



Prime Minister's Office
Mission Office for enhancing Italy's Image

Make it accessible

First White Paper on Tourism for All in Italy, 2013

Committee for the Promotion
and Support of Accessible Tourism

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Presentation

Quality will in the future be the number one factor in overcoming competition in the tourism sector. Government action, in the few months we have had at our disposal, has focused on putting the 'quality' factor at the core of our strategy in this field.

The fundamental elements of quality should certainly include, on the supply side, not only tourism accommodation structures and their catering to the needs of the modern-day tourist, but also and above all tourism services, including the human factor, which means providing a cordial reception as well as professional competence. On the demand side, quality is measured by customer satisfaction: guests with changing traits, coming from further and further afield. But also increasingly mature clients, endowed with a rich tourist culture due to the extensive travel and holiday experience acquired over the years, the many stories told by friends and relatives, the countless stimuli from the arts, such as cinema and literature, and exposure to the mass media, and now the social media.

In such a context it should not even be necessary to be talking about accessibility and tourism for all: it should be a natural precondition for any nation wishing to welcome people to its land, and thus, first of all, not discriminatory against any guests by virtue of their specific needs.

In creating the Committee for the Promotion of Accessible Tourism we are seeking to put our country in a position to look at the whole tourism market without barriers, working to ensure that existing constraints are removed as soon as possible, best practices and awareness are spread far and wide, and the professionalism of millions of workers feels the benefits of this work.

The White Paper we present here, the first ever to be published

in Italy, sets out to inform public opinion and those working in the trade about four fundamental aspects: i) the dimensions of a market that must be faced up to firstly as a civilised gesture, and secondly by virtue of its objective convenience, ii) the path our country has taken and the road it has also indicated to others, iii) the projects and methods we have developed, and iv) the concrete actions over these brief but intense months of work that we have been allowed to plan for and perform.

We hope and believe that accessible tourism will be an integral and fundamental part of our efforts to boost the sector as a whole, and that may lead, in economic and cultural terms, to great benefits for our country.

Piero Gnudi
*Minister for regional affairs,
tourism and sport*

Introduction

WHY THIS “WHITE PAPER”?

This White Paper is certainly not an impromptu offering, an “instant book” produced by way of an emotional response to an event. Rather, it is the first product of a long-term process, based on assumptions, preconditions, topical issues and certainly an ideal future context.

Many of us can remember when in Italy there was no talk of accessible tourism. Indeed, the phenomenon was avoided, denied, removed from sight. We have tried to forget about episodes of ignorance with regard to tourists and diversity, of refusing persons with special needs, of rejecting the problem, as if it were a blemish that our tourism industry did not want to touch.

Cases like this still happen, but they have evidently grown less and less.

We can never be sure of course that the regrettable actions of the past are gone for good. There will probably be one or two moments of ignorance, one or two challenges to “special needs”, but we can be reasonably certain that this will happen increasingly rarely, and that the reaction of public opinion, institutions and businesses to such events will be rapid and resolute.

To an extent, a point has been passed. Where sensitivity and culture has been lacking, expediency has played its part: the market indeed has dictated the terms of coexistence and hospitality.

It has been more a process than any particular event. A sweeping process, combining with more general phenomena, in which we are all still firmly ensconced:

- our country has ceased to simply be a holiday destination, it has also become an extremely important source of tour-

ist demand; so important that, almost paradoxically, we are now a priority target of countries like Germany, which has traditionally been (and continues to be) our main source of overseas demand;

- the growth in our power of attraction in international markets first slowed down, then came to a grinding halt, and is now going up and down. But above all, the geography of tourism is changing, from continental to global;
- we have thus become a “mature” destination, in terms of the product lifecycle; this means that the sector is unable to grow as quickly as before, and is obliged to face up to fierce competition and meet the needs of tourists that have acquired considerable experience; demand has become segmented, and more “cultured”.

The concept of maturity does however have a wide range of meanings: in a positive sense it marks appreciation for the culmination of a process (that of growth and maturation); in a negative sense it is the end of an upward drive and the start of a period of potential decline.

What we are interested in is the first meaning: over the past twenty years Italy as a tourist destination has entered a phase in which it can certainly no longer be viewed as a slapdash destination, whose defects can be forgiven on account of its many natural qualities and tourist assets inherited from the past.

It is indeed one of the most appreciated and desired “brand” in the world, and clients do not just request but demand emotions and quality in line with the best international standards.

At the same time, there is no doubt that, in part due to growing “contamination” with other EU members, many new values have begun to take root in Italy too, favouring the blowing of a sort of “northern wind” which for us, and not just in a metaphorical sense,

comes down and crosses the Alps before spreading out in all directions.

This happened first at a wider level, with environmental issues, then opposition to nuclear energy, the use of renewable energies, energy saving and bio-architecture. Then came fair trading, and greater equality for women, to name just a few of the questions carried by this northerly breeze.

And the same can be said for the question of recognising disabilities and protecting the rights of those with special needs. These questions have sometimes been marked by special international "days" created and held on this specific topic and on others of cultural relevance. The last such day on the subject of disabilities took place on 3 December 2012.

The pursuit of values is increasingly leading to opportunities, preconditions, market rules. If one looks at the "mother" of all values, for instance, i.e. environmental protection, we can see that consumerism has not ceased to exist even though an awareness of "green" issues has continued to grow beyond the plethora of political parties that claimed its exclusive representation.

And so, just as Jost Krippendorf predicted thirty years ago, the phase we now find ourselves in might be defined as "green consumption": products are chosen partly (and perhaps chiefly in many cases) for their eco-friendliness in the stages of production, packaging, disposal, etc.

There is no truer saying, now more than ever, that you "speak with your wallet", both in a negative sense, ignoring products that go against our set of values, and positively, rewarding the products that mirror our values and even act as standard bearers.

These long-term trends have a profound influence too on one's attitude to tourism: in particular, they begin to be expressed on the consumption side, then at a later time they influence the supply side, the businesses providing services and the territories supporting them, in what it is hoped is a virtuous circle, being able to

strengthen loyalty, sense of belonging, affinity: in a word, a sharing of values.

With regard to private business, the latest approach is that which equates accessibility with the broader issue of Corporate Social Responsibility (CSR). This concept has taken form in recent years, leading to a varied range of practices and to sophisticated communication systems.

Generally speaking enterprises look at the question of CSR in relation to the requirement of generating economic value (doing business), with the option of also generating social value (doing good). But the goal here is to combine the two spheres of economic and social value, creating the maximum benefits in the context one is working in.

This outline is useful for interpreting, with some knowledge of the facts, business behaviour in the sphere of accessible tourism: the action of public Institutions, communication campaigns and consequent normative initiatives have had the effect of building awareness and to an extent obliging businesses to focus more on this question, and if possible on specific activities, in such a way as to place the question of accessibility fully within the framework of responsibility.

But in Italian experience the virtuous circle mentioned above has not yet fully formed. There have indeed been some dead ends along the road, for instance in attempting to create a ranking of tourist accommodation structures. Discussion centred on the brightness of light bulbs, cubic metres of air, size of communal areas, while on the roads real tourists were struggling to get on buses, after having dragged trolleys along the pavements, still asking themselves about the meaning of restaurant service charges. And we can well imagine the difficulties faced by tourists with disabilities or special needs.

When we talk about the needs of real tourists, classifications can be misdirecting: everybody's right to be a tourist should not have

to depend on legal obligations, imposing the removal of "architectural barriers". For a country of mature tourism such as ours, one of the world's leading economic powers, the idea of welcoming tourists must no longer be an optional, no longer just the wheelchair symbol added to the rest, no longer just a "plus".

This step-up is actually a demonstration of how civilised we are, or can become, and one that we cannot ignore. It no longer makes sense to talk about quality without having as a precondition this show of culture. Only then can we hope to raise the tourism qualities of our country, which are of course many, but can no longer be considered as being the exclusive domain of "normal" tourists.

Flavia Maria Coccia

*Coordinator of Mission Office for enhancing
Italy's image and Chairman of Committee
for the promotion and development of
Accessible Tourism*

Introduction

THE FIRST WHITE PAPER: AN OPPORTUNITY TO DEVELOP TOURISM IN ITALY

We could write for a long time about accessible tourism, about its current status and the scenarios that are developing in the sector. Today no actor, in the public and private spheres, involved in tourism can be in any doubt that what we are discussing is a continuously changing reality, filled with potential and opportunities, in particular for those able to grasp and develop them.

During the course of the Committee's meetings it has been seen that a great many disabled persons would like to visit tourist destinations for their own reasons. Many do so, but are left disappointed due to the difficulties involved, the lack of accessibility and the shortcomings of the experience. Others, duly informed about the situation, decide not to make the venture, and travel elsewhere.

In coming years, as the Committee has discovered, an increasingly integrated system of policies and strategies involving the public and private spheres will be developed, in which full and complete accessibility for everyone will become a key factor when choosing a holiday destination, on the same level as price and quality. The real challenge will be that of turning the culture of accessibility into a strength, a point of excellence that Italy will have to absorb in its DNA in order to be competitive and really welcoming. The UN's Convention on the rights of persons with disabilities, ratified by Italy in 2009, sanctions Italy's commitment in this area.

The Mission Office for enhancing Italy's image, operating within the jurisdiction of the Prime Minister's Office in support of the Minister for Regional Affairs, Tourism and Sport, is the body delegated to draft and implement policies and communication initiatives to

boost Italy's image in the world, in particular in the tourism sector. One of its functions is to coordinate the work of the "*Committee for the Development of Accessible Tourism*", made up of representatives of disabled associations, local institutions and experts from the sector. The first work performed was to draft and disseminate the document called "*Manifesto for the promotion of Accessible Tourism*". The content of this document, consisting of the findings of the study conducted by experts from the public and private sectors, is a set of guidelines and principles which, through the use of legal instruments, are designed to enact the UN convention, specifying its application in the sphere of tourism and involving the whole sector.

Based on the work and analyses performed, the present publication has been drafted with a view to facilitating a process in which institutions, private bodies and individual users can have a unified vision of the current status of accessible tourism in our country.

"Make it Accessible!" lays the foundations for moving beyond the simple definition of accessible tourism: there are a number of terms being bandied about, such as "tourism for all", "accessible tourism", "social tourism", "solidarity tourism". We believe however that in years to come we will be using about a more correct term, that of "universal tourism".

We firmly believe that it is fundamental, for our credibility in the tourism sector, to guarantee to all potential users, without exception, complete freedom in exercising their rights, starting with the pleasure of travelling.

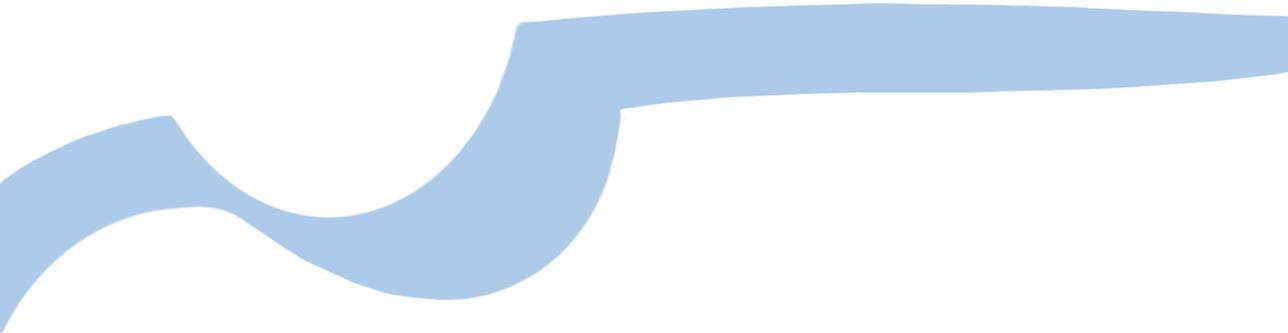
Italy's image, indeed, must not be limited to the beauty of its lands, its artistic treasures, its uniqueness, but extend to its people and to the culture of hospitality, by which we can measure its degree of civilisation.

Valentino Guidi

*Coordinator of Committee for the promotion
and development of Accessible Tourism*

Chapter One

the "Market"



1.1. *Preliminary data*

It is not possible to measure and study the demand for accessible tourism and relative market values without first considering the meaning of the term and relative values.

We take "Accessible tourism" to mean the set of services and facilities that enable "clients with special needs" to spend holiday and leisure time in a satisfactory manner, without impediments or difficulties, thus in a state of independence, safety and comfort.

But who are the target clients of such a market? Here the boundaries are not clear-cut, and it is certainly not limited to disabled persons. This market includes the broader, more generic world of needs expressed by people that do not have evident and verifiable disabilities (e.g. motor, sensorial, cognitive or health problems), for instance people suffering from problems such as coeliac disease or food allergies, or that must follow low salt diets or other forms of diet. Then there are people who get tired, due to pathologies or old age, when walking for a long time, or to cardiopathies and allergies, including children, elderly people, mothers pushing push-chairs, and so on.

It is thus evident that tourists with disabilities are just one of the possible types of client in the accessible tourism market. A market that is, in any case, made up of a wide range of needs. It is necessary to understand the extent and nature of these needs in order to adequately cater to them.

The main sources of information at our disposal regarding this market, by geographic level and type, are given below in chronological order.

* * *

The first research referring specifically to tourism and disabled persons was conducted in 1993 by consulting firm Touche Ross. 11% of the European population was declared to be disabled, to which should be added 3-4% of citizens who, for one reason or another, were not uncovered by the research. This corresponds to about 50 million people with disabilities in Western Europe. This figure has subsequently been validated.

* * *

In 1999, as part of the Italy for All¹ project, a "Study on accessible tourism demand" was conducted by ENEA and Iter in order to:

- quantify the number of people with special needs among the Italian population and the extent to which these people contribute to tourism demand;
- identify and describe the potential tourism market;
- describe the types of special needs and relative difficulties encountered by this group of potential tourists;
- define the conditions needed to turn potential accessible tourism demand into actual tourism.

It was seen that in 1999 about 31 million people had undertaken at least one trip during the year (54.6% of all Italians). Of these, 2.9%, or 889,330 people, had special needs. Considering also those tourists who, despite not having special needs, were in the highest age group (65 and over) and who chose, in most cases, trips marked by special traits, the figure rose to 2,140,785 tourists, 6.9% of the total.

1 See paragraph 2.2.

Table 1. Travellers in Italy (1999)

Travellers:	Non-travellers:
31,165,062 (54.6%)	25,910,265 (45.4%)
with special needs	of whom:
889,330 (2.9%)	health/old age problems 3,651,003 (14.1%) (who would travel: 1.9%)
	caring for disabled/children 1,215,868 (4.7%) (who would travel: 0.1%)

Source: *Italy for All, 1999*

The survey showed that among those not making trips, about 490,000, 1.9% of the total, would have travelled in the right conditions. These conditions included in particular the “need to be escorted” and “availability of medical care”, while 7% would have required the removal of architectural barriers in tourism facilities and services.

The findings of this research did not allow comparisons over time, nor has it allowed us to gauge subsequent market developments. To gain an idea of possible changes, it is possible to refer to Istat statistics, which provide an idea of the trips and holidays of Italians as well as reasons given for not holidaying (table 2).

Although the definition “health reasons” is only a vague approximation of the “special needs” as defined herein, the ten-year comparison given below shows that percentage fluctuations have been largely marginal, but are concentrated in the spring and summer seasons, with a non-negligible drop in the percentage of people unable to go on holiday for that reason.

If this fact were confirmed, it would naturally be a positive signal, reducing the constraints obliging people not to go on holiday. This is the trend that this White Paper seeks to describe and to develop.

Table 2.**People that have not gone on holiday for health reasons**

(per 100 Italian residents)

	January-March	April-June	July-September	October-December
2002	9.8	10.6	14.3	8.9
2011	10.1	10.0	13.0	9.0
Var.	+0.3	-0.6	-1.3	+0.1

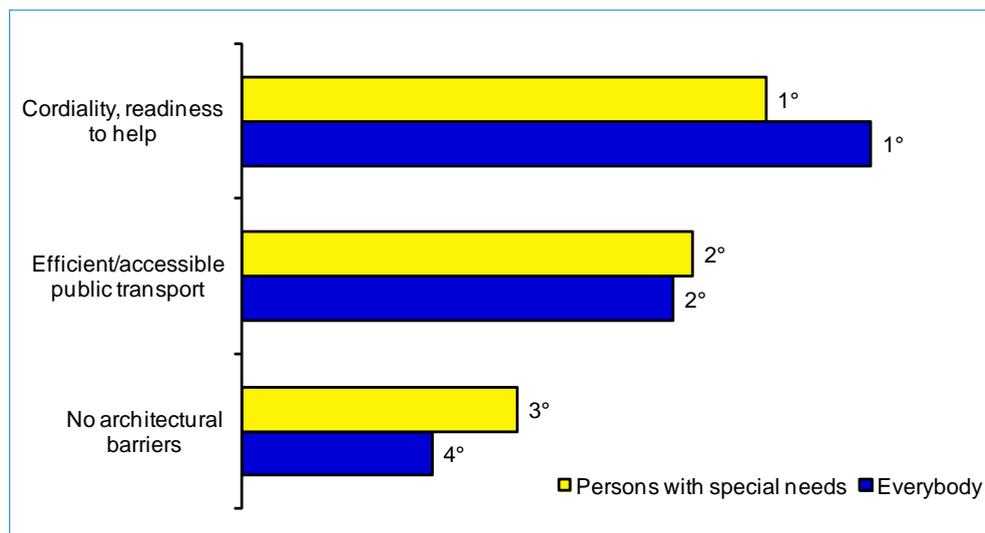
Source: Istat, Quarterly survey "Travel and holidays".

* * *

In 2004, as part of the C.A.R.E. project², a Europe-wide survey was conducted on a sample of over 6,500 people, 50% residents and 50% tourists, with the aim of meeting the needs of tourists and residents, with and without special needs. Questionnaires were distributed evenly by gender, age, occupation and place of origin.

The survey served to draw up a profile of tourists visiting cities: out of a sample of 941 interviews with disabled persons, 35% of trips were undertaken for cultural reasons, 4.1% of respondents were attracted by the offer of local food and wine. Disabled persons stayed chiefly in hotels, but there was also demand for rented apartments and residences. One tourist in four preferred to travel with their family or spouse, putting friends into second place. One in three acquired information about the trip from the Internet, but guide books were also popular. Tourists with special needs resorted to travel agencies less than the overall average, preferring to consult specialist magazines. Finally, 37% of tourists with special needs said that the information obtained about their trips did not always correspond to the actual situation.

² See paragraph 2.4.

Graph 1. Wishes for a "Città Ospitale" (hospitable city)

Source: C.A.R.E. survey, 2004

The significant aspect that the study uncovered was the perception that everyone had similar wishes and aspirations, including those with special needs, the only difference being that tourists with special needs are more attracted by cultural events. This confirms the fact that when speaking about tourism, disabilities and accessibility, it is tourism that is of overriding importance.

A tourist with a disability is first and foremost a tourist, a person interested in having an enjoyable holiday in a pleasant place and fulfilling his or her desires.

Cordiality and a readiness to help others is the main desire expressed by interviewees, followed by the efficiency and accessibility of public transport and artistic heritage services, and relative access thereto. A welcoming city, catering to the needs of both tourists and residents, can be called "hospitable for all".

1.2. *Potential demand*

According to the World Report on Disability, published by the WHO in 2011, more than one billion people worldwide experience disability, on average 15% of the population (demographic estimates for 2010).

This percentage was up on the 1970 figure of 10%.

