



European Meeting Accessible Tourism

Vicenza - March 2011

Fiera di Vicenza - Salon Gitando.all

Accessible tourism is the set of services and structures to allow persons with special needs the use of vacation and leisure activities without obstacles and difficulties. Under the term "people with special needs" lie not only in people wheelchair, but in general people with reduced mobility (lame, using sticks, etc..) people with sensory limitations, and a wide range of people eg. elderly, people with dietary needs (celiac disease, diabetes, etc..) or with allergies, temporary disabilities, pregnant women, etc.. People requiring special comfort and facilities for the practice of travel.

Social inclusion based on non-discrimination and equal opportunities for all people the chance to live and fully enjoy the goods and services created by the company and therefore also to enjoy a well-deserved vacation, sports mainly contact with nature. The enjoyment of leisure and the environment in their material values and assets, ensure the development of the personality and quality of life and therefore must be guaranteed to all citizens with attention to the different needs and in strict observance of ecosystems. Accessibility is a human right and must be guaranteed to all persons irrespective of their physical or sensory impairment and their limits. This right has been enshrined in the recent UN Convention on the Rights of Persons with Disabilities: art. 30 Participation in cultural life, recreation, leisure and sport.

In fact, a mature country should be able to look at all the complexities of the market and not stopping only for the collection of more opportunities and easier passing, in the certainty that the Most future of heritage tourism sector will be given by customer satisfaction and from the collective and individual genererà. La this tourism strategy that the Region Veneto is working in the medium to long term, all geared to state and internalize elements of responsibility of the various players in action (consumers, traders, producers) actors at various levels of national tourism.

To do this you must bring to the attention of employers and sti-sector professions, who wish to get involved in this innovative market segment, the best "Best Practice" developed in Europe. This allows for addressing the market by studying success stories and, therefore, start winning from the start.



PROGRAMME

Ore 14.15 – 14.30

Welcome:

Marino Finozzi - *Head of Tourism of the Veneto Region*

Roberto Ditri - *Chairman of Fiera di Vicenza SpA*

Ore 14.30

Antonio Tajani – *European Commissioner for Industry, Entrepreneurship and the Transport*

Marino Finozzi – *Head of Tourism of the Veneto Region*

“Tourism and the Veneto Region as an added value for all tourists in Europe”

Matteo Marzotto – *President ENIT*

“The commitment of ENIT to the enhancement of Italy as a destination for all”

International Best practice:

Ivor Ambrose – *European Network for Accessible Tourism (ENAT)*

“The European view”

Annette Masson – *Tourisme & Handicap – France*

“The experience of France”

National Best practice:

Paola Tournour-Viron – *TTG Italia*

“Italy accessible tourism destination: The perception of the operators foreigners”

Roberto Vitali - *Presidente, Village for all*

“Village for All a reality with a European”

17,30 – 18,00 - **Spritz Time**

(Programma provvisorio)
