Treviso - 6 november 2012

Seminar

“ACCESSIBILITY, a new challenge for inclusive tourism”

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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”
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
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
Development of social tourism

1 ANALYSIS AND MONITORING
- Sensitizing tour operators through DATA collection
- Screening
- Training for tour operators

2 INFRASTRUCTURE AND MOBILITY
- Structural ADJUSTMENT
- Mobility
- ACCESSIBILITY OF MOUNTAIN AREAS

3 INNOVATION AND SERVICES
- Territorial Projects
- Innovation and services

4 PROMOTION AND COMMUNICATION
## Actions

<table>
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<tr>
<th>Category</th>
<th>Actions</th>
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<tbody>
<tr>
<td>Raising awareness</td>
<td>- Dissemination of the information</td>
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<td>- Training for tour operators</td>
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<td>- Awareness among public and private actors in the field of regional</td>
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<td>tourism</td>
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<td>Sustainable mobility and infrastructure</td>
<td>- Structural interventions for accessibility developed by tourism SMEs</td>
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<td>Innovation</td>
<td>- Use of New Technologies to identify accessible routes (QR codes)</td>
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<td>- Promotion of the accessible services for tourists with disabilities</td>
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<td>- Development of a section dedicated to accessibility into the tourism</td>
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<td>web platform <a href="http://www.veneto.to">www.veneto.to</a> including also a</td>
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<td>magnetic card which allows the identification of the different tourist</td>
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<td>profiles</td>
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<td>Promotion and Communication</td>
<td>- Promotion of the projects and initiatives at national and international level</td>
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Thanks for your attention