The evaluations contained in the Report are based on a 2004 study, the "Global Burden of Disease", which estimated that 15.3% of the world population (about 978 million people out of the world population of 6.4 billion) had "moderate to serious disabilities", while 2.9% (approximately 185 million people) had "serious" disabilities (table 3).

Disabilities were naturally less frequent among children aged from 0 to 14 years (5.1% and 0.7% respectively for less and more serious disabilities), while for people over the age of 15 moderate disabilities affected 19.4% of the population (892 million people) and more serious disabilities 3.8% (175 million).

Table 3.
Disabilities worldwide, by geographic area and age
 (percentage of total population, estimates for 2004)

	World	High income nations	Low and medium income nations					
			Africa	America	South East Asia	Europe	Eastern Mediterranean	West Pacific
Severe disabilities								
0-14	0.7	0.4	1.2	0.6	0.7	0.8	0.9	0.5
15-59	2.7	2.3	3.3	2.6	2.9	2.7	3.0	2.4
≥ 60	10.2	8.5	16.9	9.2	12.6	7.2	12.4	10.0
Total	2.9	3.2	3.1	2.6	2.9	3.0	2.8	2.7
Moderate to severe disabilities								
0-14	5.1	2.8	6.4	4.5	5.2	4.2	5.2	5.3
15-59	14.9	12.4	19.1	14.6	16.3	14.3	15.5	13.7
≥ 60	46.1	36.8	53.3	44.3	58.8	41.4	53.7	46.7
Total	15.3	15.4	15.3	14.1	16.0	16.4	14.0	15.0

N.B. High income nations are those with a per capita GDP greater than 10,066 US\$, based on World Bank estimates.

The assessment of disability is based on a scale in which serious disabilities are in the classes VI and VII, and moderate to serious disabilities in the classes III -V

Source: World report on Disability, World Health Organisation, 2012

While there are many differences in disabilities in relation to age, with an evident concentration in the over-60 population, regardless of the seriousness of the disability, there do not appear to be significant differences based on economic development.

Table 4. Degree of disability by type

(2004, percentage values)

	Degree of disability				
	None	Slight	Moderate	Severe	Extreme
Mobility					
Moving around	64.8	16.5	11.4	5.9	1.3
Vigorous activity	50.7	16.0	13.3	10.3	9.7
Self-care					
Self-care	79.8	10.7	5.9	2.6	1.0
Appearance, grooming	80.4	10.7	6.0	2.2	0.9
Pains					
Bodily aches and pains	45.2	26.3	16.8	9.5	2.2
Bodily discomfort	49.2	24.9	16.1	8.0	1.8
Cognition					
Concentrating, remembering	61.5	20.0	11.8	5.5	1.3
Learning	65.6	17.3	9.8	4.7	2.5
Interpersonal relations					
Participation in community	76.8	13.1	6.6	2.4	1.2
Dealing with conflict	74.4	14.4	6.7	3.0	1.5
Vision					
Distance vision	75.4	11.6	7.1	4.3	1.6
Near vision	76.3	11.9	7.0	3.8	1.0
Sleep and energy					
Falling asleep	60.9	18.9	10.0	6.6	1.6
Feeling rested	57.2	22.1	13.1	6.2	1.4
Affect					
Feeling depressed	56.1	22.5	12.9	6.6	2.0
Worry, anxiety	51.2	22.9	14.0	8.3	3.6

Source: World Report on Disability, World Health Organisation, 2012

With regard to the higher degrees of disability, the highest percentages were noted in relation to mobility, in particular the ability to do “heavy” activities (table 4).

“Severe” restrictions were noted for mobility and physical pain (arthritis, headaches, etc.) and to an extent for affections, in particular depression. With regard to disability types, an interesting aspect is the percentage of people using a wheelchair³. Just as for disabilities in general, this form also appears to be evenly distributed in different nations, with an incidence of about 1% of the population.

The United States 2002 Census, for instance, estimated the presence of 2.7 million wheelchair-bound residents over the age of 15 and 121,000 wheelchair users under the age of 15, 0.2% of the 60.6 million under-15s. In all, a little less than 1% of the entire population (about 300 million people).

In Europe, studies conducted in the United Kingdom have estimated the number of wheelchair users as being between 1% and 1.4% of the whole population.

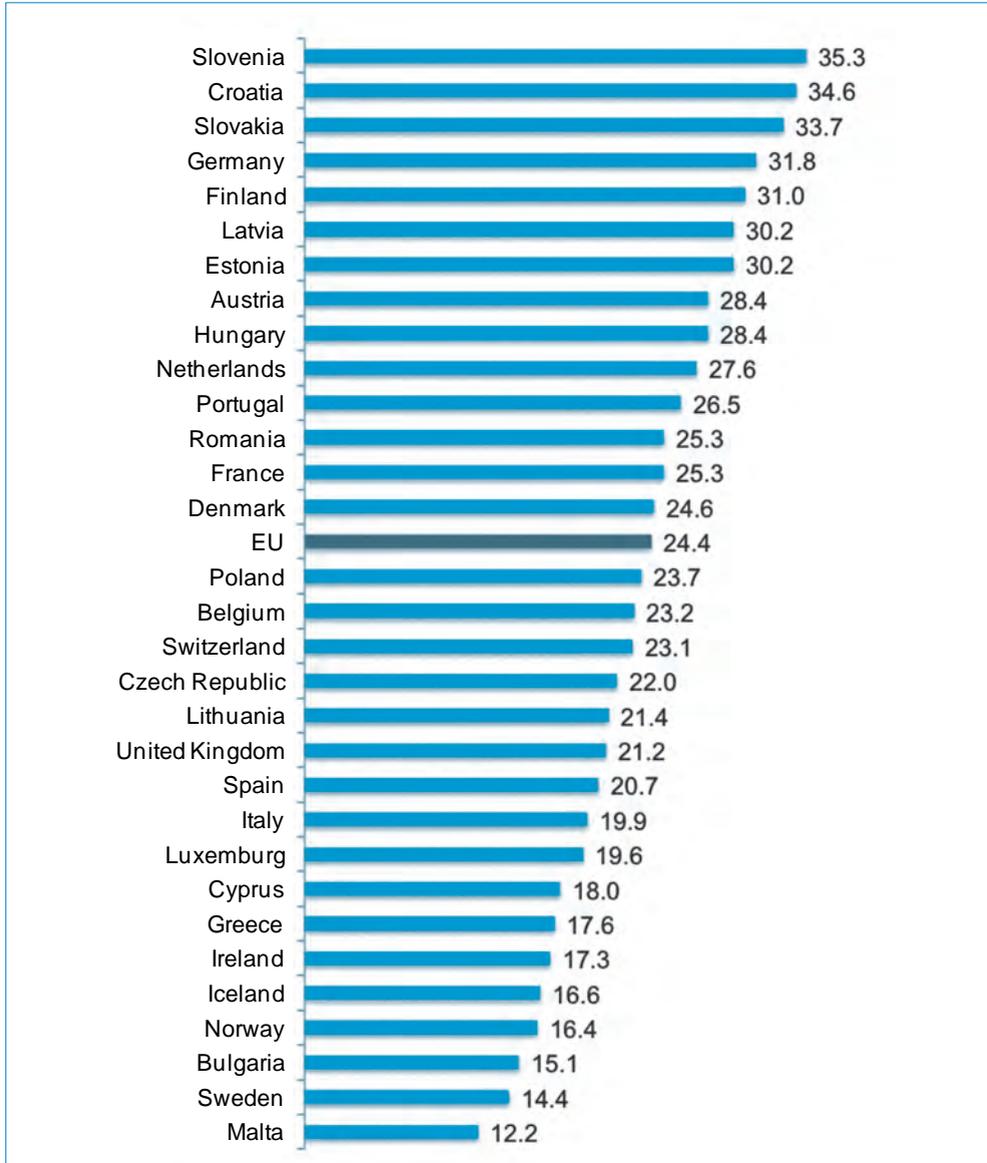
These percentages are confirmed by studies carried out in Netherlands (152,000 wheelchair users out of 16 million inhabitants, 0.95%) and in France (percentage a little below 1%), on the basis of which it can be estimated that in the 27 countries of the European Union alone there are about 5 million wheelchair users.

These estimates appear to be in line with available data for the “Old Continent” made available by Eurostat.

Eurostat has gathered data on people declaring long-term limitations, i.e. non-temporary problems, when performing daily tasks: on average a quarter of EU residents complain about this problem, with lows for the residents of Malta (12%) and Sweden (14%) and highs for Slovenia and Croatia, 35.3% and 34.6% respectively (graph 2).

³ An emblematic condition of disability and special needs, the wheelchair has become a symbol for the entire question of disability

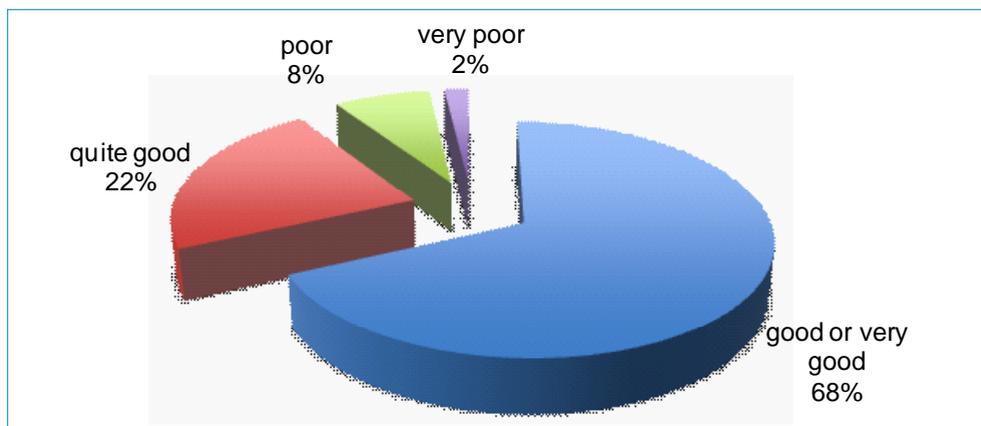
Graph 2. Persons with long-term problems restricting the performance of daily tasks (2010)



Source: Eurostat data processed by SL&A, 2012

Narrowing the field to residents in EU nations only, estimates point to almost 50 million disabled persons, a figure similar to the one calculated twenty years previously by Touche Ross, in 1993.

Graph 3. EU citizens' perception of their state of health
(2009)



Source: Eurostat data processed by SL&A, 2012

Available data for the period 2005-2009 show that the percentage of those considering themselves to be in a negative state of health has remained quite steady (a fall of 0.6 percentage points). On the other hand, differences among EU States are sometimes significant (tables 5 and 6).

Table 5. EU citizens' perception of their state of health
(% of people deeming their health to be poor or very poor)

Where people feel worse...		... and where they feel better	
Portugal	19.4	Ireland	2.7
Lithuania	17.7	Iceland	4.4
Hungary	17.5	Malta	4.6
Poland	16.5	Netherlands	4.9
Latvia	15.9	Sweden	5.3

Source: Eurostat data processed by SL&A, 2012

It should also be noted in this case that subjective perceptions exert a considerable influence on data, and in all likelihood are dependent on more general attitudes regarding life satisfaction, happiness, expectations for the future, which do of course change from person to person, and from people to people.

Table 6. EU citizens' perception of their state of health
(time series, percentages)

Nations	State of health									
	2005		2006		2007		2008		2009	
	poor	very poor	poor	very poor	poor	very poor	poor	very poor	poor	very poor
Austria	6.7	1.6	6.4	1.5	6.7	1.6	7.2	1.9	6.6	2.1
Belgium	6.3	1.9	6.8	1.6	6.8	1.5	6.9	1.3	7.1	1.7
Bulgaria	-	-	-	-	12.9	4.2	10.9	2.8	9.9	3.0
Cyprus	7.3	2.5	7.7	1.6	7.1	2.6	6.6	1.1	6.2	2.0
Czech Republic	10.5	2.5	10.9	2.5	10.4	2.0	10.6	2.5	10.4	2.3
Denmark	5.5	1.5	5.7	2.0	5.9	1.9	5.4	1.9	5.0	2.4
Estonia	13.0	3.1	12.3	2.8	12.0	2.7	12.4	2.4	12.6	1.5
Finland	7.3	2.8	7.0	2.9	6.7	1.5	6.4	1.3	6.1	1.3
France	8.5	1.4	8.1	1.4	8.0	1.4	7.3	1.1	7.9	1.1
Germany	7.6	1.6	7.7	1.6	7.8	1.6	6.5	1.5	6.4	1.4
Greece	6.3	2.6	6.3	2.9	6.0	2.7	6.6	2.7	6.6	3.1
Hungary	17.3	4.6	16.1	4.2	17.1	4.9	14.3	4.9	13.3	4.2
Ireland	2.8	0.8	2.4	0.7	2.0	0.5	2.2	0.3	2.3	0.4
Italy	8.0	1.8	8.7	1.9	8.6	2.4	8.8	2.3	8.4	2.4
Latvia	16.3	5.6	14.9	4.5	14.5	4.1	13.8	3.4	13.1	2.8
Lithuania	16.6	2.9	14.9	3.3	13.6	2.9	14.9	2.8	14.7	3.0
Luxemburg	6.5	1.3	5.8	1.5	5.8	1.2	6.5	1.2	6.9	1.4
Malta	4.5	0.6	3.8	0.6	4.1	0.4	3.9	0.4	4.0	0.6
Netherlands	4.3	0.9	4.4	0.8	4.3	0.6	4.4	0.9	4.2	0.7
Poland	15.0	3.7	14.2	3.1	13.7	3.1	13.4	3.0	13.5	3.0
Portugal	14.7	5.8	15.1	5.0	14.3	4.7	14.3	5.3	14.2	5.2
Romania	-	-	-	-	7.7	2.0	6.9	1.8	7.0	1.8
Slovakia	12.5	5.1	13.1	4.9	12.8	4.8	11.3	4.4	11.0	3.6
Slovenia	13.1	3.1	12.7	3.0	11.3	3.1	11.7	2.5	10.2	2.9
Spain	10.0	2.5	9.9	2.3	9.4	2.2	6.1	1.7	6.5	2.1
Sweden	4.5	1.6	4.8	1.0	4.1	1.0	4.1	1.0	4.2	1.1
United Kingdom	5.8	1.3	5.3	1.2	5.1	1.1	4.0	1.1	4.4	1.1
European Union	8.7	2.1	8.6	2.0	8.5	2.0	7.6	1.9	7.5	1.9

Source: Eurostat, 2012

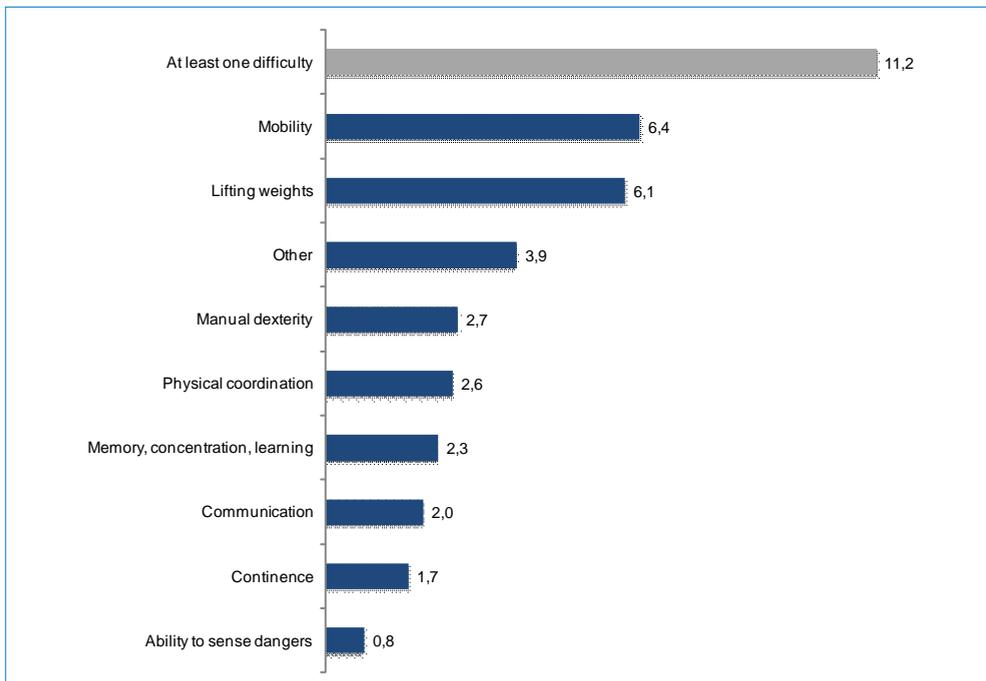
With regard to Europe in general, and EU States in particular, it remains difficult to quantify disability types.

Help in this sense comes from studies and surveys and from databases from single States. The systematic gathering of such data was not one of the goals of this White Paper, accordingly we illustrate here only the case of the United Kingdom, which appears to be particularly significant.

According to the Department of Employment and Office for Disability Issues, in Great Britain there are 11.2 million disabled persons; of these 5.2 million are adults in working age, 5.2 million are pensioners and 0.8 million are children.

Half of those with disabilities have mobility-related problems, while a smaller share have communication and cognitive difficulties (graph 4).

Graph 4. Difficulties in daily life for British citizens
(2010/2011, absolute values, in millions)



Source: UK Department of Employment data processed by SL&A, 2012

With regard to Italy, an important aid in quantifying disability comes from the study "Social inclusion of people suffering from limitations to personal independence", published by Istat in December 2012, undertaken to monitor the disability phenomenon in Italy with reference to the integration of people with functional limitations in their daily contexts (social relations, schools, work, leisure, etc.) and to the factors hampering their complete participation (mobility limitations, barriers to work entry, lack of adequate support, etc.).

The reference population numbered 3,947,000, and although this tended to underestimate the global universe (excluding under-11s, people living not in families but in care homes, etc., self-sufficient persons with difficulties, e.g. food-related problems, etc.), this survey is an essential knowledge tool in view of the lack of any other meaningful information.

In Italy therefore there are a little more than 2 million citizens above the age of 11 suffering from serious functional limitations residing in a family environment (table 7).

These are in reality people that are not inclined to travel, if one considers that over half (57%) are above the age of 75.

If however we add to these persons that have slighter limitations – over 1.8 million – the potential universe of accessible tourism is almost doubled.

Table 7 - Persons aged 11-87 years with functional limitations according to degree of seriousness of limitation by gender, age, education, civil status and economic resources (2011, in thousands)

	Persons with serious functional limitations		Persons with slight functional limitations		Total	
	a.v.	%	a.v.	%	a.v.	%
GENDER						
Men	716	34.4	779	41.7	1,495	37.9
Women	1,363	65.6	1,089	58.3	2,452	62.1
Total	2,080	100.0	1,868	100.0	3,947	100.0
AGE CLASSES						
11-34	136	6.5	59	3.2	194	4.9
35-59	260	12.5	333	12.0	592	15.0
60-74	498	23.9	631	19.1	1,129	28.6
75-87	1,187	57.1	845	68.9	2,031	51.5
Total	2,080	100.0	1,868	100.0	3,947	100.0
EDUCATION						
Upper secondary school certificate. University degree	249	12.0	302	16.1	551	13.9
Lower secondary school	398	19.1	532	28.5	930	23.6
Primary school certificate/ No academic title	1,433	68.9	1,034	55.4	2,467	62.5
Total	2,080	100.0	1,868	100.0	3,947	100.0
CIVIL STATUS						
Single/Unmarried	390	18.7	185	9.9	575	14.6
Married, living with spouse	939	45.2	1,107	59.3	2,046	51.8
Separated, divorced, married, not living with spouse	21	1.0	70	3.7	91	2.3
Widow/widower	729	35.1	506	27.1	1,235	31.3
Total	2,080	100.0	1,868	100.0	3,947	100.0
ECONOMIC RESOURCES*						
Excellent/adequate	1,023	49.4	1,069	57.4	2,092	53.2
Poor/inadequate	1,046	50.6	795	42.6	1,841	46.8
Total	2,069	100.0	1,863	100.0	3,933	100.0
TOTAL	2,080	52.7	1,868	47.3	3,947	100.0

71.4% of the studied population, corresponding to 2.819 million people, with a preponderance of elderly people (75.3% aged between 65 and 87) declared they were not completely self-sufficient, i.e. they suffer one or two difficulties and are unable to perform on their own at least one of the essential tasks of daily life (going to bed and getting up, sitting down and getting up from a chair, getting dressed and undressed, having a bath or shower, washing hands and face, cutting and eating own food) (table 8).

