



REGIONE DEL VENETO

Treviso - 6 november 2012

Seminar

**“ACCESSIBILITY, a new challenge for inclusive
tourism”**

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Tourism and Food Marketing, Veneto Region**



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Projects of excellence

Italian law n. 296 of 27 december 2006, art. 1, paragraph 1228
amended by the law n. 69 of 18 june 2009, art. 18

Provides:

“The Italian Government financially supports a certain number of selected projects and initiatives aimed at developing the tourism sector at national and international level”





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One of the projects selected by the Italian Presidency of the Council of Ministers was

**The Project of excellence
“Development of social and
accessible tourism”**

**adopted by Veneto Region in November
2011**



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Crucial aspects of the project

- ❑ It is a regional project
- ❑ It will last three years (october 2012- october 2015)
- ❑ Total Financing € 1.720.863,90
- ❑ Regional co-financing € 200.000,00





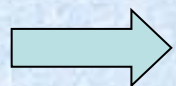
The objective of the project

Creating the conditions for the development of social tourism in the Veneto Region by implementing accessibility in the hospitality

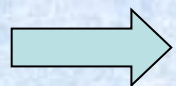




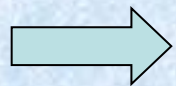
Goal to reach



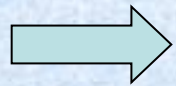
Increasing the opportunities to attract tourists with special needs in Veneto Region



Welcoming tourists with new qualified services aimed at heightening their satisfaction and loyalty



Improving the general tourism system



Qualifying Veneto Tourism System as accessible





Actions

Training tour operators on accessibility in hospitality, especially for people with disabilities

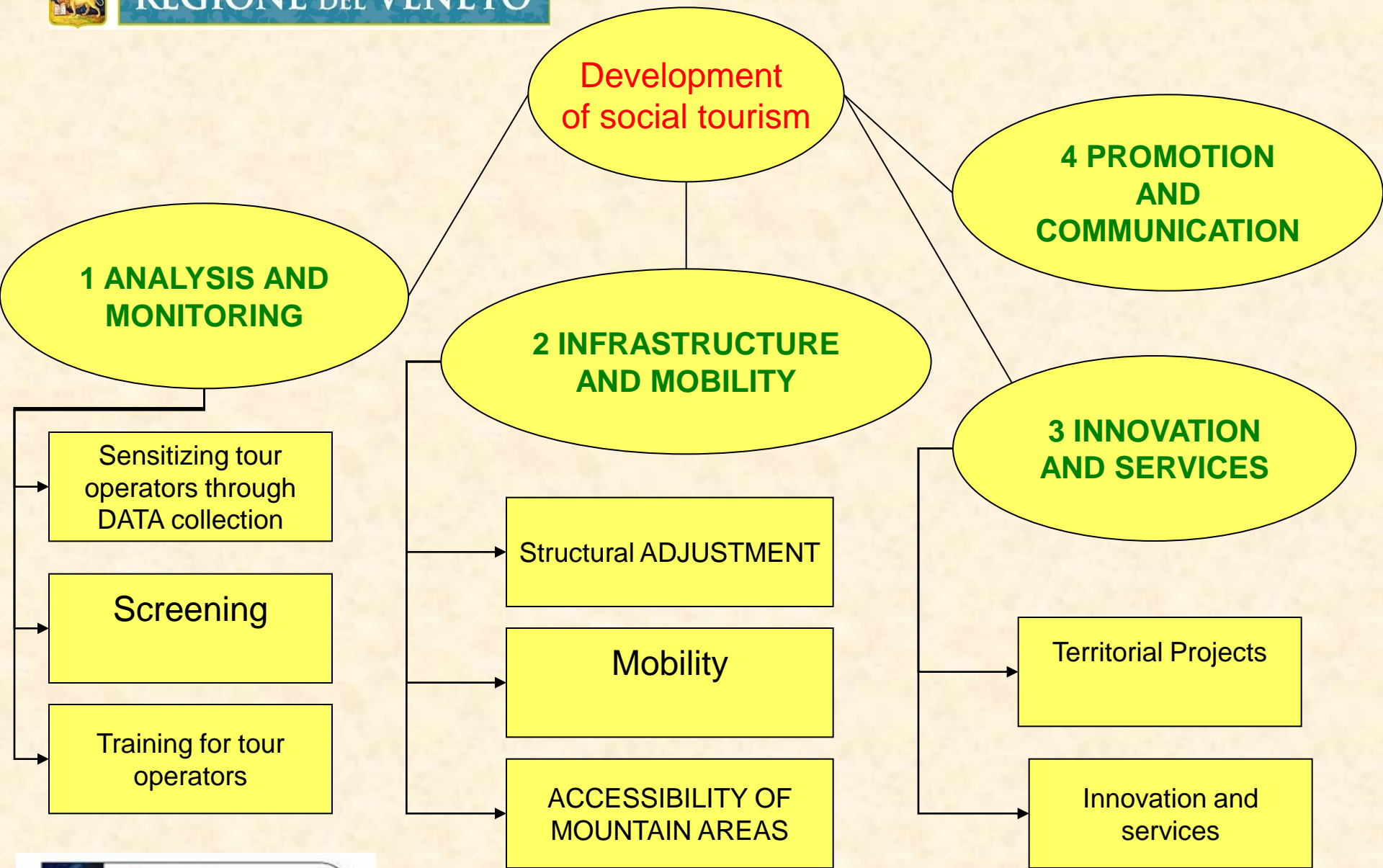
Fostering new investments for more accessible accommodations

Creating new synergies between public administrations and private sector to build up a more accessible tourism offer

Defining tourism activities and evaluating low seasonality

Finding cooperation between the Tourism and the Health Care sectors by proposing new quality solutions for everyone







Actions

Raising awareness	<ul style="list-style-type: none">- Dissemination of the information- Training for tour operators- Awareness among public and private actors in the field of regional tourism
Sustainable mobility and infrastructure	<ul style="list-style-type: none">- Structural interventions for accessibility developed by tourism SMEs
Innovation	<ul style="list-style-type: none">- Use of New Technologies to identify accessible routes (QR codes)- Promotion of the accessible services for tourists with disabilities- Development of a section dedicated to accessibility into the tourism web platform www.veneto.to including also a magnetic card which allows the identification of the different tourist profiles
Promotion and Communication	<ul style="list-style-type: none">- Promotion of the projects and initiatives at national and international level





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Thanks for your attention



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