

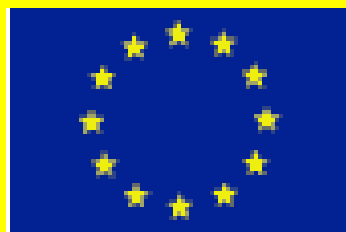


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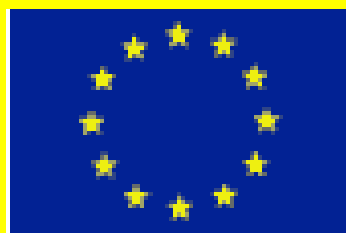
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WHO ARE WE?



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TOURISM AND QUALITY TOURIST AREAS SERVICE

Quality life actions on tourism supply
for all

www.regione.emilia-romagna.it
www.emiliaromagnaturismo.it



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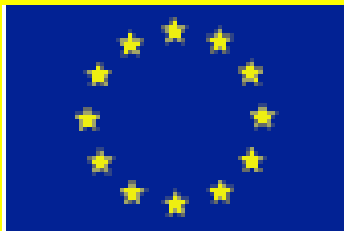
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NEW SCENES FROM TOURISM



Today a good tourist product must be:

- + Ethical
- + Responsible
- + Sustainable
- + Accessible



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= MORE QUALITY

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THE ACCESSIBLE TOURISM



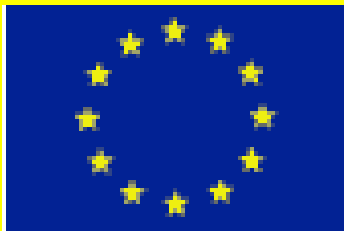
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1993 Touch Ross european research

1999 “Italy for all” project

2004 CARE project



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START: February 2004

TOTAL COST:

€2,008,359.90

**of which €1.061.232,20
come from the FESR -
European Fund for
Regional Development
in the framework of
Interreg III B CADSES
program**



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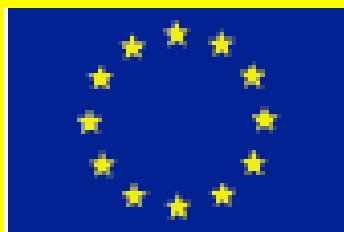
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FROM DISABILITY TO NEEDS



9 TARGET NEEDS GROUPS:

- ALIMENTARY ALLERGIC PERSONS
- ALLERGIC PERSONS
- BABY TROLLEY FAMILIES
- PREGNANT WOMEN AND FAT PERSONS
- ANCIENT, CLAUDICATE LIMP E CARDIOHEPATIC PERSONS
- DEAF PERSONS
- BLIND PERSONS
- BUGGY PERSON WITH ESCORT
- AUTONOMY BUGGY PERSON



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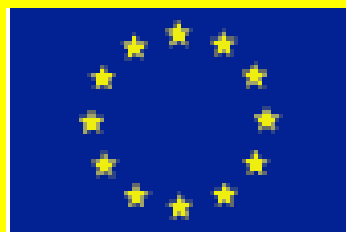


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OBJECTIVES



- 1) MORE COMFORT IN THE FREE TIME SERVICES**
- 2) CREATION OF A EUROPEAN HOSPITABLE CITIES NETWORK**
- 3) CREATION OF A “CARE CULTURE” WITH INFORMATION, COMMUNICATION AND TRAINING**
- 4) ENLARGE THE TOURISM AND HOSPITABLE MARKET**

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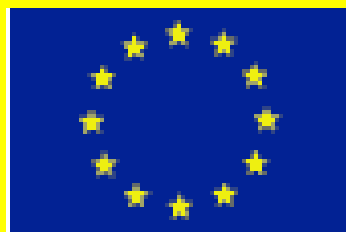
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CARE MISSION

“Only a town able to meet the most demanding needs will be able to welcome everyone”



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Between
disability, accessibility & tourism

THE MOST IMPORTANT IS

TOURISM



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CARE PARTNERS: THE 16 ACTORS



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- Emilia-Romagna Regional Administration (ITA) - Lead Partner
- Municipality of Bologna (ITA)
- Municipality of Ferrara (ITA)
- Municipality of Forlì (ITA)
- Lombardy Regional Administration (ITA)
- A.I.A.S. Milano onlus (ITA)
- Umbria Regional Administration (ITA)
- Province of Ancona (ITA)
- Province of Pesaro-Urbino (ITA)
- "Si Può" Association (ITA)
- Venice Card - Città di Venezia (ITA)
- Bildungsinstitut Pscherer (GER)
- City of Gera (GER)
- Atempo Association (AUT)
- Prefectural Authority of Thessaloniki (GRE)
- North-East Regional development agency (ROM)



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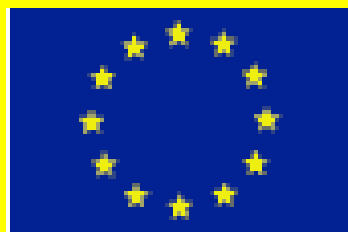


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ACTIVITIES

- 1) **ANALYSIS OF THE DEMAND FOR SERVICES IN A "HOSPITABLE FOR ALL" CITY**
- 2) **CHARTER OF THE HOSPITABLE CITY**
- 3) **CARE METHODOLOGY**
- 4) **E-LEARNING**
- 5) **TRAVELLING IN EUROPE - A GUIDE TO WELCOMING AND ACCESSIBLE CITIES**
- 6) **PILOT PROJECTS**
- 7) **ACCESSIBLE TOURISM AND CUSTOMERS WITH SPECIAL NEEDS - COMMUNICATION TOOLS FOR THE MARKET**
- 8) **COMMUNICATION ACTIVITIES**

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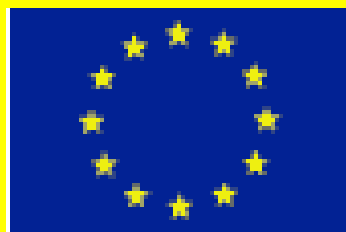
THE FUTURE



-THE BRAND REGISTRATION

- CARE NETWORK PROTOCOL

**- PROMOTION NETWORK ADHESION
CAMPAIGN**



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CARE CONTACTS



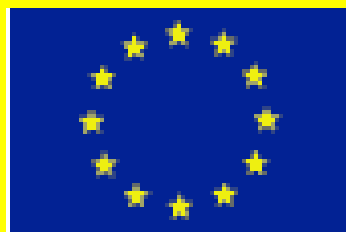
info@interreg-care.org

Informations, e-news service,
publications and more...

at

www.interreg-care.org

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