500 technicians;
1.200 involved volunteers.



MORE than 400 disabled people involved

THE FIRST CERTIFIED EVENT...AND THE BEGINNING OF A NEW WAY



PROJECT OUTCOMES



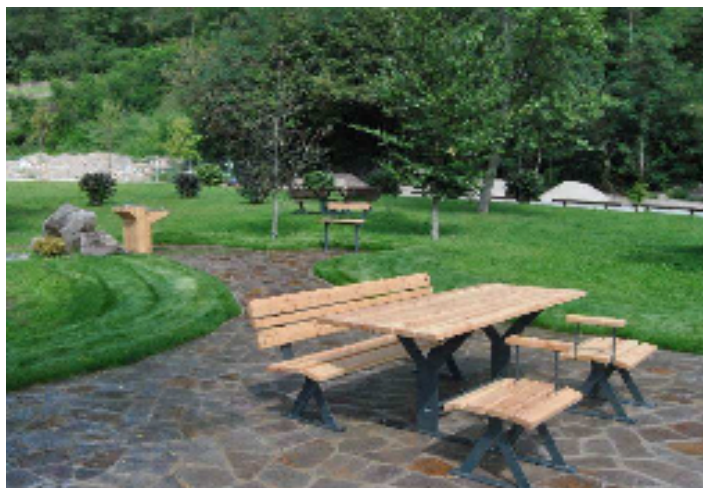
TRAINING
ON ACCESSIBLE TOURISM
IN HOSPITALITY SCHOOLS
About 1000 students



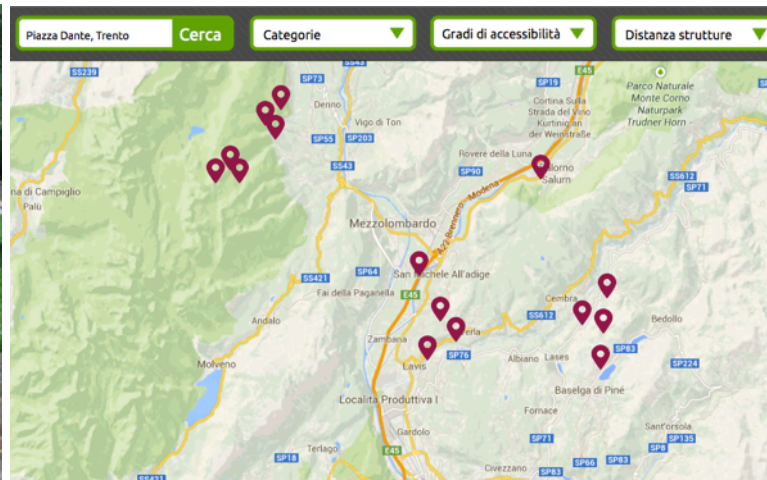
ARTISANS ASSOCIATION
Training module on "Accessible
building"



NEW LOCALIZED PROJECTS
FOCUSING ON ACCESSIBLE
TOURISM



NEW ACCESSIBLE AREAS



ACCESSIBLE WALKWAYS

- > surfacing
- > elevation profile
- > support structures
- > duration




Inserisci la parola da cercare

Cerca

Il progetto

chi siamo
turismo senza barriere
contatti

Visiti il Trentino?

scopri il territorio
esplora la mappa 
scarica l'app
entra nella community

Hai un sito web ?

seleziona e scarica i dati
incorpora i widget
testa il tuo sito
rendi accessibile il tuo sito

Ti interessa l'accessibilità ?

scopri l'accessibilità
corsi di formazione
certificazione turismo accessibile
marchi open



Specialization and development of the
OPEN hospitality offer



Percorsi di montagna
nuovi itinerari accessibili in Val di Fiemme >>

Per un Trentino accessibile

La vacanza in Trentino è per tutti!

- Dare informazioni aggiornate e precise sull'accessibilità del territorio.
- Rendere fruibili i siti web per tutte le tipologie di utenti e disabilità.
- Certificare hotel, agriturismi, case e appartamenti per fornire informazioni dettagliate sull'accessibilità delle strutture.
- Questi gli obiettivi principali del progetto **Trentino per Tutti**



150 ski instructors trained to teach disabled
people

THE OPEN TRADEMARK OUTCOMES



HOTEL MULTILEVEL

- Gold
- Silver
- Bronze



FINANCIAL
CONTRIBUTIONS
to businesses with the OPEN
trademark

SOCIAL


- Cultural enrichment of residents
- Respect of citizenship rights
- Improved life quality for the entire population (people temporary or permanent disabled, mothers with strollers, children, etc.)
- Voluntary associations taking on a primary role and being valued
- Social inclusion

ECONOMIC

- Trentino being more competitive on the tourism market
- Longer tourist seasons
- New target market
- Boost to local economy in the areas where Open projects are developed (work for local craftsmen to eliminate barriers, welfare services and civil engineers)
- Income for the disabled people associations that support the projects

Video with audio description for the visually impaired and Subtitles for the deaf



La montagna di Don Guetti  



 Su don Lorenzo Guetti, uomo di montagna, nato a Vigo Lomaso il 6 febbraio 1847 e morto il 19 aprile 1898, è stato scritto molto, ma non tutto. Il soggetto intende riportare alla luce sia la sua cronaca temale inedita dal titolo "I Bagni di Comano" scritta nel 1887, che il profilo umano del fondatore della Cooperazione in Trentino. La messa in scena filmica di parte delle sue "Distrazioni", con costumi e ambientazioni storiche permette di tracciare il profilo biografico di don Guetti inserito nel contesto naturale delle Giudicate Esteriori la sua valle e le sue montagne. Sono rappresentati pure i dialoghi dallo stesso scritti su temi politici, autonomisti e cooperativi, con una intervista a don Marcello Farina che ne descrive la figura inserita nel contesto storico del tempo.

La montagna di Don Guetti

La montagna di Don Guetti



**blind and visually impaired people
can now easily and safely travel
thanks to**



www.ttesercizio.it



Now impaired
people can help
other people

Fantastic !