68.8% of the population said they had difficulty in terms of mobility and locomotion; the percentage rises to 89.1% among those suffering from serious limitations.

** Economic resources refer to 3.933 million people (not including observations with missing values).*

Source: Social inclusion of people suffering from limitations to personal independence, Istat 2012

Table 8. Persons aged 11-87 years with functional limitations according to functional area affected, by degree of seriousness of limitation and age class

(2011, absolute values in thousands and percentages)

Seriousness of functional limitation	Difficulty of movement		Difficulty in performing daily tasks		Difficulty in terms of sight, hearing and speaking		Total a.v.
	a.v.	%	a.v.	%	a.v.	%	
Persons aged 11-64							
Persons with slight functional limitations	193	35.5	221	40.5	305	55.9	544
Persons with serious functional limitations	388	77.8	410	82.2	283	56.8	499
Total	581	55.7	631	60.4	588	56.3	1,044
Persons aged 65-87							
Persons with slight functional limitations	670	50.6	718	54.3	672	50.8	1,323
Persons with serious functional limitations	1,464	92.6	1,470	93.0	1,014	64.2	1,581
Total	2,133	73.5	2,188	75.3	1,686	58.1	2,904
Total							
Persons with slight functional limitations	863	46.2	939	50.3	976	52.3	1,868
Persons with serious functional limitations	1,852	89.1	1,880	90.4	1,298	62.4	2,080
Total	2,715	68.8	2,819	71.4	2,274	57.6	3,947

N.B. Each respondent gave one or more types of difficulty per functional area. The percentage for each functional area is calculated for those reporting each type of difficulty out of all persons suffering from limitations in the same age class and degree of limitation

Source: Social inclusion of people suffering from limitations to personal independence, Istat 2012

Persons with sensorial difficulties, i.e. eyesight, hearing or speaking difficulties, made up 57.6% of the total. The percentage rose among those suffering from serious functional limitations (62.4%).

According to the same detailed and up-to-date survey, over one and a half million Italian people (45% of the total of those aged between 15 and 87 with functional limitations) find it difficult to go on holiday due to health-related problems (table 9).

Table 9. Persons aged 15-87 with functional limitations which, for health reasons, are restricting for some activities
(2011, per 100 persons with same characteristics)

Gender	Restrictions on use of Internet	Restrictions on leisure activity	Restrictions on travel
	Persons aged 15-64		
Men	24.6	22.4	33.2
Women	25.0	27.6	37.6
Total	24.8	25.2	35.5
	Persons aged 65-74		
Men	14.7	17.8	31.3
Women	26.2	33.9	46.1
Total	21.8	27.8	40.4
	Persons aged 75-87		
Men	20.3	19.1	44.9
Women	28.3	30.4	60.1
Total	25.6	26.7	54.5
	Total		
Men	20.4	19.9	37.9
Women	27.1	30.5	51.1
Total	24.6	26.5	45.8

Source: Social inclusion of people suffering from limitations to personal independence. Istat 2012

As might be imagined, travel limitations are directly proportional to age.

It is interesting to note that the percentage of those encountering travel difficulties is almost double that of those declaring limitations to leisure activities (26.5%). including cultural initiatives (museums, cinema, theatre, etc.), physical and sporting activities, participation in life of church, etc..

On the one hand, therefore, more elderly people are less inclined to move around, on the other it would appear that still today, while people can do almost everything "at home", outside the home everything becomes more complicated (travel, accommodation, services, etc.).

1.3. *The supply side: facilities and attitudes*

There is no doubt that in the last few years accessible tourism has gone from a niche market to a business recognised by the market and by major tour operators.

Accessible tourism means a type of tourism alert to everybody's needs, therefore offering high quality for all. Everybody's needs means the needs of children, elderly people, mothers with pushchairs, persons with disabilities moving slowly, the deaf and the blind, people suffering from allergies or food disorders. It thus means combining the needs of tourist enterprises with the ability to meet the demand for "hospitality", requiring alertness, dialogue and technical knowledge.

The disabled tourist should have the same offer of services and facilities as that available to all tourists: booking services, transport, accommodation, catering, services dedicated to holidaymakers.

There have been changes in the sphere of accessible tourism, starting with the need to create accessible services in accommodation structures, then identifying the need to work within a broader framework, proposing accessible services in the territory, and finally constructing targeted offers and a system of information relating to services and accessibility, so that individuals can choose holidays based on their own needs.

The large number of persons with disabilities and therefore the larger potential target have led to the development of a wide spectrum of accessible tourism products in Italy. There is however an objective lack of a framework for all the initiatives that have been developed. This means:

- a host of offers lacking a systematic approach;
- different methods used to define accessible facilities and services, which does not provide uniform information.

The first national project in this sense (Italy for All)⁴ was introduced 10 years ago. It was an integrated and institutional approach to the development of accessible tourism products and services. From that moment on regions, localities, associations and enterprises have worked individually and/or in partnerships on the construction of accessible tourism offers. The latest review of the situation provided herein has identified over 360 different forms of tourism projects (see chapter 3).

Still today however there is no systematic organisation of what has been constructed since then; although much has been done in terms of tourism proposals suitable for people with special needs, there is no national instrument providing access to information and to tourism activities performed.

In recent years a number of studies have looked into the quality of accessible tourism services in Italy, examining the approach of tour operators to this market and considering the point of view of the relative population.

* * *

A survey useful for understanding the reasons causing tour operators to work on accessible products was the study undertaken in 2008 by the Association *Si Può Laboratorio Nazionale Turismo Accessibile*, in conjunction with *Ente Bilaterale Industria Turistica*, the aim of which was to identify Tourism Service Quality for clients with special needs.

Questionnaires were sent to tour operators focusing on the level of knowledge and interest taken by operators in tourists with special needs.

It emerged from the study that deciding to work on accessible tourism products was useful for operators in diversifying their product range, and that failing to meet the demand for services

4 See paragraph 2.2.

from this type of client means (for 33% of respondents) a significant economic loss.

The need to view this target as a specific niche to work on, but one that is no more “difficult” than other targets, was confirmed by data on the difficulties encountered by operators more concerned about information and reception needs (57%) than infrastructure barriers (43%).

* * *

Of interest in this regard are the data processed in 2010 by the TTG Italia’s Buyer Observatory, based on interviews with 600 foreign tour operators present at the TTI Incontri buyer trade fair.

Italy is, for “ordinary” tourists as well as for those with special needs, one of the world’s most attractive holiday destinations. These operators, who are “selling” Italy all over the world, believe that the country could improve, but 77% of the sample considers our country to be ‘accessible’. The most urgent improvements should be made, according to 54% of buyers, to railway stations, which remain highly inaccessible, often due to structural constraints, but also due to the lack – as almost 80% of respondents stated – of adequate support and information services to aid communication with passengers.

The opinion about accessibility is only slightly better on the subject of hotels, held to be inadequate by 46% of those interviewed, and restaurants, which in 38% of cases are deemed not capable of adequately receiving disabled persons.

Another important aspect highlighted by the survey is the sensitivity and training of staff. Clients with special needs do not feel understood in Italy, especially if the difficulty relates to food-related problems. According to feedback received by tour organisers, these problems are underestimated by hotel and restaurant staff. Menus and the preparation of food for persons suffering from coeliac disease, or who are lactose intolerant, or on vegetarian or

vegan diets, are today some of the problems to be overcome when receiving tourists with special dietary needs.

The same foreign tour operators also report that Italy falls short in providing training for establishing relations with clients suffering from mental illnesses, or with blind or deaf clients. Operators believe that personnel in our country are not adequately trained to provide information to travellers suffering from renal insufficiency (who need to know where haemodialysis centres are located locally), diabetes or oncological diseases (who might benefit from the positive effects – including psychological effects – of the holiday to carry on with their treatment).

* * *

In 2011 Unioncamere-Isnart, in collaboration with *Consulta per le Persone in Difficoltà* (Council for People in Difficulty), conducted a survey on the current state of accessible tourism in Italy and in the Piedmont region in particular.

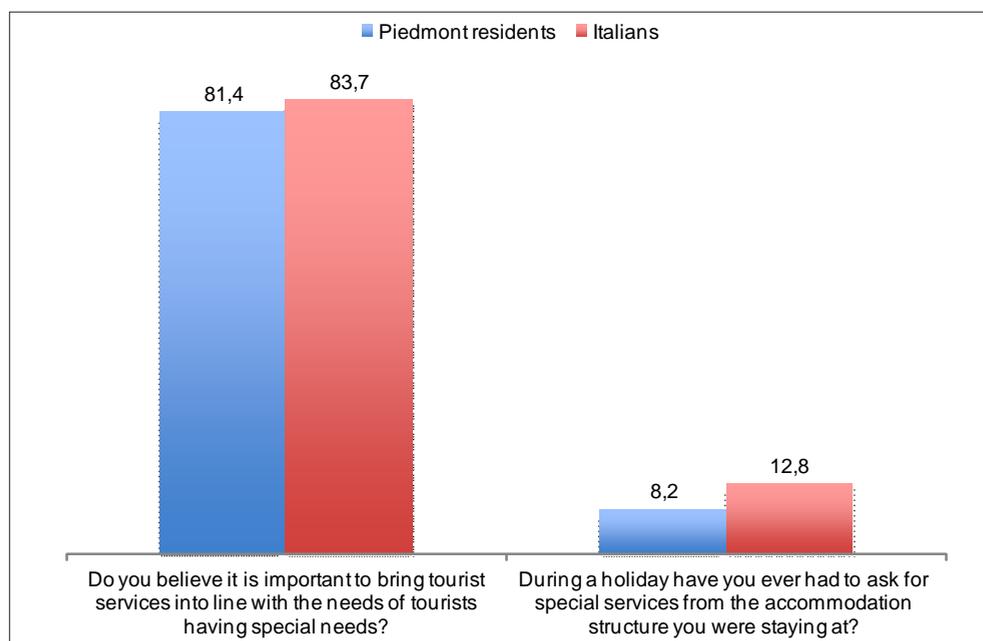
The range of products and services was analysed through a survey on tourist accommodation enterprises in Piedmont, while demand was studied by analysing the views of the Italian population to gauge the level of awareness of the tourism phenomenon and the degree of satisfaction of tourists with special needs.

Tourists and tour operators showed themselves to be aware of the problems of accessible tourism, but not very informed about or active in terms of the needs of tourists in difficulty.

Over 80% of Italians (and Piedmont residents) considered it important to modernise the services offered by the tourism sector. Among tour operators in Piedmont this need was felt by 93% of respondents (graph 5 and table 10).

On the demand side, 12.8% of the Italian population has been in a situation, at least once, where they had special needs (among Piedmont residents 8.2% of the total). Their needs were catered for in 80% of such cases (94.4% for Piedmont residents).

Graph 5. Tourist attitudes and needs



Source: Survey on tourism relating to persons with special needs in Piedmont - Unioncamere Isnart/CPD Onlus, 2011

Table 10. Satisfaction with services used

(% of total of those using specific services while on holiday)

	Piedmont residents	Italians
Yes	94.4	79.9
No	5.6	20.1
Total	100	100

Source: Survey on tourism relating to persons with special needs in Piedmont - Unioncamere Isnart/CPD Onlus, 2011

In greater detail, among Italian tourists in difficulty that went on holiday in the month of February 2011, opinions about the experience were generally positive, with special reference to the degree of accessibility in the territory (92.4% of tourists in difficulty were satisfied), for holidays in Italy (above all in Piedmont) and overseas (table 11).

Table 11. Satisfaction with services used, by destination
(% of total of those using specific services while on holiday)

	In Piedmont	In Italy	Overseas	Total
Yes	100.0	91.5	94.4	92.4
No	0.0	8.5	5.6	7.6
Total	100.0	100.0	100.0	100.0

Source: Survey on tourism relating to persons with special needs in Piedmont - Unioncamere Isnart/CPD Onlus, 2011

Satisfaction was less positive with reference to the way they were received in guest accommodation structures, deemed positively by 69.2% of holidaymakers (table 12).

Table 12. Capacity of accommodation structures to cater to the needs of persons with special needs
(% of total of those using specific services while on holiday)

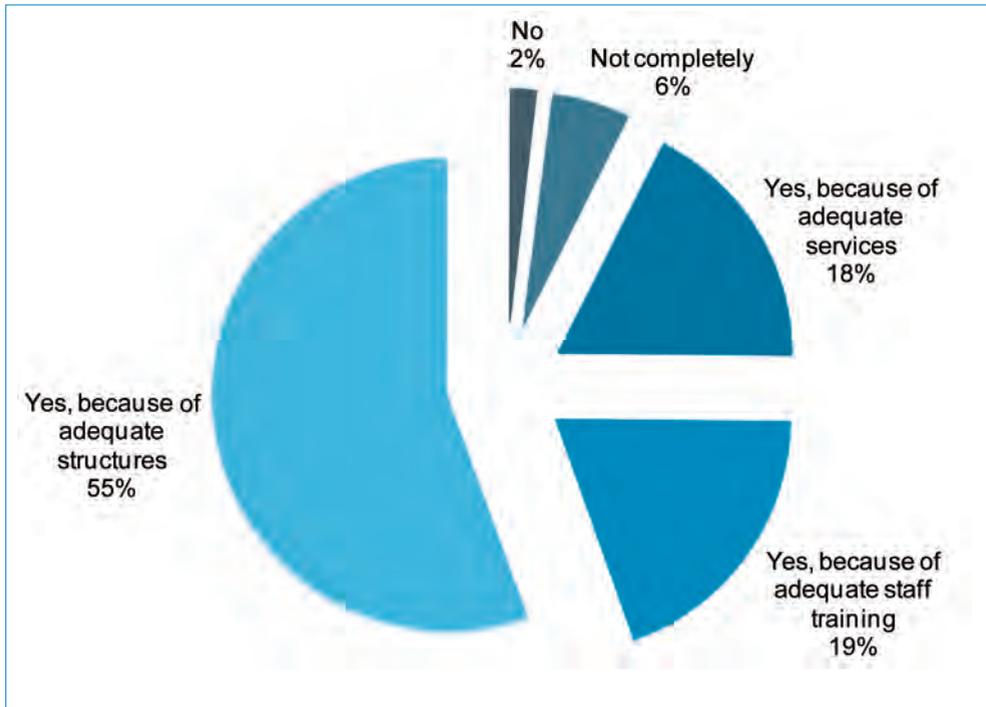
	In Piedmont	In Italy	Overseas	Total
Yes	58.9	75.0	54.9	69.2
No	41.1	25.0	45.1	30.8
Total	100.0	100.0	100.0	100.0

Source: Survey on tourism relating to persons with special needs in Piedmont - Unioncamere Isnart/CPD Onlus, 2011

Criticalities regarding the tourist accommodation system (applying to 30.8% of holidaymakers) derive in most cases from the inadequacy of structures (architectural barriers, inadequate lifts, unsuitable bathrooms, rooms too small) rather than services provided.

On the supply side, over 50% of tour operators in Piedmont have had to deal with the needs of disabled persons. Mobility needs and accessibility to the accommodation structure, as well as dietary requirements, were said to have been met in 92.5% of cases, thanks to the structural capacity of the building (55.5%), qualified staff (19.3%) or availability of ad hoc services (17.7%) (graph 6).

Graph 6 . Capacity of Piedmont tour operators to cater to the needs of persons with disabilities



Source: Survey on tourism relating to persons with special needs in Piedmont - Unioncamere Isnart/CPD Onlus, 2011

Finally it is significant that over 90% of tour operators believe the initiatives of the Council in Piedmont to be useful, and that the *Turismabile* project is well known to a large number of enterprises and to the resident population.

* * *

The latest and most exhaustive studies and surveys in Italy have again been conducted by Unioncamere-Isnart, which in 2009 began to look at the issues of accessible tourism as part of its regular surveys on tourism firms and operators. Study findings have appeared to be rather generic but in any case of interest:

- 52% of accommodation structures, as a national average, paid particular attention to the needs of guests having disabilities and special needs, with a peak in Central Italy (57%) (table 13);
- among product areas, the Mountain area had the greatest difficulty in approaching the question, due to inherent structural difficulties and the nature of its accommodation structures (table 14);
- on this point, 57% (national average) of hotels were "heedful"; the percentage grew as the number of stars rose, with a peak of 79% for top category hotels;
- special care was also taken by Hostels (80%), the highest expression of "popular" tourist accommodation;
- most care however (83%) was expressed by Campsites, a type of enterprise in which, due mainly to the presence of camper vans and caravans, tourists with special needs enjoy particular flexibility. Within this category, we should note, the Village For All (V4A) project and method has been growing considerably in importance;
- at the other end of the scale are Alpine Refuges and B&Bs, with "care" levels at around 25%; while the objective constraints of these structures are evident, the attitudes and behaviour expressed are in no way justifiable (table 15).

Table 13. Awareness of accommodation structures of the needs of disabled persons, by geographic area

	Yes	No	Total
North West	44.5	55.5	100.0
North East	50.8	49.2	100.0
Centre	57.2	42.8	100.0
South and Islands	53.3	46.7	100.0
Total	51.9	48.1	100.0

Source: National Tourism Observatory - Unioncamere data, 2009

Table 14. Awareness of accommodation structures of the needs of disabled persons, by product area

	Yes	No	Total
Cities of historical and artistic interest	51,2	48,8	100,0
Mountain	48.3	51.7	100.0
Spa	58.8	41.2	100.0
Lakeside	56.3	43.7	100.0
Seaside	52.7	47.3	100.0
Country	56.5	43.5	100.0
Other localities	52.0	48.0	100.0
Italy	51.9	48.1	100.0

Source: National Tourism Observatory - Unioncamere data, 2009

Tabella 15. L'attenzione da parte delle imprese ricettive alle esigenze di persone disabili, per tipologia ricettiva

	Yes	No	Total
Hotel	57.0	43.0	100.0
1 star	28.5	71.5	100.0
2 stars	42.1	57.9	100.0
3 stars	66.2	33.8	100.0
4 stars	76.6	23.4	100.0
5 stars	78.6	21.4	100.0
RTA residences	73.4	26.6	100.0
Holiday village	77.2	22.8	100.0
Holiday farm	58.3	41.7	100.0
Campsite	83.0	17.0	100.0
B&B	25.5	74.5	100.0
Holiday home	57.2	42.8	100.0
Youth hostel	80.1	19.9	100.0
Alpine refuge	24.5	75.5	100.0
Other guest accommodation	43.6	56.4	100.0
Italy	51.9	48.1	100.0

Source: National Tourism Observatory - Unioncamere data, 2009

* * *

In order to examine the various aspects of attention paid to the problems of accessible tourism, in 2012 the Uniocamere-Isnart conducted another, more detailed survey on accommodation structures, the results of which are very interesting, and to an extent illuminating, regarding the relationship between 'hard' factors and 'soft' attitudes.

