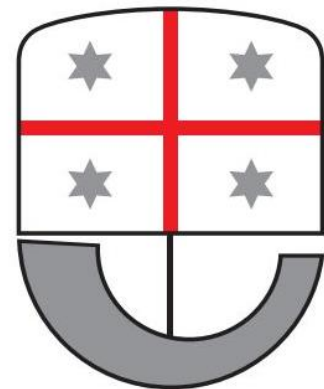




Inclusive and Smart Tourism Destinations: Strategies for innovation

Elena Magni
Manager of the Sustainable
Tourism and Tourism SMEs



REGIONE LIGURIA

Genoa: 18 June 2026





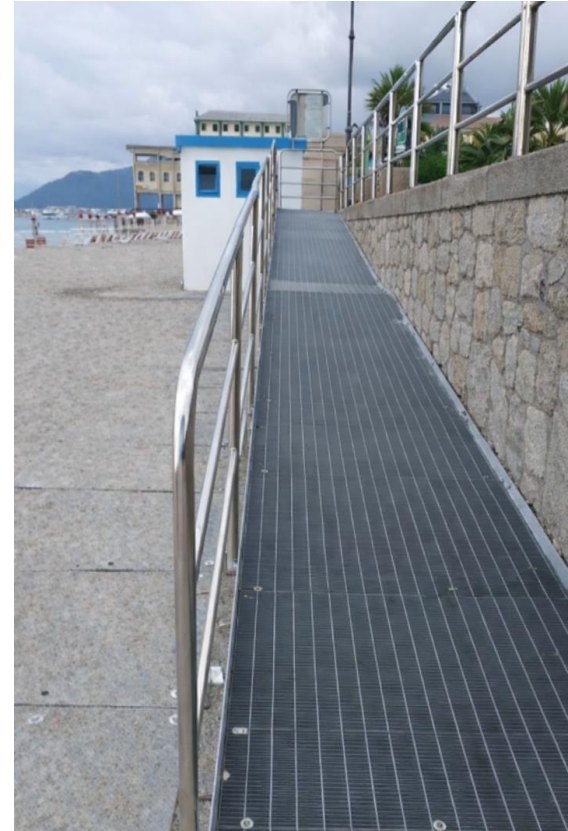
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OVERVIEW

- 1,600M PEOPLE (1 / 3 AGED OVER 65)
- TOURISTIC PRIORITIES (DEFR): TO BOOST SUSTAINABLE EXPLOITATION OF INLAND AND SEA AND ACCESSIBLE TOURISM
- DESEASONALISATION OF TOURIST FLOWS

THE FUNDS

- MINISTRY FOR DISABILITIES
- MINISTRY OF TOURISM
- REGIONE LIGURIA



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THE TEAM

- REGIONE LIGURIA OFFICES (TOURISM, SOCIAL POLICIES, PUBLIC PROPERTY), INAIL LIGURIA, REGIONAL COMMISSION FOR DISABILITY RIGHTS, AISM, REGIONAL AGENCY FOR TOURISM «IN LIGURIA»
- MUNICIPALITIES
- NO PROFIT ORGANIZATIONS
- VOLUNTEERS (STATE POLICE, CARABINIERI, AISM, OTHERS)

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THE GUIDES

- GUIDA MARE ACCESSIBILE / ACCESSIBLE SEA GUIDE
 - SINCE 2023
- GUIDA OSPITALITA' ACCESSIBILE / ACCESSIBLE HOSPITALITY GUIDE
 - SINCE 2025 (HOTELS)



lamidiguria



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**ROSI
MULTI
IPLA**
associazione
italiana
un mondo
libero dalla SM

THE EU TTP

(TOURISM TRANSITION PATHWAY)

THE ACCESSIBLE SEA GUIDE IS PIVOTAL TO A PLEDGE IN THE EU TOURISM PLATFORM, AS BEST PRACTICE OF REGIONE LIGURIA, INAIL, AISM, LIGURIA REGIONAL COMMISSION FOR DISABILITY RIGHTS AND AGENZIA “IN LIGURIA”

The screenshot shows a web browser window with the URL transition-pathways.europa.eu/tourism. The page header includes the European Union logo, a search bar, and navigation links for 'Login' and 'Translate'. The main navigation menu contains: Home, What's new?, Policy framework, Stakeholders' actions, Funding and support, Knowledge and learning, Interactive map, Community, and Calendar. The main content area features a large image of a cyclist on a path through a landscape, with a text overlay that reads: "Single platform for the EU Tourism Transition Pathway". Below this, it says: "Discover actionable insights and strategies on the Transition Pathway Stakeholder Support Platform for EU Tourism ecosystem to drive sustainable growth and innovation in your tourism business." A yellow button labeled "Join the pathway >" is positioned at the bottom left of the main content area.

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THE REGIONAL PROJECTS OF ACCESSIBLE AND INCLUSIVE TOURISM (DM 1st AUGUST 2024)

1

Tutti Insieme: dal Mare alla Montagna



Capofila Pietra Ligure (SV); partner Finale Ligure (SV), Loano (SV), Borgio Verezzi (SV), Tovo San Giacomo (SV), Anffas Onlus sezione di Albenga (SV)

Viaggi Senza Barriere
(tra mare, ceramica e storia)



Capofila Savona; partner Albisola Superiore (SV), Albissola Marina (SV), Celle Ligure (SV), Stella (SV), Associazione ANCoS APS, Cooperativa "Il Faggio", Bandiera Lilla Coop. Soc, Dafne Coop. Soc.

2

AGENZIA «IN LIGURIA» | COMMUNICATION AND EVENT COORDINATION

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THE REGIONAL PROJECTS OF ACCESSIBLE AND INCLUSIVE TOURISM (DM 1st AUGUST 2024)

3

"A.R.I.A." – Accoglienza, Realtà, Inclusion, Accessibilità
Tra Mare e Fiume: un Cammino da Scoprire Insieme



Capofila Levanto (SP); partner Bonassola (SP), Carrodano (SP), Borghetto di Vara (SP), Brugnato (SP), Cesare e i suoi amici APS, Associazione G.I.S.A.L. CEAD. E.T.S.

4

Baia del sole accessibile



Capofila Alassio (SV); partner Albenga (SV), Laigueglia (SV), Garlenda (SV), Villanova d'Albenga (SV) e UILDM-Unione Italiana Lotta alla Distrofia Muscolare Sez. Albenga

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“LIGURIA ACCESSIBILE”



- VACANZE / HOLIDAYS
- GUIDE / GUIDES
- CONSIGLI / TIPS
- PROGETTI / PROJECTS
- EXPERIENCE
- ITINERARI / ITINERARIES

iamialiguria

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CONCLUSIONS

- ONE INCLUSIVE TOURISM MODEL, BASED ON THE COLLABORATION AMONGST PA, NO PROFIT ORGANIZATIONS AND CITIZENS
- THE CHALLENGE OF CONNECTING BETTER TOURISM AND DISABILITY



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THANK YOU FOR YOUR ATTENTION



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