



Inclusive and Smart Tourism Destinations: Strategies for innovation

Ljubljana: A Systemic Model for Accessible Tourism

From a car-free city centre to a city-wide model for accessible tourism

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Closing the City Centre to Traffic: The Eco Zone

- Old town fully renovated over the last two decades
- Motorised vehicles banned in a 20-hectare eco zone
- Steps removed, kerbs lowered, paving levelled
- Tactile paths for blind and visually impaired
- Space redesigned for pedestrians and cyclists

Kavalir: Free Electric Transport for All





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Urban Electric Train



A City on the Move – For Everyone



A Collaborative Model for Removing Barriers in the City

- Council for the Elimination of Architectural and Communication Barriers
- Strategic Accessibility Plan of the City of Ljubljana
- Code of Ethics for Businesses Operating in the City Centre

A Data-Driven Audit of 450+ Tourism Providers

- From 2022: field audit of 450+ tourism providers
- Every provider received an improvement roadmap
- Accessibility filter on visitljubljana.com
- 650+ tourism professionals trained in 3 years
- Audit model adopted by 4 Slovenian destinations
- Accessibility as a Scored Criterion in the City's Event Co-funding Scheme

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Sights and activities

Art and Culture

Food and drink


In focus

Events

Travel information


Points of interest

Category

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Sustainable providers

Accessibility

Select accessibility 

Select accessibility

- Accessible to persons with movement disabilities
- Accessible to the blind and partially sighted
- Accessible to the deaf and hard of hearing

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Auditing Tourism Experiences: Nothing About Us Without Us

- 13 experiences assessed across 12 disability categories
- Including persons with mobility, sensory, cognitive, and psychosocial disabilities, as well as persons with allergies and other access needs
- An improvement roadmap accompanies each experience

Takeaway

Systematic analysis + expert collaboration + small, well planned improvements = a genuinely accessible destination for everyone.



SCAN ME

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