This survey questioned Italian enterprises about 12 possible modes of structural products and services for accessible tourism: generally all types proved to be most present/practised in hotels and in the North (East and West) of the country, with some important exceptions and provisos, which we shall see below.

- At a national level, the most common service provided is that of bathrooms of adequate size and accessories (44%), followed by easy access to the structure (43%). Still on structural aspects, facilitated access to bedrooms is found in 34% of structures;
- In fourth place with 24% there is a "soft" element, namely a flexible choice of food based on guests' needs; related to this service is specific staff training (16%);
- Lifts are next in the list (obviously only for structures endowed with lifts); lifts of adequate size, 17%; with acoustic signals, 11%, with braille buttons, 8%; availability of stairlift or other equipment, 6%;
- The accessible tourism services offered are adequately reported in promotional materials in 14% of cases;
- Finally, specific entertainment in 7% of cases, sometimes with services provided by associations collaborating with the guest accommodation structure (6%) (table 16).

Table 16. Structural services for accessible tourism, by geographic area

% of all enterprises interviewed												
	easy access to structure / accessible entrance	easy access to bedrooms	adequately sized lift	lift with acoustic signals	lift with braille buttons	presence of stairlifts	bathrooms/bedrooms of adequate size/accessories	flexible food/menu based on guests' needs	staff trained to meet specific needs	offered services reported in promotional materials	specific entertainment (activities inside/outside the structure)	services provided by associations collaborating with the structure
North West	47.6	39.6	24.8	16.3	14.5	7.3	47.0	45.1	25.6	22.5	9.2	7.4
North East	49.2	38.2	25.4	19.1	12.0	7.7	49.3	28.2	16.9	12.4	5.2	4.5
Centre	37.4	30.1	10.0	4.7	3.4	4.5	35.7	11.5	11.5	9.0	7.1	5.8
South and Islands	39.2	30.6	10.4	4.4	3.5	4.3	43.2	16.9	12.9	16.3	7.8	8.5
Italy	43.3	34.4	17.5	11.2	8.1	5.9	43.8	24.0	16.0	14.3	7.1	6.3

Source: National Tourism Observatory - Unioncamere data, 2012

We have already mentioned the general presence of specialist offers in hotels. As often happens, there is a high correlation between services offered and the number of stars awarded to the hotel, with 5-star hotels always leading the way ahead of other accommodation structures. Only in two cases is there an exception to this rule: the reporting of services in promotional materials, and the involvement of specialist associations (table 17).

Table 17. Structural services for accessible tourism, by type of accommodation structure

% of all enterprises interviewed												
	easy access to structure / accessible entrance	easy access to bedrooms	adequately sized lift	lift with acoustic signals	lift with braille buttons	presence of stairlifts	bathrooms/bedrooms of adequate size/accessories	flexible food/menu based on guests' needs	staff trained to meet specific needs	offered services reported in promotional materials	specific entertainment (activities inside/outside the structure)	services provided by associations collaborating with the structure
Hotel	53.2	43.4	34.6	22.6	16.8	8.7	54.8	33.3	21.8	17.3	7.9	7.0
1 star	26.9	16.0	9.4	6.6	4.5	3.0	26.1	31.3	10.8	5.0	2.4	2.6
2 stars	37.6	28.5	16.9	9.4	7.9	5.1	39.8	30.0	16.0	10.3	4.7	4.6
3 stars	58.2	47.5	38.0	24.8	20.8	9.4	59.6	35.1	23.8	19.8	8.7	7.5
4 stars	69.4	60.7	58.1	35.5	29.7	16.8	73.1	45.3	36.1	30.2	15.3	13.6
5 stars	70.5	67.4	53.2	27.5	23.2	10.0	64.7	43.1	38.7	23.3	16.7	8.3
RTA residences	69.1	60.9	49.3	41.1	8.1	6.1	70.6	9.4	11.6	12.3	4.6	3.4
Holiday village	55.2	30.3	10.6	6.6	3.3	7.2	46.7	20.6	18.7	15.6	12.7	6.5
Holiday farm	48.8	39.3	4.2	2.3	1.6	4.1	46.0	22.1	13.7	11.8	8.4	7.0
Campsite	62.5	29.6	4.0	1.6	1.6	3.5	62.6	18.4	18.7	23.8	11.8	5.9
B&B	22.4	18.6	2.6	1.4	0.8	2.5	23.2	11.6	8.0	9.8	3.8	5.0
Holiday home	57.3	46.4	30.9	23.7	8.0	18.9	67.1	15.9	22.1	24.5	9.5	7.4
Youth hostel	53.0	38.5	7.4	3.3	3.3	14.8	55.0	25.0	11.5	17.1	13.5	13.3
Alpine refuge	30.8	6.4	0.3	0.3	0.3	1.1	28.9	48.0	22.2	10.8	15.3	4.9
Other guest accommodation	35.2	28.6	14.2	3.0	5.0	4.2	36.6	20.9	12.9	16.5	3.8	3.6
Italy	43.3	34.4	17.5	11.2	8.1	5.9	43.8	24.0	16.0	14.3	7.1	6.3

Fonte: Osservatorio Nazionale del Turismo - Dati Unioncamere, 2012

As regards communication, Campsites stand out, confirming their particular specialisation in this sphere. Four star Hotels on the other hand are the best partners of Associations.

Finally, as far as Refuges are concerned, while they are naturally bound by physical and structural constraints that are difficult to surmount, they attain the top levels of attention to “accessible” food offerings on the one hand (48%, double the overall average), and to specific entertainment on the other (15%), and with regard to specific staff training they also score well above average (22%).

In the final quarter of 2012 Unioncamere-Isnart undertook another study on Italy’s tourist accommodation system on the subject of accessibility. An awareness of the importance of accessibility at an institutional level compared with that encountered among operators has led the National Tourism Observatory to delve further into the actual situation.

58.3% of Italian entrepreneurs in the tourism industry believed it was important to focus on clients with special needs, with peaks of 67.9% in the Centre of the country and 61% in the South and Islands, followed by the North-East, where on the one hand 15.7% of entrepreneurs questioned believed it was very important to make their offerings more accessible, while on the other hand 6.2% of operators were unable to express an opinion on the matter. The national percentage was 3.1%, but added to the 38.7% of interviewees that did not consider accessibility as adding to the competitiveness of their offer, these numbers point to the necessity of initiatives to inform and build awareness among Italian tourism enterprises (table 18).

Table 18. How important is it for enterprises to focus on clients with special needs, by geographic area

	Very	Quite	Not a lot	Not at all	Don't know	Total
North West	11.2	32.3	28.1	22.6	5.8	100.0
North East	15.7	40.3	21.9	15.9	6.2	100.0
Centre	10.9	57.0	23.2	9.0	0.0	100.0
South and Islands	12.9	48.1	25.1	13.4	0.4	100.0
Italy	13.0	45.3	24.1	14.6	3.1	100.0

Source: National Tourism Observatory - Unioncamere data, 2012

The hotel system (65.9%) more than other accommodation structures (52.5%) appears to have grasped the importance of accessibility as an opportunity to improve its overall product and service range for all guests and as a real business opportunity. Among hotels, this sensitivity again appears to rise as the number of stars goes up.

Among non-hotel categories, on the other hand, Hostels (63.4%), Holiday farms (67.2%) and Campsites (53.7%) scored highly on this front. There was little conviction in the Refuge category that accessibility is of strategic importance, partly because of its specific structural characteristics (table 19).

Table 19. How important is it for enterprises to focus on clients with special needs, by accommodation structure

	Very	Quite	Not a lot	Not at all	Don't know	Total
Hotel	16.5	49.4	20.6	10.3	3.2	100.0
1 star	12.0	37.7	24.2	20.7	5.4	100.0
2 stars	10.5	44.2	29.7	13.3	2.3	100.0
3 stars	17.3	55.1	17.6	7.6	2.5	100.0
4 stars	24.4	57.4	12.1	3.7	2.3	100.0
5 stars	39.2	47.7	8.2	4.6	0.3	100.0
RTA residences	15.2	31.4	28.1	16.7	8.7	100.0
Holiday village	5.6	35.8	39.9	17.6	1.1	100.0
Holiday farm	13.6	53.6	22.4	8.8	1.6	100.0
Campsite	9.8	43.9	34.6	8.7	3.0	100.0
B&B	7.6	36.8	28.2	23.4	4.0	100.0
Holiday home	20.0	22.8	28.6	26.9	1.7	100.0
Youth hostel	15.3	48.1	18.1	18.5	0.0	100.0
Alpine refuge	8.5	16.4	37.7	37.4	0.0	100.0
Other guest accommodation	9.1	42.7	26.0	17.4	4.9	100.0
Italy	13.0	45.3	24.1	14.6	3.1	100.0

Source: National Tourism Observatory - Unioncamere data, 2012

When operators are asked to voice an opinion about the adequacy of tourist services in their territory, 53.9% gave a positive view, highlighting the possibilities of taking an approach in favour of tourism for all.

In particular, the range of services offered by their territory was most appreciated by enterprises in the Centre (58.7%), North-East (58.1%) and the South and Islands (52%) (table 20).

Table 20. How adequate are tourist services in the territory according to enterprises, by geographic area

	Very	Quite	Not a lot	Not at all	Don't know	Total
North West	7.3	32.8	33.9	15.0	11.0	100.0
North East	13.6	44.5	22.7	9.0	10.2	100.0
Centre	11.6	47.1	32.0	9.3	0.0	100.0
South and Islands	8.8	43.2	33.7	13.7	0.7	100.0
Italy	10.8	42.9	29.8	11.3	5.3	100.0

Source: National Tourism Observatory - Unioncamere data, 2012

Looking at accommodation structures, once again Hotels scored highly (61%), especially medium-high category hotels (3 stars, 66.5%; 4 stars, 71.8%; 5 stars, 88.8%). Among other structures the most positive scores were posted by Holiday farms (60.6%), Hostels (58.8%) and Campsites (52.3%) (table 21).

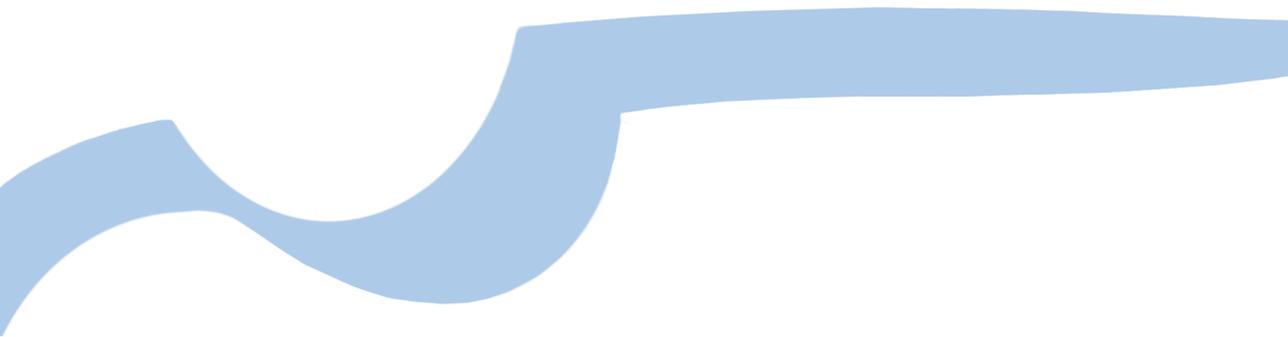
Table 21. How adequate are tourist services in the territory according to enterprises, by accommodation structure

	Very	Quite	Not a lot	Not at all	Don't know	Total
Hotel	13.9	47.1	25.2	8.9	4.8	100.0
1 star	6.5	39.8	31.9	14.5	7.2	100.0
2 stars	10.0	43.9	30.1	11.5	4.5	100.0
3 stars	14.8	51.7	21.4	8.5	3.6	100.0
4 stars	19.7	52.1	18.8	4.8	4.5	100.0
5 stars	44.7	44.1	9.1	1.8	0.3	100.0
RTA residences	14.8	30.1	38.7	5.6	10.7	100.0
Holiday village	4.6	38.8	38.8	15.8	2.0	100.0
Holiday farm	9.7	50.9	27.1	8.8	3.4	100.0
Campsite	6.1	46.2	36.5	3.9	7.3	100.0
B&B	7.7	33.5	36.1	15.3	7.3	100.0
Holiday home	16.0	20.6	46.4	13.3	3.6	100.0
Youth hostel	6.9	51.9	31.0	10.2	0.0	100.0
Alpine refuge	0.4	28.1	21.4	50.1	0.0	100.0
Other guest accommodation	5.4	38.4	35.9	13.5	6.8	100.0
Italy	10.8	42.9	29.8	11.3	5.3	100.0

Source: National Tourism Observatory - Unioncamere data, 2012

Chapter Two

progress made



2.1. *Up to 1996: our prehistory*

Should we wish to draw up a history of Accessible Tourism, the first document we should probably mention is the Italian Constitution itself, approved in 1947, which sanctions in art. 3 equal social dignity and equality before the law of all citizens, without distinction of personal and social conditions. “It is the duty of the Republic to remove those obstacles of an economic and social nature which, really limiting the freedom and equality of citizens, impede the full development of the human person and the effective participation of all workers in the political, economic and social organization of the country”. A veritable milestone in our history.

Our “Founding Fathers” therefore granted to everybody, naturally including disabled persons, on account of their very natural diversity, those rights aimed at reducing inequality and guaranteeing equal opportunities, including access to tourism, which may undoubtedly be considered on the one hand as a “factor for the development of the human person”, and on the other as an expression of the “right to rest and leisure”¹.

Over the course of 50 years the rights of disabled persons have been defended primarily by numerous Associations created in response to single expressed needs, which have gradually formed Federations in order to guarantee greater representation and strength when fighting for common rights.

Over these first years of the Republic, tourism for disabled persons may be said to have been limited to social tourism, i.e. organised trips aimed at a homogeneous target group, proposing

1 Universal Declaration of Human Rights, UN General Assembly, 1948

social values and defending weaker categories. Group-based tourism, given the names holiday camps, “relief” holidays, group holidays with special care, or simply forms of local volunteerism, with day trip and weekend proposals.

It is thus difficult to argue that the right to holidays and to mobility for all citizens was well established in Italy prior to 1996, since in reality there were no concrete and systematic initiatives, public or institutional, in support of the representation of such rights.

The first and most important initiative on the subject of promoting the social integration of disabled persons was probably the proclamation in 1981 of the UN’s International Year of Disabled Persons².

The events organised on that occasion set in motion a process of greater awareness and sensitivity regarding the condition of disabled persons. That year marked the start of a process of change on the part of governments and local authorities which, starting from a state of segregation and dependence, would lead to ever greater integration and independence.

In the UK a few years previously, in 1976, a working group promoted and coordinated by the English Tourist Board studied the instruments that would enable persons with disabilities to gain access to tourism, and showed for the first time that one of the main problems in this sphere was the lack of information and, if present, the lack of reliable information.

In 1981 the Holiday Care Service was created in the United Kingdom, the first national service in Europe providing information and guidance on tourism for disabled persons. There was also the first guide aimed at tour operators, giving practical advice on how accommodation structures might attract and care for disabled persons.

2 The main stages of the history of Accessible Tourism up to 1997, the year the “Italy for all” project started up, are recorded in the fine publication “Viaggiare si Può” by Annagrazia Laura and Agostino Petrangeli, De Agostini, 2003

In 1988 the English Tourist Board and Holiday Care Service founded a new working group, called "Tourism for All", with the aim of taking disabled persons out of the restricted sphere of social tourism and including them in the fully-fledged tourism market.

The definition "Tourism for all", expressed in the same way in all languages, spread rapidly with a view to identifying in each country organisations capable of facilitating disabled persons' access to the tourism market, as autonomously as possible.

In 1989 a Framework Law was promulgated in Italy establishing the terms and procedures for guaranteeing accessibility in various spheres, in particular public places. Law 13/89 granted aid to citizens for the removal of existing architectural barriers in private properties where persons with handicaps or permanent functional limitations (motor capacities and sight) reside.

M.D. 236/89, implementing the Law in question, is however much more precise in identifying terms and concepts, specifying 3 levels.

- **Accessibility:** possibility for persons with reduced or impeded motor or sensorial capacities to reach the building and single units and rooms, to enter easily and make use of spaces and equipment in a state of safety and self-sufficiency.
- **Visitability:** possibility for persons with reduced or impeded motor or sensorial capacities to gain access to relational spaces and to at least one bathroom of each dwelling unit. Relational spaces are taken to mean spaces for spending time in the dwelling and in work, service and meeting places where the citizen comes into contact with the function being performed in said spaces.
- **Adaptability:** the possibility of modifying over time the space constructed at modest costs, in order to make it completely and easily accessible to persons with reduced or impeded motor or sensorial capacities.

M.D. 236/89 also establishes, for private buildings and spaces, technical and size parameters for attaining the three quality levels given above: the minimum size of doors, for example, characteristics of stairways, incline of pedestrian ramps, spaces needed to turn around a wheelchair, the size of lifts and survey of their need, the characteristics of accessible bathrooms, and so on. Requirements are established depending on the type of building and relative spaces. Each new construction must comply with these standards, and old buildings must be brought into line with regulations in the event of renovation (M.D. 236/89, art. 6). Another decree has since been promulgated with regard to public buildings and spaces.

Again in 1989 the above-mentioned UK working group published a report entitled "Tourism for All" containing 63 recommendations for the tourism industry. The aim was to get operators to consider the needs of disabled persons, forming an integral and not subordinate part of tourism planning policies.

Awareness of the topic on the part of public opinion and the business world changed significantly throughout Europe. In 1990, the European Year of Tourism, the European Commission organised a competition to elect the best tourism structure in Europe in terms of disabled accessibility. Roma Termini railway station appeared in the top six.

In the same year the Commission organised the first European conference on tourism for all, a two-day meeting involving delegates from 18 European countries and the United States. The main goal was to disseminate and share the main experiences acquired in this field, with the important involvement of operators from the tourism sector, public authorities and organisations representing disabled persons, focusing future efforts on two main points:

- development of training programmes for architects and designers operating in the sphere of tourism;
- enhancement of the quality of tourist information.

The results of initial efforts came in during the second European conference organised on the topic, in 1993 in London, as part of the "Year of the Elderly and of Solidarity between Generations". On that occasion the first European study was presented, produced by consultancy firm Touche Ross (now almost a sacred text in the sector...), on the potential impact of disabled persons in the tourism market. The research was called "Profiting from Opportunities – A new market for tourism". The data showed that through improved transport, guest accommodation and access to tourist attractions, the 6 million disabled tourists that were then travelling could become 19 million, going from 3% to 10% of tourist movements.

A European group was then created with the goal of drawing up criteria to survey and certify the accessibility of tourism structures. In 1994 the group met in Rome as part of the first event organised in Italy by CO.IN. (Consorzio Cooperative Integrate): the conference "Tourism for All Networking".

The European Union continued to organise a number of meetings attended by Italian representatives interested in operating in the tourism for all sector. Social cooperatives, architects, associations representing disabled persons, local authorities, etc., began to develop initiatives and projects to enhance accessibility conditions.

