



## **Title of the project: Cosy for you**

**Acronym of the project: (if used) C4Y**

**Project duration and start date: 14 months from 1<sup>st</sup> of October 2014 to 1<sup>st</sup> November 2015**

### **Short description of project**

The project "Cosy for You", supported by a web site and a mobile application (C4Y mobile app.) consists in the dissemination of "knowledge" of places, travel goods and services accessible at 360° in the Campania Region, in the South of Italy, starting with five different destinations: Napoli, Pozzuoli and "Campi Flegrei", Sorrento and the Sorrentine peninsula, Vesuvius area and Benevento, including 14 itineraries.

It is proposed as best practice to other public and private institutions active in tourism in Italy and worldwide. Our target market, thanks to the quality of services also offered through the portal, has a wide incoming geographical scope, from local to international, whose expansion is only affected by the natural development of business and the temporal needs for the implementation of the initiative.

### **Objectives**

a) **satisfaction of customers/tourists with special needs** (mobility, sensory , other temporary and different special needs i.e.the elderly), offering them several accessible and already tested itineraries, consisting in well-known and less-known sites of the famous city of Naples, which has always been a great touristic attraction, but has been neglected by major tourism flows, diverted to the coast and the islands. All itineraries include cultural sites (archeological, castles, museums, churches), leisure, natural sites and views, as well as entertainments and sport activities i.e. sailing. Each segment of the touristic chain has been cared for in every detail: accommodation, transport etc. The identified routes are all inclusive of information services, both on paper and on computer support, accompanying services: driver, multilingual guide and catering and restaurant services with special menus for food disabilities. All places of visit and stop, carefully monitored and entered into a geo-referenced map, are selected for the presence of parking, accessible toilets and absence of barriers.

b) **Community Involvement**, stimulating a change of mentality producing more and more "adjustments" in touristic structures and activities on the part of public and private operators, companies, entrepreneurs and agencies that operate on these territories and who want to improve their business and to have access to new sectors of the touristic market in order to create value for all, satisfying the needs of everybody. Thanks to the wide social network of the coordinator ONG Peepul, the project builds up a high level of participation and cooperation attracting intensive support from public authorities, third sector and volunteer citizens i.e. teachers and students and professionals like architects, engineers, technicians and so on..

c) **Cultural change**, transforming the bad image of the town due to the common ideas related to the city of Naples (garbage, crime, poor governance, lack of professionalism) into a positive image of it like "Cosy", that is friendly, comfortable and that of Campania region as "the most accessible in Italy" and the most visited in Europe.

d) **Skills and training improvement** in terms of accessibility in the tourism supply chain. Training activities and dissemination of the culture of accessible tourism aim to provide to the business target highly qualified staff able to meet the special needs of the tourists and to become a key element of the businesses. Training of new professional figures:

- a. the In-Charge of Accessibility in public and private structures of the tourism chain;
- b. the In-Charge of Monitoring;
- c. Community-supported Chaperon staff.

e) **Adequate support and guidance to SMEs**

f) **Marketing of touristic packages through four agencies/tour operators (SME) partners of the project** and the City of Naples: Aritur srl ,Flag srl, Ischia Bussiness.it srl, Airtour sas di Angioletto De Negri ,Emmegi srl

The project clearly demonstrates that it could increase the number of visitors by 20%.Cross fingers!!

g) **Implementation of existing touristic packages with new itineraries** and routes also in the municipalities of the vast provinces of Benevento and Salerno.

DESTINATION	ITINERARIES
DESTINATION I "NAPLES BETWEEN MYSTIC AND SECULAR"	I ITINERARY: ANCIENT TOWN CENTRE I II ITINERARY: ANCIENT TOWN CENTRE II III ITINERARY: NAPLES BELOW AND ABOVE THE EARTH IV ITINERARY: MANSIONS AND GREAT PALACES I V ITINERARY: GREAT PALACES II VI ITINERARY: SEAFRONT RELEASED VII ITINERARY: PANORAMIC HILLOCK
DESTINATION II "FROM GULF TO GULF" - POZZUOLI-BAIA-BACOLI	I ITINERARY: THE GULF FROM BAGNOLI TO POZZUOLI II ITINERARY: BETWEEN FIRE AND ART: NATURE OF GLOWING FIELDS
DESTINATION III ABOVE AND BELOW VESUVIO	I ITINERARY 'VAE SUIS' II ITINERARY: VILLAS FROM 70 A.C. TO 1700
DESTINATION IV: THE COASTLINE OF SORRENTO	I ITINERARY FROM SORRENTO TO THE GOLDEN RIBBON (MASSALUBRENSE)
DESTINATION V BENEVENTO: HISTORY, ENVIRONMENT AND ENOGASTRONOMIA	I ITINERARY BENEVENTO CITY OF LIGHT

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