CO.IN. published a periodical in Italian and in English on innovations in the field of tourism for disabled persons, and also managed an information centre for the city of Rome, publishing ad hoc city guides and tours. The ADR Study of Cavriago (RE) had produced accessibility maps and guides for the main towns in Emilia Romagna. The Municipality of Ferrara undertook a number of initiatives (information, transport, reception, accommodation, etc.) to make the town more accessible.

The numerous initiatives going on in sundry parts of Italy and participation in international meetings helped to forge ties and collaboration among Italian partners.

The first meeting was in 1995 at the BIT, the Milan International

Tourism trade fair, with the involvement of CO.IN. of Rome, AIAS of Milan, AIAS of S. Bortolo di Vicenza and the Informahandicap Office of the municipality of Ferrara. On that occasion joint awareness building and communication strategies were agreed upon. The following year, again at the BIT, the group set up a stand and a conference aimed at tour operators entitled "30 million European tourists on offer – problems and prospects of tourism for disabled persons". The meeting was attended by leading national tour operators.

Tourism for all thus began to take shape, with the organisation and marketing of tourist offers conceived with disabled persons in mind.

In 1997 the four partners of the initial BIT meeting of 1995 founded the National Committee "Yes, travel... tourism for all" with the goals of: i) building awareness among the general public and tour operators, ii) encouraging studies and researches, iii) promoting training activities, and iv) creating a national network of information services on the subject of Accessible Tourism.

However the Committee came up against considerable difficulties in involving operators, who at the time were sceptical about the real economic potential of tourism for persons with disabilities, in particular the investments that enterprises would have to undertake to bring structures and services into line with such needs.

It became clear that a body having greater authority over these categories needed to act, a national Institution that could coordinate the project and set aside adequate skills and economic resources.

2.2. 1997-1999: our history

"Italy for All"

In 1997 the new Chief of the Tourism Department of the Prime Minister's Office organised a number of meetings at the offices of the CNEL (National Council for economics and employment), for the presentation and appraisal of all innovative experiences acquired nationally regarding tourism.

For its part CO.IN. presented the objectives and initiatives being undertaken in favour of tourism for all. The Department decided on a set of priority areas and projects in its term of office (1996-2011), including tourism for all, dedicating to this an ad hoc office for studies and projects.

A Working Table was formed, consisting of the Department for Tourism, CO.IN. and ENEA³, which had developed a sector dedicated to the use of new technologies to improve the quality of life of elderly people. The main problems to be tackled were immediately pinpointed:

- Awareness building, to overcome the lack of preparation of tour operators regarding the reception of disabled persons;
- Information, owing to the lack of a system of reliable data regarding the accessibility of accommodation structures;
- Communication, to overcome the lack of local information and help services aimed at disabled tourists.

³ ENEA: National Agency for New Technologies, Energy and Sustainable Economic Development

The General Directorate for Tourism⁴, partly as a result of major developments made in this area by other EU nations, started up the project called "ITALY FOR ALL" in 1999. The aim of the initiative was to make available to users and to operators in the tourism industry information on Accessible Tourism supply and demand.

The first area tackled was that regarding the "building of awareness", in an attempt to promote the development of a new cultural approach to accessibility and tourist services. One product of this work was the drafting of a handbook entitled "Quality in welcoming tourists with special needs", produced by CO.IN. It contained suggestions for the workers of different services about how to provide persons with special needs (motor, sensorial disabilities, mental and dietary problems, etc.) with a quality service. The handbook gave information and advice of use to operators in the tourism industry in relation to the sundry needs of such clients, providing an adequate response for each type.

Thanks in part to the Department for Social Affairs of the Prime Minister's Office and to the trade Associations of tourist enterprises, tens of thousands of the handbook were printed and distributed to the various actors of Italy's tourism system.

In view of the positive response from the industry, and the ongoing changes in the field, the need was felt to update the text and bring it into line with new disability legislation and regulations. In 2008 an updated version came out, as part of the Motus project, which sought to offer tangible vocational training and job opportunities to youngsters searching for work in the tourism industry.

4 Here "Department" and "General Directorate" are the same, having undergone a change of name, while still under the political wing of the then Industry Secretary.



In the meantime ENEA started up the project called "STARe – Tourist Services for Accessibility and Comfortable Residency", an initiative financed in the first year by CIPE (Interministerial Economic Planning Committee). The three-year project (1999-2001) saw the involvement of numerous social actors (non-profit organisations, associations and cooperatives) and tourism consultancy firms, and led to the production of:

- a study on Accessible Tourism demand and one on supply in Italy,
- a method to assess accessibility,
- a database containing information on accessibility covering over 4,000 tourist structures in Italy,
- eight feasibility studies for business initiatives in the tourism services sector for disabled persons.

These works were published in various ways, mainly through the website: www.italiapertutti.it.

The Study on Accessible Tourism demand, gauging the propensity to travel of those with special needs, was justified by the need to have estimates on the actual size of the phenomenon, and by the awareness of Accessible Tourism demand that was still to be tapped, regarding a certain number of tourists that would travel if conditions were ripe for the real enjoyment of tourist services.

The study focused on the actual and potential demand for Accessible Tourism, quantifiable at the time at about 1.5 million people, about a third of which was unmet, while there were an estimated 3.5 million potential Italian tourists of this sort, including over-64s.

The Study on Accessible Tourism services on offer on the other hand drew up a reference "grid", correlating services with the various types of disability, in relation to the various needs emerging from analyses carried out during the study. The grid was made up of 6 separate tables, each pertaining to a phase of the tourism process characterising holiday consumption, from purchase to the actual holiday (reservation, transport, the actual stay, local services, services for tourists, safety). The types of investments to be undertaken to provide the services in question (organisational, human resources, structural, safety) were also identified, and services were classified based on their social and economic value.

Another objective had been that of developing a system capable of generating reliable, objective and guaranteed information, to allow the client to freely choose a destination based on their needs. The *IG-VAE method* (an Italian acronym for Guaranteed Information for Assessing Accessibility for one's Needs), developed as part of the STARe Project, made it possible to collect information on the accessibility of tourist structures and infrastructure, allowing disabled persons, providers of services aimed at handicapped persons and tour operators to possess objective elements of use in subjectively assessing the usability of a destination in relation to the

needs of the specific user. The method made use of a questionnaire (approved by Associations representing disabled persons) specially designed to pinpoint all the characteristics and elements needed to guarantee exhaustive information about a wide range of needs.



With the voluntary involvement of operators from the sector willing to agree to controls on their structures, a digital guide was prepared on the website www.italiapertutti.it, also available in English and German, containing information checked locally on over 4,000 tourist structures and infrastructures. The method adopted to measure the functional characteristics of structures (IG. VAE) had the aim of putting the client and his expectations centre stage, and allowing him to have the information needed to assess the accessibility of a tourist destination depending on his specific needs.

As part of the Italy for all projects a "*Guide for the tourist with special needs*" was produced, the first tool aimed at final users, containing information on leading services (transport, accommodation structures and tourism services), being particularly suitable for tourists with special needs, and of proven practical use and efficacy. The Guide also contained the list of "Help centres for businesses and tourists" set up in southern Italy thanks to a Community Programme in favour of Objective 1 Regions. These are centres providing advice to tourists as well as to enterprises in terms of meeting demand.

Italy for all had led, finally, to the definition of a single method and approach to the development of Accessible Tourism and the

creation of operating tools thanks to the contribution of a number of actors (Associations of disabled persons, trade Associations, public and private bodies). The results obtained formed the starting point for the unified development of "tourism for all" throughout the country.

2.3. *1999-2004: the "medieval" period, reflections and operating tools*

In the following period Italian Regions, having been granted exclusive power in the area of tourism⁵, took over from central Government in being committed, as territorial authorities for tourism, to spreading the culture of accessibility and hospitality in favour of disabled persons.

Projects and initiatives were undertaken all over the country, particularly in Emilia Romagna (with training courses for operators in all provinces), Latium and Lombardy, with tourism and leisure information centres aimed at persons with disabilities.

In 2000 the Association SiPuò ("we can") was founded to develop tourist services for persons with special needs and promote Tourism for all. The very name of the association shifts attention from "non-abilities" to actual "possibilities". The association proposed the identification and redefinition of a method for evaluating structures and services for hospitable cities and territories, in accordance with the already cited IG-VAE method.

The Association was created by a group of professionals and entrepreneurs, many of whom members of the National Committee "Yes, travel... Tourism for all", which had already been collaborating for some time in many initiatives centring on tourism and disability.

SiPuò's activities continue today to seek to guarantee the leisure rights of disabled persons and their families, and to create the professional skills needed to meet the needs of those with special needs. For this reason, actions are aimed at professionals engaged in the tourism for all sector: public administrators, promotion agencies,

⁵ Art. 117, Title V, Constitution of Italian Republic

tour operators, travel agencies, managers of accommodation structures, shops and restaurants, public information services, volunteer associations and social enterprises.

In the same period the SiPuò Association opened an operational arm, which in March 2001 organised in Ferrara "Easy Mostra Convegno – Tourism, Sport, Culture and Leisure for the disabled and elderly" and the Second Accessible Tourism trade fair. The idea of developing hospitable and welcoming systems that consider accessibility to be the key to quality and specialise in the possibility of working on "easy tourist products" (i.e. forms taking a 'soft' approach to tourists), was based on a growing interest in the personal needs of the tourist, and on an approach alert to the need to make the most of the local area's specific identity and traits.

In March 2001 INAIL also began to promote an ad hoc service aimed at disabled persons, called the SuperAble System, an online consultancy and information portal (www.superabile.it) for disabilities, with a toll-free number dedicated to unsighted people. This initiative made a significant contribution to the development of mobility and tourism for all.

In the following years, at an international and national level, numerous organisations had their say on the subject of disability and social integration.

In May 2001 the World Health Organisation drew up an innovative, multidisciplinary classification taking a universal approach: "*International Classification of Functioning, Disability and Health*", known as ICF.

The ICF is designed to be a classification describing people's state of health in relation to their life ambits (social, family, work) in order to appreciate the difficulties that disability can engender in the reference socio-cultural context. The ICF can be used therefore not to describe people but their situations in daily life in relation to their environmental context, and to view the individual not only as someone suffering from disease or disability, but above all as a person that is unique yet integrated in global society.

The concept of disability taken into consideration by the World Health Organisation does not seek to highlight the deficits and handicaps that compromise people's lives. Any individual can find himself in difficulty, and in situations that may lead to disability. Disability is therefore the state of performing daily tasks in a different manner. If the disability is a normal condition of humankind, it is evident that society must modify the criteria through which to create development and respect the rights of everyone. All of the above considerations lead to a completely different approach to the problem: it is not a small part of society that needs to be defended, it is the whole of society that needs to see itself in a different way.

In Rimini in June 2001, during the First International Conference on Sustainable Tourism, the *Rimini Charter* was drawn up, containing recommendations and useful suggestions for further steps forward towards the "sustainability of tourism", with special emphasis on "mass tourism destinations". The document, added to in the Second International Conference on Sustainable Tourism, held in Riccione in 2008, includes precise recommendations for improving the organisation of cities and territories based on a logic of sustainability and access for all.

The *Madrid Declaration* was signed in March 2002 during the European Congress on disability, during which 2003 was designated as European Year of people with disabilities. This Declaration recognises for people with disabilities the same fundamental rights as those of other citizens, in accordance with article 1 of the Universal Declaration of Human Rights. It stresses the fact that, for there to be equality, actions must be performed that can guarantee the integration and participation of disabled persons in society through work, school, adequate healthcare services, the possibility of participating in sporting activity, pursuing leisure activities, and so on. The presence of social barriers often leads to discrimination, social exclusion and situations of poverty for disabled persons; these circumstances are often the result of prejudice and improper conduct, such as the idea of considering the disabled as invisible citizens.

NON DISCRIMINATION + POSITIVE ACTION = SOCIAL INTEGRATION

The programme drawn up to achieve the goals set forth in the Declaration sets out to:

- enact legal measures through anti-discrimination legislation;
- force a change in attitude towards disabled persons;
- introduce services to promote their independence;
- promote family support;
- pay particular attention to the needs of disabled women;
- perform actions regarding disability;
- consider work as being key to social inclusion.

Proposed actions are aimed at EU authorities, national authorities of Member States and candidate nations; local authorities; organisations representing disabled persons; businesses; trade unions; the media; schools; all citizens who can and should make a contribution.

In 2003, as part of the international conference "The Park is everybody's. The world is too", promoted by the Monti Sibillini National Park trust, Italian Federation of Natural Parks and Reserves (Federparchi) and Italian Federation for Overcoming Handicaps (FISH), participants (representatives of institutions, parks and other protected natural areas, associations representing persons with disabilities, conservationist associations, trade unions, operators, designers and experts) approved the *Norcia Declaration*. This document includes a list of principles and commitments for recognition of the right to access nature, focusing on the following topics: design and management, citizen reception, information and communication, education and training.

In the same year, at the initiative of the ANCI Tourism Council in conjunction with the General Directorate for Tourism of the Ministry of Productive Activities, Italian Municipalities interested in the development of tourism, met in Perugia to define political

and administrative strategies and concrete actions needed to make cities welcoming to everybody and, therefore, easily accessible to all residents and people visiting them... "To care for people with differing needs (motor, sensorial, perceptive, mental or relational difficulties) means welcoming everybody and being hospitable not only in words but also in deeds."

A new concept of tourist reception must not only be based on the creation of accessible structures and ad hoc services, it must also encourage equal opportunities for all users to take advantage of these possibilities.

In those years numerous books and handbooks came out on the question of Accessible Tourism, looking in particular at the relative market, tourist reception and tourism for all products and services. In the period 2003/2004 the following publications came out: "Viaggiare Si Può – Turismo e persone disabili" (Travel and Tourism for the disabled), publisher Agostini, "Guida al Turismo Accessibile" (Guide to Accessible Tourism), publisher Airplane, and "Turismo senza barriere" (Tourism without barriers), publisher Touring Club.

2.4. 2004-2006: the C.A.R.E. era

“Cities that will be able to fulfil the most exacting requirements will be more functional and friendlier to everyone”. This is the slogan summing up the philosophy of the C.A.R.E. (Accessible Cities in the Regions of Europe) project.



The project, approved in early 2004 as part of the CADSES (Central, Adriatic, Danubian and South-East European Space) Interreg III B Community Initiative, looked at the problem of tourist accessibility in cities with a view to creating a network of accessible services and facilities among European cities, adopting a common evaluation and communication methodology. The project entailed numerous studies, training and information actions, pilot actions and the creation of networks and promotional actions.

The C.A.R.E. project saw the participation of the Emilia Romagna region as lead partner and 15 other partners representing 5 European States (Italia, Germania, Greece, Romania e Austria): Municipality of Bologna; Municipality of Ferrara; Municipality of Forlì; Lombardy Region; A.I.A.S. Milano Onlus; Umbria Region; Province of Ancona; Province of Pesaro-Urbino; Association “Si Può”; Venice Cards – City of Venice; Bildungsinstitut Pscherer (GER); City of Gera (GER); Association Atempo (AUT); Prefecture of Salonika (GRE); North-East Regional development agency (ROM).

Partners were required to agree upon values and principles so as to be able to create, as quickly as possible, “cities accessible to all”, and enable persons with special needs to take control of their holidays and leisure time. The basic aim indeed was to give everyone the possibility of deciding where they would like to spend their holiday based on personal choices and wishes rather than just on the degree of accessibility of one place compared with another, i.e. based on the attractiveness of a given destination.

This is to encourage a type of tourism that is alert to the needs not only of persons with disabilities⁶ but also of children, elderly people, mothers with young children, persons suffering from allergies or dietary problems.

One of the first results of this initiative was the publication of a Europe-wide *survey on demand* with the aim of understanding the needs of both tourists and residents, including those with special needs, through questionnaires distributed evenly by gender, age, occupation and origin.

In addition to sketching a profile of the tourist frequenting these “friendly” cities, this survey also revealed that cordiality and a readiness to help others was the main desire expressed by interviewees, followed by the efficiency and accessibility of public transport and artistic heritage services, and relative access thereto. A welcoming city, catering to the needs of both tourists and residents, can thus be called “hospitable for all”.

The project also sought to build awareness of the questions of accessibility, acting in the cultural sphere of public and private operators who, in whatever way, were involved in the areas of tourism, leisure and the planning of urban development. This work was performed through training activity and a publication on communication.

6 Disability taken to mean “the consequence or result of a complex relationship among health condition or an individual, personal factors and environmental factors representing the circumstances where he/she lives”, ICF document - WHO 2001. See chap. 2.3.

Remote training, using an online remote training platform, involved public and private operators, municipal officers and tour operators. This action was performed in the knowledge that an adequate training and information campaign could play a part in starting cultural change, creating a greater sensitivity towards citizens with special needs and adding to the level of cooperation and solidarity.

The *publication*, entitled "Accessible Tourism and Clients with Special Needs – Communication Tools for the Market", was dedicated to the good communication of accessibility, and explained the meaning and connection of the words tourism – disability – accessibility. Accessibility for all here became synonymous with quality.

Another of the most meaningful results of the project was the "Definition and application of a shared evaluation methodology" in which the basic concepts defining the spirit of the project were put into practice through the preparation and implementation of measuring tools, with the sharing of standards allowing the uniform acquisition of accessibility levels of carefully selected tourism and accommodation structures.

The "*CARE Methodology*" was a simplification of the IG-VAE (Guaranteed Information for Assessing Accessibility for one's Needs) method, a model for gathering and presenting data on accessibility created in 1999 as part of the "STARe – Italy for all" project. The same data gathering methods and database were used in the new method, allowing the collection of information and its dissemination to end users.

Through the evaluation of accessibility, the CARE project created a network of services and accessible structures among European cities, and started up communication actions and information services for tourists and residents, leading to the growth of friendly cities with specialist services.

Collaborating with other European countries taking part in the project, efforts were made to guarantee disabled persons the right

to travel and choose the destination of their choice not just because it was accessible to them, but because it was the object of their desires. Tourist brochures were produced for each city participating in the project, giving information on the accessibility of places.

Over the course of its activity the C.A.R.E. project stressed that in the sphere of tourism disabled persons are primarily Tourists, people interested in having a pleasant holiday and fulfilling their personal desires and expectations. Persons with special needs simply desire the same opportunities for choosing as able-bodied persons.

Another important goal achieved by the C.A.R.E. European project was the Hospitable City Charter, a useful tool for embarking on the process of disseminating best practices deployed by cities to welcome all types of tourists.

Partners of the CARE project drafted and approved this Charter, which is now a unique document throughout Europe. The Charter outlines the criteria to be followed by a city intending to join the CARE network of hospitable cities, from recognition of the fundamental rights of equality and equal opportunities to considering the tourist as a temporary citizen; the pledge to improve accessibility and information on tourist places and the concept of positive communication. The Charter was approved by CND, the National Council on Disability and by FISH (Italian Federation for Overcoming Handicap).



C.A.R.E. - "Accessible Cities of the European Region"

promotes the

"CHARTER OF THE HOSPITAL CITY"

PREAMBLE

The partners of the C.A.R.E. "Accessible Cities of the European Region" project

calling

article 2 of the Constitution of the European Union, relative to the respect of human rights and principles of equality, equal dignity and opportunity for each person

hold

that to respect a basic constitutional principle, which is the right of everyone to non exclusion and non discrimination, it is necessary to furnish tools to make spaces and services universally usable

commit

to developing strategies for cities at a supranational level, where accessibility for all represents a key to quality, with the objective of making the area resources more adaptable to the needs of all users, even those with special needs

promote

the present "Charter of the Hospitable City" which declares the basic principles necessary to become part of the hospitable cities network

WHO EVER INTENDS TO PARTICIPATE THE HOSPITABLE CITIES NETWORK AGREES TO:

- Recognize and respect the principles of **Inclusion, Equality and Equal Opportunity** of choice for all people.
- Consider the **tourist a central character** providing adequate information to enable an **autonomous and free** choice on the basis of individual needs.
- Apply a **culture of welcome** based the principle of hospitality through the **knowledge** of all client's **needs**, be these of a motor, sensorial, cognitive, nutritional or health character.
- Consider tourists **temporary citizens** who enjoy the same rights and rules applied to residents.
- **Better the usability and accessibility** of the territory, services and structures of the Hospitable System.
- Use **"Positive Communication"**, avoid the use of discriminating terms to guarantee accessible communication for all.
- Consider **usability and accessibility in a global and integrated way** to involve all aspects of daily life.
- **Cooperate with all subjects** at local, national and supranational level to share, circulate and achieve the "Charter of the Hospitable City" involving associations for the promotion and protection of people with disabilities as experts in the field of **social inclusion and universal design**.
- Promote the maximum circulation of **integrated and inclusive information** on the usability and accessibility of the Hospitable System.
- **Promote and participate to continuous training**, to be able to better respond to the different types of needs of the tourist.

www.interreg-care.org

info@interreg-care.org



2.5. 2006-2009: Accessible Tourism begins to work as a system

The initiatives undertaken within the Accessible Tourism framework continued to grow at both a national and international level. There was a clear need to create a system and share experiences on the topic. In 2006 *ENAT (European Network for Accessible Tourism)* was created, a non-profit association for organisations seeking to pave the way for the study, promotion and practice of Accessible Tourism.



Experience of the network has shown members improving accessibility to tourist information, transport, infrastructure, design and services for visitors with all types of access needs. The network has also provided models of excellence in the sphere of Accessible Tourism for the whole tourism sector. The network, involving numerous actors in more than 30 countries and 5 continents, develops several activities on many fronts, such as destination management, marketing, transport, tour operator, education, training, standards and services.

The UN Assembly approved the *Convention on the rights of persons with disabilities* in December 2006. With its 50 articles, the Convention shows the way ahead for States all around the world to guarantee the rights of equality and social inclusion of

all citizens with disabilities. In 2009 Italy's Parliament ratified the Convention, which became a law of the State, and in December 2010 the European Union also ratified the Convention. It is a practical instrument that helps to combat discrimination and infringements to the human rights of all Italians with disabilities, recognising their status as "citizens" of the country⁷.

Other important initiatives were undertaken in Italy; among the most active regions was Piedmont, with the "*Turismabile*" project. This initiative of the Region was rolled out by CPD – Council for Persons in Difficulty – to encourage tourism in Piedmont through accessibility, synonymous with the quality of tourist offerings, presenting the historical, artistic, natural and reception assets of the region as being "for all".

In 2008 the Village for all (V4A) project was started up in several Italian regions (10 in 2009). In 2009 the first edition of Gitando.all, the Accessible Tourism trade fair in Vicenza, was held.

Not just people with motor, intellectual or sensorial disabilities are involved, but also those categories of tourists that have special needs: persons suffering from food intolerance or allergies, elderly people, pregnant women. All of these categories can find in Piedmont the ideal setting for a tourism "without barriers". Thus persons with disabilities or with special needs are no longer considered as "objects" of social tourism, but as subjects.

In January 2009 the interregional tourist development project, "Interregional itinerary: tourism for all", was submitted to the Department for the Development and Competitiveness of Tourism, in accordance with Law 135/01, Presidential Decree 158/2007, agreed upon by 13 Italian Regions, with the Emilia-Romagna Region

⁷ Source: Wikipedia

in the role of lead partner, and granted funding in June 2009. This is an ongoing project.

The project is based on the common will to bring together, arrange and draw inspiration from the many initiatives that Regions have already undertaken over the years. The mapping of "accessible" tourist offerings in Italy, together with the definition and application of a methodology shared by all partner Regions (starting from IG-VAE and C.A.R.E.), seeks to create a set of interregional itineraries (e.g. "Landscapes and authors", "Historical towns", "Via Francigena"), providing them with the information needed for "tourism for all" uses.

In the same year *IsITT, Italian Tourism for All Institute*, was created at the initiative of the non-profit organisation Council for Persons in Difficulty, through the project "Turismabile".

The project was the result of a meeting of real-life experiences in the spheres of welfare, business and tourism, with the aims of formulating, evaluating, implementing and encouraging policies for reception, awareness building and cultural promotion, to develop tourism for all topics.

The tourism for all movement seeks to create ideal conditions for accessibility of the territory on the part of tourists having special needs, i.e. state of health, temporary or permanent, physical or mental state or other difficulties.

IsITT works in many fields:

- Cultural promotion
- Relations with public and private organisations for reporting problems and identifying solutions
- Consultancy for the design of structures and services
- Presentation and rollout of projects to public and private organisations to improve reception policies and develop the accessibility and usability of services relating to tourism
- Tourist training for tour operators, personnel and managers

- Dissemination of information and rollout of support policies to individuals or organised groups intending to take advantage of tourism for all opportunities offered by the territory in which the association operates
- Research, analysis of data and trends within the sphere of tourism for all, directly or in partnership. Publication of documents, studies, analyses, comments in hard copy or digital format.

In 2009 the *project Calypso* saw the light of day, a three-year initiative of the European Commission to promote social tourism, bringing less privileged categories closer to the world of travel, also giving impetus to local economies and creating new job opportunities.

Calypso is aimed at four categories: elderly people, youngsters between the ages of 18 and 30, disabled persons and low-income families. In 2011, thanks to its ability to reach disadvantaged categories, its budget went up from 1 million to 1.5 million euro, and the tourist season was extended to other periods of the year.

Launched in 2009, Calypso was greeted enthusiastically by numerous actors in the sector, tour operators, regional and national authorities, European Institutions, NGOs and private organisations tackling these problems. France, Spain and Portugal have already acquired considerable experience in this area, while many countries in northern and eastern Europe have come round to the idea only recently, showing the desire to create suitable structures.

By encouraging low-season crossborder tourism, Calypso has increased the opportunities to travel for those finding it difficult to take holidays overseas. A number of regions all over Europe are betting more and more on tourism as a means of sustenance, but those months outside the school holidays are dead periods in which income falls drastically. Travelling in these periods of calm would help generate economic activity and enable many foreigners to find out about other cultures and really feel like European citizens.

2.6. *2009-2011: the Accessible Tourism Manifesto*

In 2009 the Minister for Tourism created the “Accessible Tourism” ministerial Committee to support the introduction of measures to improve the accessibility of Italian tourist structures. The aim is to promote the ability to welcome “everybody”, modernising the offering and ensuring the best services also to tourists with special needs.

In October 2009 the Minister, speaking at ANCI’s XXVI annual assembly in Turin, presented the “Manifesto for the Promotion of Accessible Tourism”.

The manifesto contains ten fundamental principles, drafted by the same Committee, on which to base tourism, which must be “alert to everybody’s needs”. This “decatalogue”, outlined in an implementing document, begins with the definition of Accessible Tourism as “a type of tourism alert to everybody’s needs”, i.e. the needs of children, elderly people, mothers with young children, persons with disabilities moving slowly, the deaf and the blind, those with allergies or dietary difficulties. This means combining the motivations of the tourist enterprise with the ability to meet demand for “hospitality”, requiring attention, dialogue and technical knowledge.

Attention is focused on the involvement of the entire tourist sector, from transport and cultural initiatives to hotels and museums, treating it as an opportunity for growth and commercial stimulus for all operators. The manifesto stresses the importance in giving all citizens the freedom to choose their holiday destination, based on correct, objective, detailed and guaranteed information regarding the accessibility of places.

In March 2011 ENAT (European Network for Accessible Tourism)



Manifesto for the Promotion of Accessible Tourism

Putting into effect art. 30 of UN Convention concerning disabled people
rights ratified by Law n.18 of 24/2/09

1. **People** in the most complete meaning of the term, with their specific needs resulting from personal and health conditions (for example: motor, sensory, intellectual disabilities, food intolerances, etc.), are **citizens and customers** who have the right to **autonomously** make good use of all the tourist services on offer, being supplied with suitable services with a just quality/price ratio.
2. Accessibility involves the whole **tourist service chain, both at national and local level**, starting with:
 - a. Transport network;
 - b. Accommodation capacity;
 - c. Restaurants and cafés;
 - d. Culture, leisure and sports.
3. Location accessibility shall not be the decisive factor when **planning holidays**: it should be possible to choose a destination or a tourist facility because it is where we want to go and not because it is the only accessible one.
4. It is necessary to think of accessibility as **access to life experiences**, that is overcoming the concept of “standard”, enhancing the value of the person/customer, who has specific needs.
5. **Information about accessibility** cannot be reduced to a mere symbol, but has to be **objective, detailed and guaranteed**, to allow each person to certainly evaluate by himself which tourist facilities and services are able to meet his specific needs.
6. It is necessary to promote **positive communication**, avoiding the use of discriminating words. It has to be distributed in formats that everybody can use, and through all tourist information and promotion channels.



7. As accessibility does not concern only structural and infrastructural aspects, but also the services offered to tourists, it is necessary to promote **quality reception for everybody**, that is to encourage a cultural change, that can result in changes in organization and management models, even before structural ones.
8. It is necessary to encourage **skill and professional training**, based on Universal Design principles and involving the whole tourist and technical **professional profile chain**: managers, employees, companies, public and private enterprises. It is also necessary to update curricula in all Schools for Tourism, Technical Schools, Universities, Masters and Academic Centres of all grades.
9. Local Authorities, according to their competences and functions, shall **implement the accessibility of towns, public buildings and local transports**, and shall also plan periodical **control and promotion** operations for tourist offers for everyone.
10. In order to implement and promote accessible tourism in a system logic, proactive **collaboration** among tourist Operators, Local Authorities, Public Bodies, disabled people Associations and social tourism Organizations is encouraged.

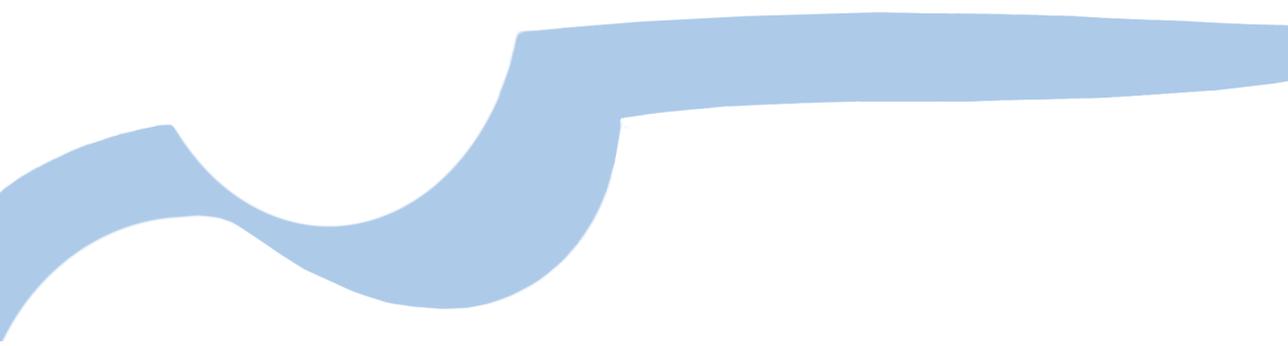
undersigned the Manifesto, committing to promote its contents in all 27 EU nations.

Finally, in 2011 the Department for the Development and Competitiveness of Tourism, in collaboration with the relevant State Administrations, Regions and Autonomous Provinces, Agencies, business and trade union organisations in the tourist industry as well as national consumer associations, drew up the Charter of Rights for Tourists.

This guide, available in seven different languages, has the aim of informing tourists with clarity and accuracy about their rights in Italy, how they must behave and who to turn to should they wish to complaint about treatment received. It contains useful information and rules governing the relationship between the tourist, travel agency and accommodation structure, based on correct behaviour and transparency. The charter refers to rights and provides information useful for disabled persons wishing to travel.

Chapter three

The project register



3.1. *Overview of project development capacity and actions*

The White Paper is not only an opportunity to discuss in detail the history of accessible tourism in Italy, but also to establish the current situation, through the collection and analysis of project development capacity, and of the degree to which change has taken or can take place within Italy with regard to tourists with special needs.

The idea is to form as much of the complete picture as possible of the actions that have taken place and that still take place in Italy, and by examining in the following pages the analyses of the results obtained, construct a concrete basis from which to draw the appropriate considerations for the future.

The decision to treat each project as a statistical unit, and then describe its contents – albeit briefly – in a dedicated database, is mainly due to the quantitative constraints. It was not feasible for hundreds of documents to fill the White Paper.

Moreover, the task of the White Paper was not to perform any type of selection or to establish any ranking whatsoever, perhaps choosing between best practices and other experiences.

The decision was therefore made to treat all the projects that we could collect as “individual items” of a statistic: anonymous while they provide quantitative information (processed and included in this chapter), rich in often personal information in qualitative descriptions¹.

Today, after having collected and analyzed 360 experiences

¹ The database, which furthermore contains the research keys used in processing, is available for download on the web-site http://www.governo.it/presidenza/SM_rilancio_immagine_italia/accessibile/index.html

(referred to here as projects)² we have at our disposal a unique and accurate body of knowledge (the White Paper 2012 database) available to everyone, of which the main results are outlined below.

What is certain is that the projects differ greatly from each other depending on various aspects, including:

- Local geography and predominantly the size of the territory of implementation. Indeed, some areas or regions have given greater attention to accessible tourism than others. In addition to national, regional and provincial scale projects, various projects involving clearly defined territories such as wards within municipalities were also collected and categorized.
- The type of intervention proposed, given that over 20 different items have been categorized, from the publication of guides to studies, from awareness raising and training activities to ad hoc trails, from communication tools such as the internet to specialist services, and so on.
- The types covered, from institutions to businesses to tourists.
- And lastly, but of equal importance, the type of disability referred to. Obviously the needs expressed by those who have mobility difficulties, for example, and those with a food allergy are very different.

Where possible, the whole picture was also analyzed over time, starting from the late 1980s to today. This information is somewhat lacking, and it was often impossible to attribute a specific date to a project, but the indications gathered are nevertheless very interesting, as discussed below.

All the information collected certainly suggests that much has been done, but there is much still to do, above all in those territories that until now have remained disengaged from the subject of accessible tourism.

2 It is important to note that this White Paper was closed for editing on 14 January 2012. After this date, notification arrived from the Pistoia provincial branch of the Unione Italiana dei Ciechi e degli Ipovedenti (Italian Union of the Blind and Partially Sighted) regarding the Museum of Rivoreta (Cutigliano) project.

RESEARCH METHODOLOGY AND COMPILATION OF THE REGISTER

In order to create a register of projects and actions that have taken place in Italy, a desk research and information gathering exercise was carried out on *experiences* of accessible tourism.

The main online search engines, thematic portals, publications (online and offline) already in existence on the subject, and the major industry and general newspapers in Italy were used.

Collection required entering into an ad hoc database the projects and actions carried out in support of accessible tourism from the end of the 1980s to today (14 January 2013), including temporary projects, limited actions for a limited period of time, and actions already concluded.

The main sources with which to compile the register and database were³:

- Italia per Tutti (Italy for All)
- C.A.R.E. (*Città Accessibili delle Regioni Europee* Accessible Cities of the European Regions)
- CO.IN (*Cooperative Integrate Onlus* non-profit Integrated Cooperatives)
- B.E.T.A. (*Borsa Europea del Turismo Associato* European Associated Tourism Exchange)
- Turismabile (Initiative promoting tourism for people with difficulties)
- ISITT (Istituto Italiano per il Turismo per Tutti - Italian Institute for Tourism for All)

3 For further information on sources, refer to Chapter 2.

- V4A (Village for All)
- Comitato per la Promozione e il Sostegno del Turismo Accessibile (Committee for the promotion and support of accessible tourism)

Research started from a territorial basis, where possible specifying the province and municipality of reference, indicating the name of the project or initiative, the implementation period and references to the associations or public bodies involved.

An abstract was produced for each project/initiative containing general information on the activity, the type or types of disability referred to and for which increased accessibility was intended, the objectives set out or already achieved, the services offered, and the tools used for the promotion and implementation of the activity itself.

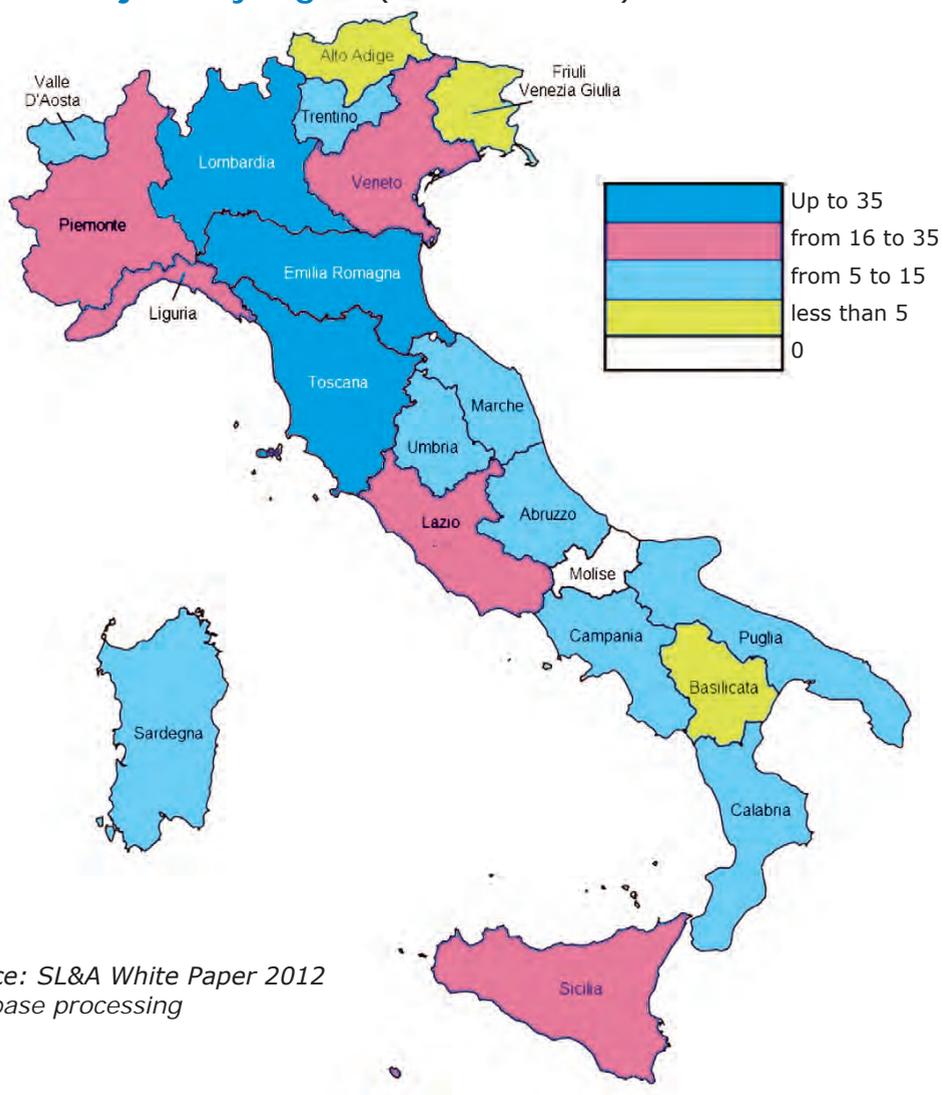
Disabilities were classified according to the guidelines in place at national level.

Data was processed using SPSS software and reproduced in ad hoc maps, diagrams and tables for this White Paper.

3.2. Geography of the projects: local, regional, interregional, national

An initial reading of the projects concerns the diffusion at territorial level, mirroring widespread attention throughout Italy, insomuch as many regions have more than five projects.

Table 1 Projects by region (absolute values)



Source: SL&A White Paper 2012 database processing

Emilia Romagna, Lombardy and Tuscany stand out for the sheer number of territorially initiated projects.

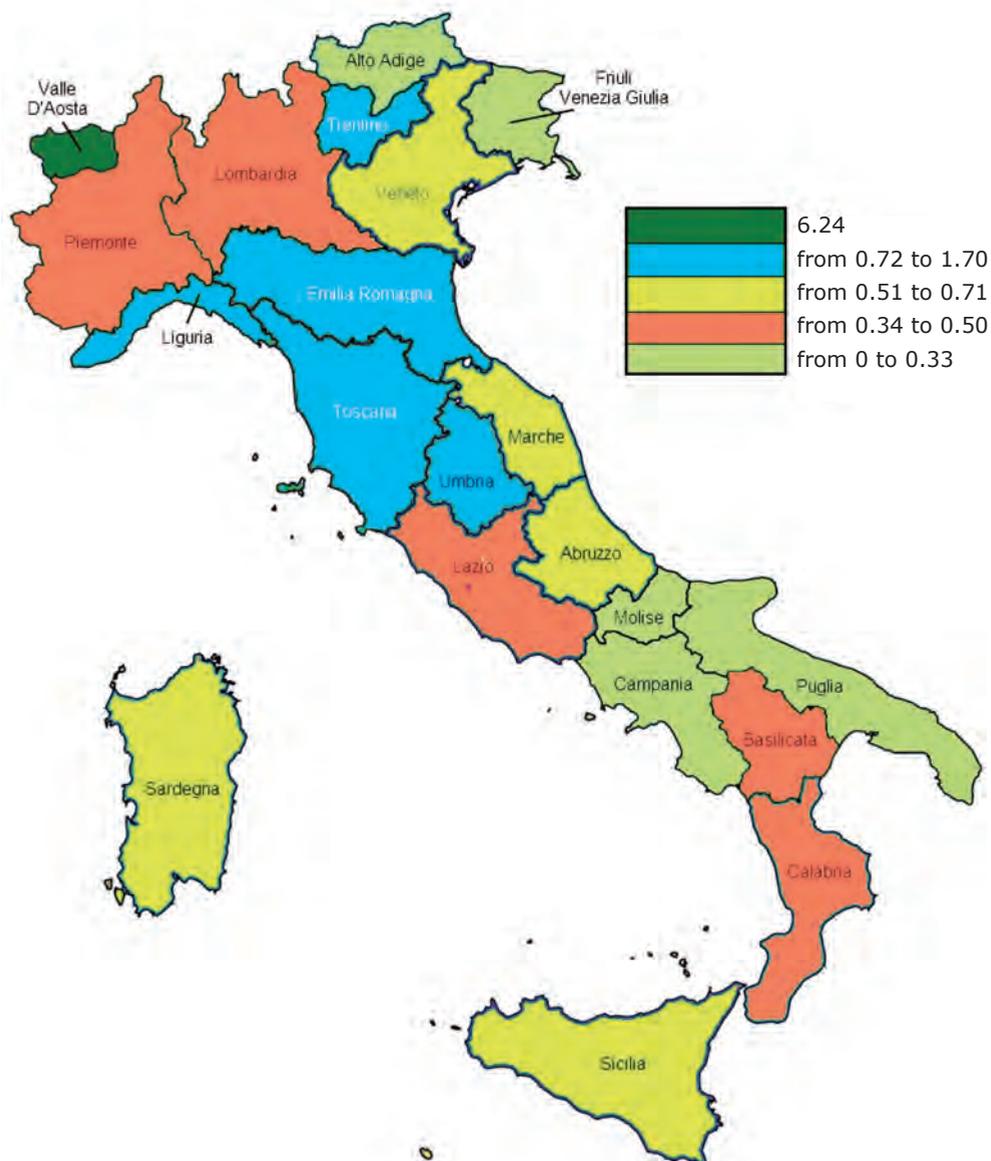
Distribution of the phenomenon in absolute terms returns only a partial picture. In order for the information to be more uniform, and by extension to obtain more similar territories, projects were related to residents and temporary residents (tourists) on one hand, and to the accommodation available (in terms of beds) on the other (tables 2, 3 and 4).

The differences are immediately apparent:

- The region of the Aosta Valley is ahead of the rest for projects produced in relation to the resident population and also in relation to tourism capacity (beds and occupancies).
- Emilia Romagna, Liguria and Sicily are the territories where the greater share of projects exists in relation to both tourist demand and beds available. In the latter case Lombardy is also among the regions with the highest rate of projects.

In this regard, however, it seems to be necessary to clarify that the existence of a single project compared to a range of projects is not automatically an indicator of lack of interest. Indeed it is also necessary to evaluate the ability of projects to encompass the entire reference area, the various types of disability, the whole range of actions, and tools.

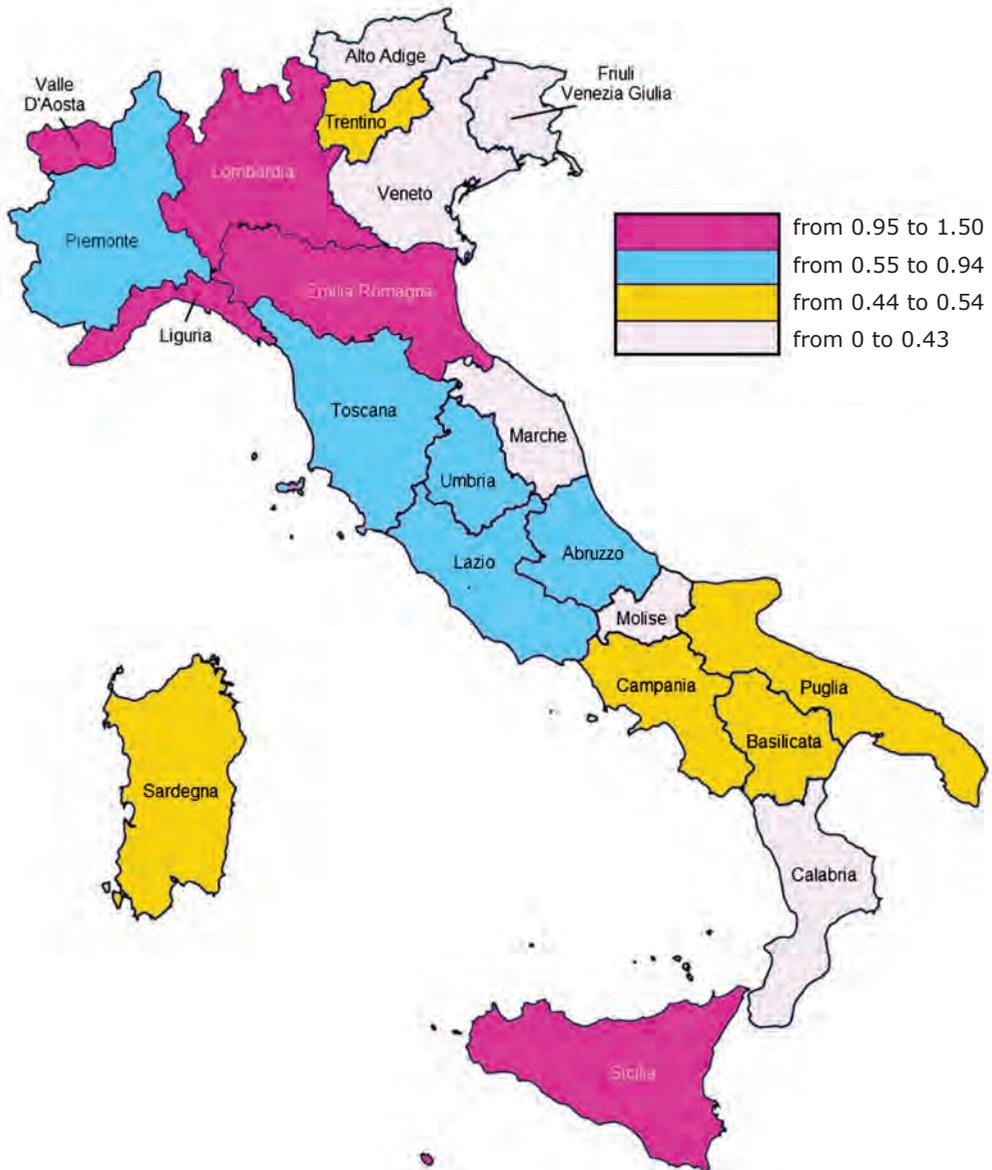
Table 2 Projects in relation to resident population
(number of projects per 100,000 inhabitants)



Note: classification in quartiles. In this case data from the Aosta Valley has been set apart as anomalous compared to the others.

Source: SL&A White Paper 2012 database processing and ISTAT (Istituto Nazionale di Statistica - Italian National Institute of Statistics)

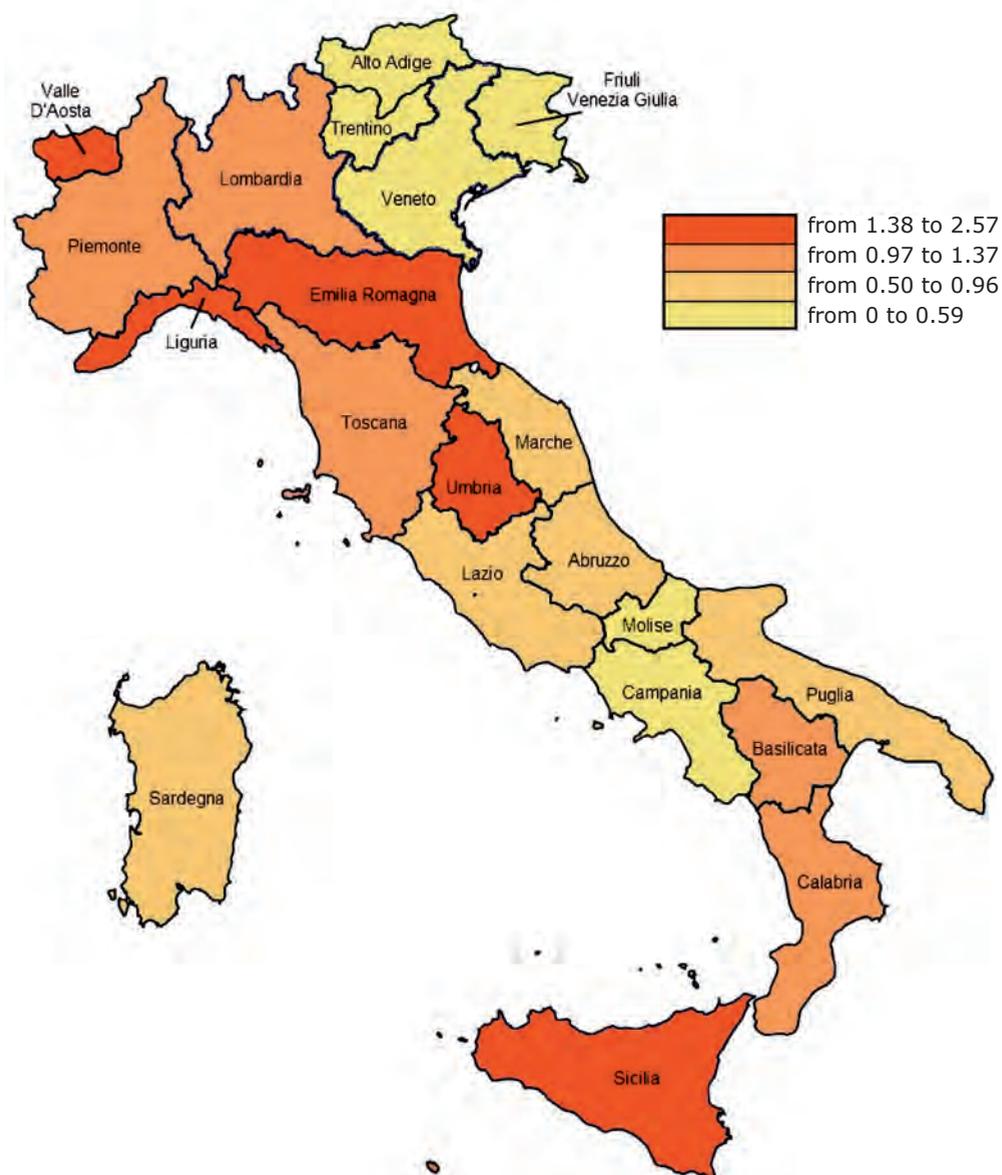
Table 3 Projects in relation to accommodation capacity
(number of projects per 10,000 beds)



Note: classification in quartiles.

Source: SL&A White Paper 2012 database processing

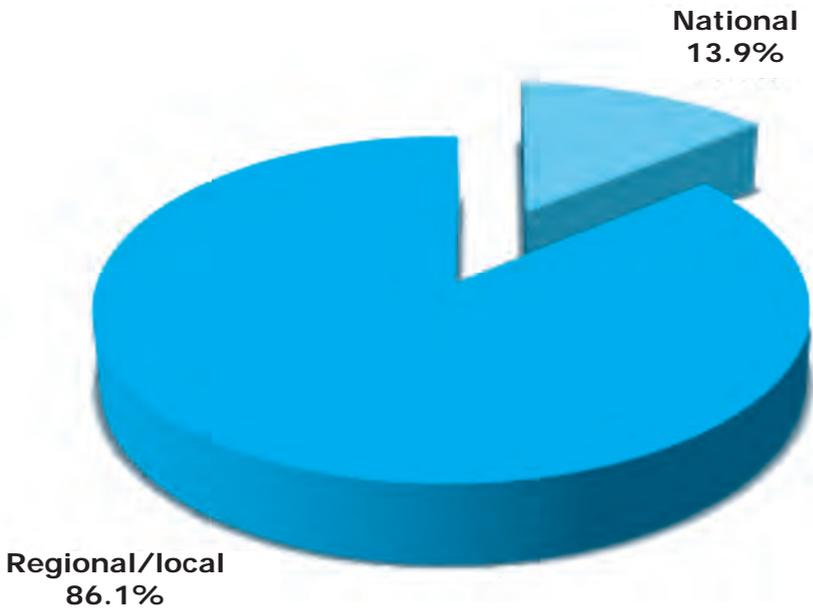
Table 4 Projects in relation to tourist demand
(number of projects per 1,000,000 tourists)



Note: classification in quartiles.

Source: SL&A White Paper 2012 database processing

Graph 1 Distribution of projects per region

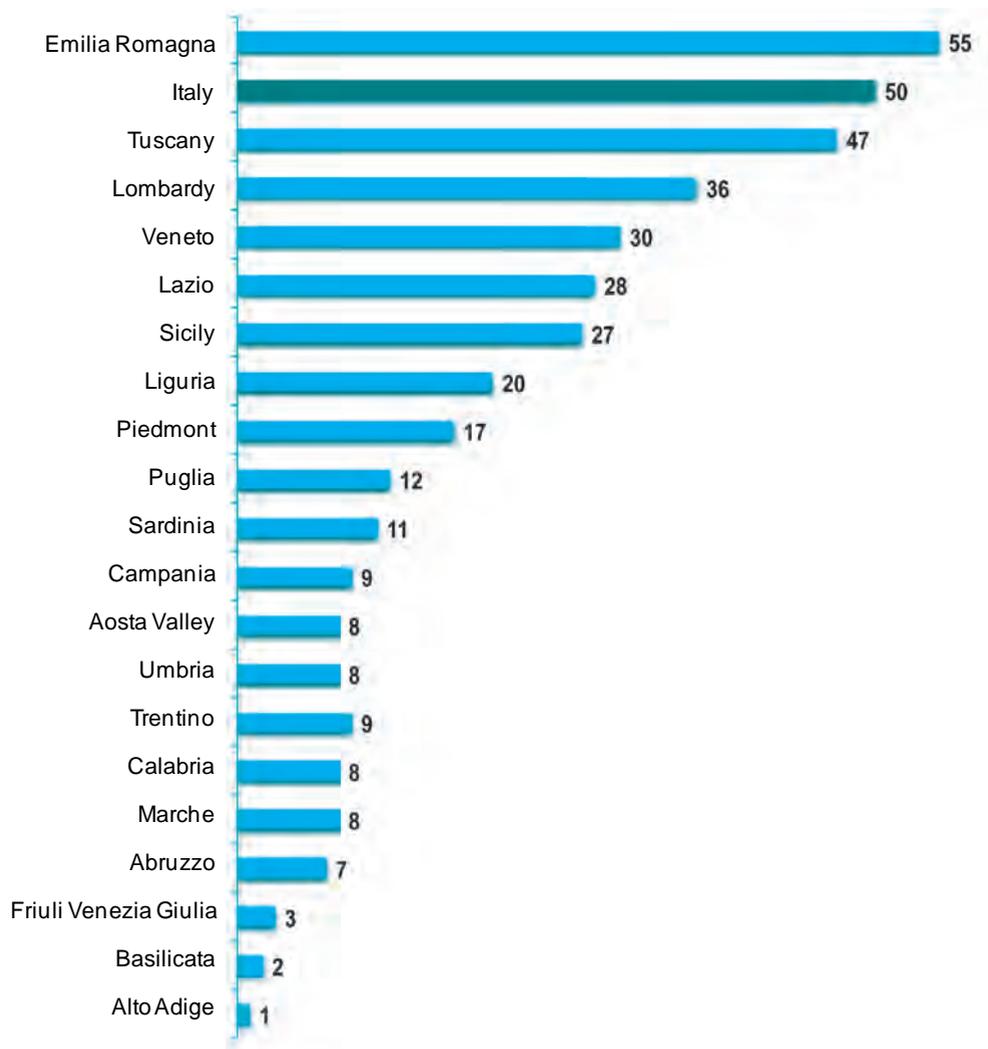


Source: SL&A White Paper 2012 database processing

Of the 360 projects surveyed, only 14% may be considered on a national scale, the others aimed at more or less defined territories, at regional and above all (in the majority of cases) local (sub-regional, provincial or municipal) levels.

In fact only two cases of interregional projects were observed (not considered national level as a non-exhaustive number of regions were grouped together).

It could also be said that projects that combine territories of different sizes at administrative unit level are in a minority. Only 22 projects (6.1% of the total) involve one or more territories of different scale.

Graph 2: Projects per region (absolute values)

Source: SL&A White Paper 2012 database processing

With regard to the location of projects, it is interesting to note that if from the regional perspective the territory is entirely represented (except for Molise) with an average of 3.9 projects per region, with peaks in Lombardy (13 regional level projects), Tuscany and Piedmont (8), Sicily (6), the same cannot be said for the provincial level (table 1).

Table 1 Projects by scale of location

	No.	No. projects	Average
Municipalities/city	130	191	1.5
Regions	20	78	3.9
Provinces	43	79	1.8

Source: SL&A White Paper 2012 database processing

Table 2 Projects at provincial level (in order)

Province	No.	Province	No.
Rimini	5	Florence	1
Catania	4	Grosseto	1
Parma	4	Imperia	1
Vicenza	4	Lecco	1
Belluno	3	Lodi	1
Bergamo	3	Lucca	1
Forlì Cesena	3	Modena	1
Lecce	3	Pesaro	1
Naples	3	Piacenza	1
Pistoia	3	Pisa	1
Ravenna	3	Prato	1
Savona	3	Ragusa	1
Turin	3	Rome	1
Ferrara	2	Rovigo	1
Genoa	2	Salerno	1
Monza and Brianza	2	Trapani	1
Padua	2	Salerno	1
Siena	2	Trapani	1
Agrigento	1	Treviso	1
Ancona	1	Venice	1
Ascoli Piceno	1	Vibo Valentia	1
Bari	1	Viterbo	1
Cosenza	1	Total	79

Source: SL&A White Paper 2012 database processing

In this case projects were counted in “only” 43 provinces, little over a third of the total, with on average 1.8 projects each. Particularly noteworthy among these are the provinces of Emilia Romagna, Rimini and Parma primarily, but also those of Vicenza and Catania (table 2).

As far as the local level is concerned, there are 130 place names, with a total of 191 projects (on average 1.5 each).

In this instance it is Rome that surges ahead, with the Italian capital counting no less than 13 projects, followed by Bologna (6), Trento (5), Florence, Siena and Venice (4 each) and then Genoa, Milan, Modena, Parma and Ravenna (3 each). With few exceptions, these are easily recognized as some of the most visited art cities in Italy.

An interesting aspect relates to the project development capacity linked to protected natural areas in Italy, which have proved to be an important exercise as far as experimenting with and implementing dedicated paths and trails.

There are around twenty recorded projects ranging territorially from nature reserves to regional and national parks.

3.3. *Type of projects: by special need, method, and approach*

The analysis of the projects has highlighted, among other aspects, the extent to which these are still generic. Rather than this being a judgement on the merits, whether good or bad, this is simply an observation. In fact, in half of all cases it is not sufficiently clear who the project caters for, inasmuch as the subject generically addressed is accessible tourism, and could either involve all or only some disabilities (diagram 3).

Graph 3 Who the projects are aimed at



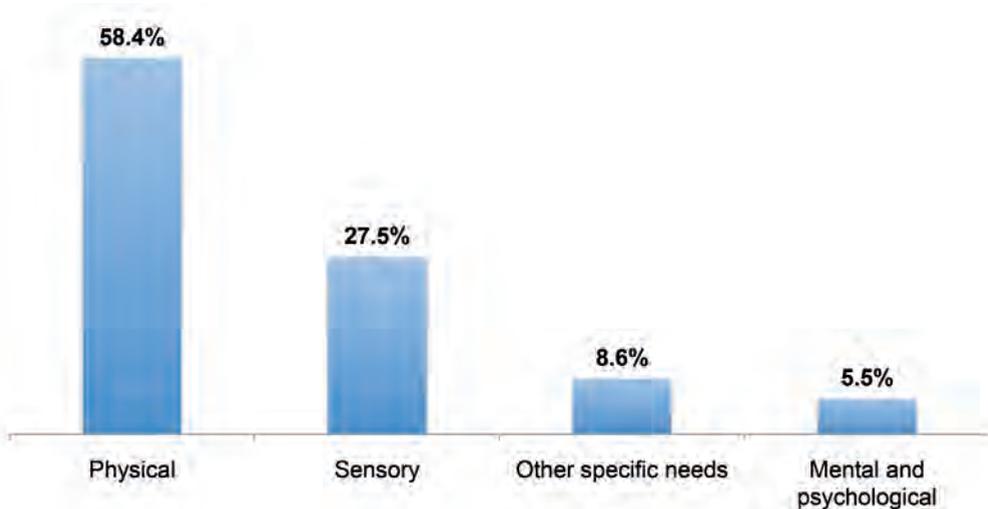
Source: SL&A White Paper 2012 database processing

However, there is no doubt that the attention of project designers and above all local communities is focused on certain special needs, while perhaps neglecting others (diagram 4):

- As may be expected, projects linked to mobility disabilities make up the majority at almost two thirds. It was possible in only two projects to distinguish whether these related to those travelling alone or with others.

- More than a quarter of projects target people with special needs involving sensory disabilities (blind, deafblind, etc.). In such cases attention is focused on the blind or people with very poor eyesight, to whom most actions are concentrated.
- In contrast, less attention seems to be placed on different and more specific problems, probably because they require greater expertise and are aimed at a narrower market⁴. This is confirmed by the fact that in most cases projects target those with nutritional problems.

Graph 4 Disabilities targeted by projects

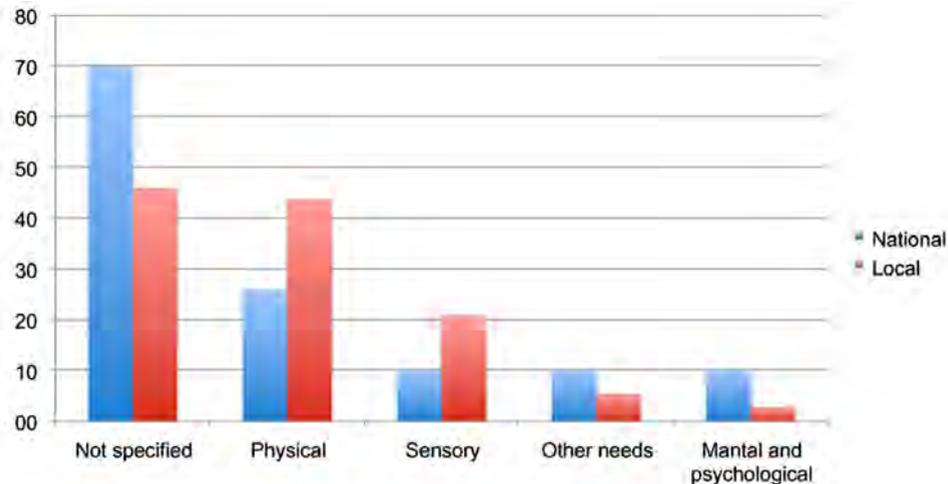


Source: SL&A White Paper 2012 database processing

Specifically national projects, addressing the theme of accessible tourism across the board, prove to be more mainstream compared to the others (diagram 5).

⁴ An example to consider is a project in which a dialysis service is offered to tourists who request it.

Graph 5 Disabilities targeted by projects based on location (percentage values)



Source: SL&A White Paper 2012 database processing

What has produced so much project development capacity in Italy? And how is the approach of the territories changing, now that the Italia per Tutti (Italy for All) project is almost fully-fledged?

In general, Italian territories can be regarded as having sought to meet the needs of tourists through three main types of action, of which two are linked to information (diagram 6).

"In order to meet the requirements of people with special needs, information about the supply of tourism services must be:

- *Reliable, so as to reduce the uncertainty that often fully or partially characterizes the process of producing the actual information, by verifying the reliability of the data collected and its organization through media and readout mode.*
- *Up-to-date, with respect to continuously changing tourism supply conditions. This is a need closely linked to the*

concept of quality, while also being a separate issue.

- Widespread and easily reachable, through an array of media and in a range of places. It is also important that information is fed into established tourist services, and for this reason it is necessary to disengage from specialist contexts within the themes of disability that are not sufficiently prepared in the field of tourism, such as for example disabled associations and websites.

- Integrated with that aimed at all tourists. The tourist information currently provided must therefore be increased and broadened. This is a need that is strongly expressed by the demand from those with special needs, who want to be able to travel with their friends and family, in accordance with a process of qualitative development that sees the involvement of the entire tourism market. Information is increasingly taking shape as a "product", and is beginning to assume the role of strategic variable through which territories convey to the outside their own concept of hospitality".

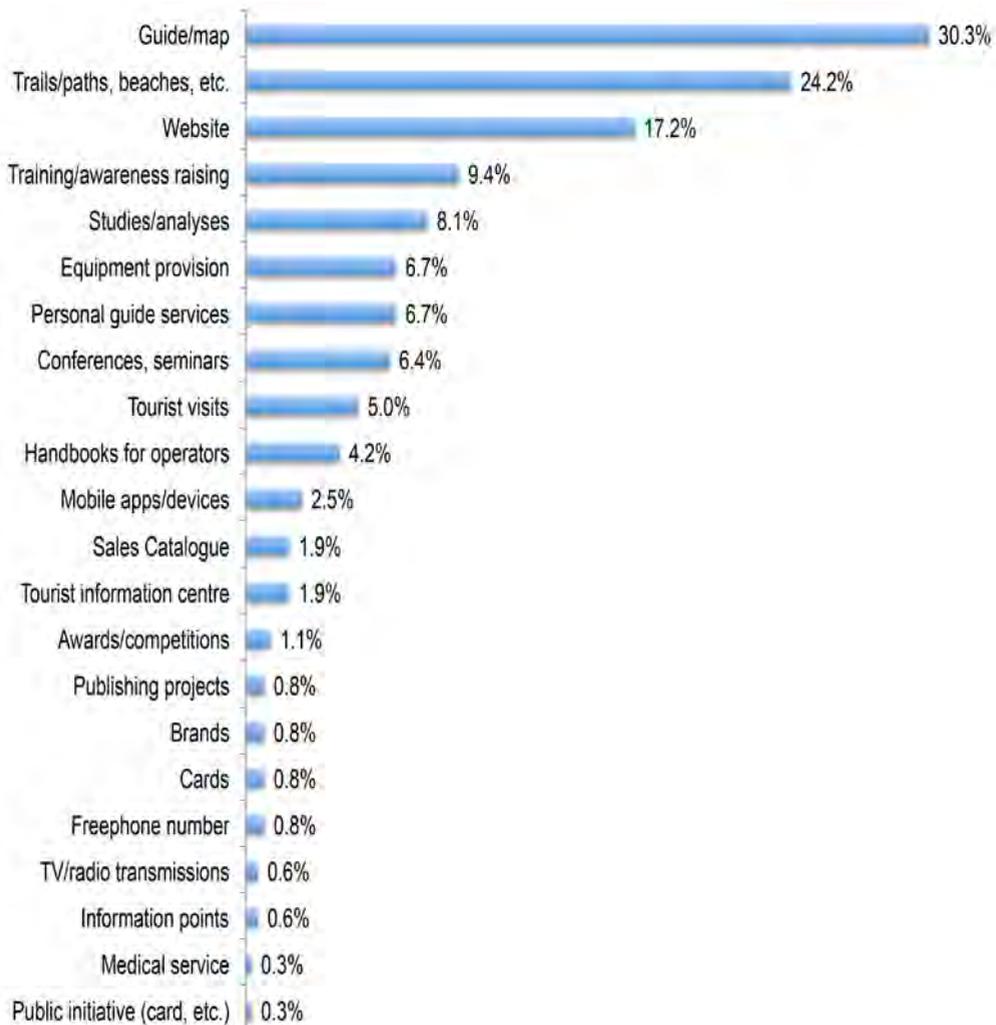
STARe Project, ENEA

1. By producing tourist guides and maps (30.3%) designed to best communicate the accommodation and services on offer directly or indirectly linked to tourism, from transport to cultural venues, and catering, etc.
2. Through the creation of websites (17.2%), which have often accompanied the implementation of projects and contribute to ensuring that the conditions outlined by past studies⁵ are in some way respected.

5 STARe Project, ENEA (Agenzia Nazionale per le Nuove Tecnologie, l'Energia e lo Sviluppo Economico Sostenibile - Italian National Agency for New Technologies, Energy and Sustainable Economic Development)

3. The third type is linked to the need to be equipped to offer everyone the possibility of enjoying memorable experiences in the outdoors, in museums, and on the beach, for example, and therefore the completion of different types of infrastructure for a variety of people (from walkways on the beaches to sensory trails, etc.).

Graph 6 Accessible tourism project outputs



Source: SL&A White Paper 2012 database processing

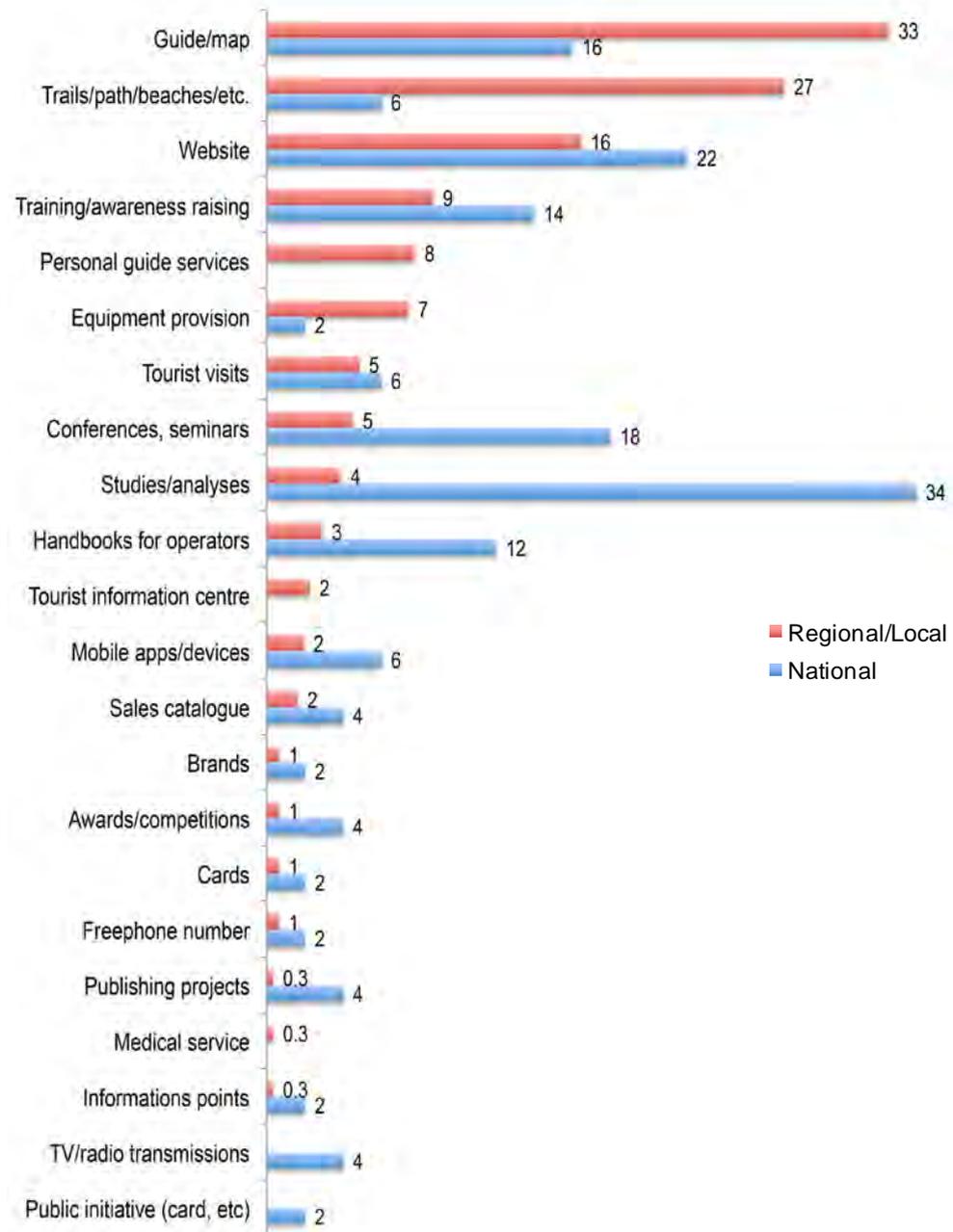
Still, a glance at the ranking of tools created shows that almost 10% of projects (amounting to over thirty) involved awareness raising and training activities for the supply of tourism, while 8.1% focused on carrying out studies and analyses on the demand (few, to be honest) and the supply.

The number of projects geared to marketing the tourism supply remains limited, with 18, or 5%, involving tourist visits within networks of specialist firms. However, in addition to this are those aimed at creating a proper sales catalogue (7 projects in all at 2% of the total).

In general, it can be observed that there are significant differences regarding the tools produced, depending on whether the projects are of national or local relevance (diagram 7).

Graph 7 Accessible tourism project outputs

(comparisons between territorial scales)



Source: SL&A White Paper 2012 database processing

The impact of project development capacity appears to differ widely distinguished by the scale of territorial relevance of projects.

The desired approach is clearly highlighted in the table below, which shows the ranking.

	National	Regional	Local
1st	Studies and analyses	Website	Guide/map
2nd	Website	Guide, map	Trails, paths, beaches, etc.
3rd	Conferences and seminars	Training, awareness raising	Website
4th	Guide, map	Studies and analyses	Equipment provision
5th	Training, awareness raising	Trails, paths, beaches, etc.	Personal guide services, assistance
6th	Handbooks for operators	Conferences and seminars	Training, awareness raising

National projects have in fact focused mainly on the spread and cultural education of the tourism supply and tourists, putting the emphasis on actions involving study, communication and training, also through creating the specific handbooks.

On the other hand the territories have targeted guides and infrastructure building, and the regions have spanned both efforts to push the internet and stimulate the project development capacity of the supply.

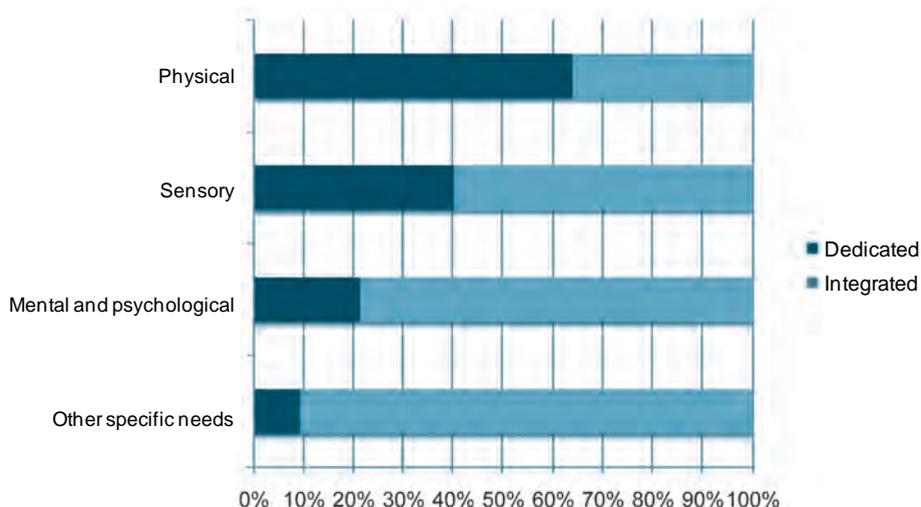
3.4. *Inclusiveness, specificity, and a cross-sectorial approach*

As we have already had occasion to emphasize, most projects when specified, target those with mobility difficulties. The greater the number of projects, the greater the chance to meet multiple needs at the same time. This confirms, were there any need, on the one hand the subject's complexity, and on the other, the difference in the type of response (not including information) each need requires (diagram 8).

Over 60% of projects targeting physical disabilities is reserved specifically to this section, while the remaining 40% relate to other disabilities.

In contrast, the percentage of projects exclusively dedicated to those with mental health issues is less than a quarter, and projects directed towards other specific needs are a small minority (less than 10%).

Graph 8 Disabilities targeted by projects



Source: SL&A White Paper 2012 database processing

This can be interpreted in two ways, in that on the one hand it can be said that projects seek to satisfy more needs at once. How-

ever, on the other it almost seems as though the direction is the opposite of what the tourism market is asking, which is increasingly driven to meeting a mass of “niches”, rather than a generic mass of tourists.

Table 3 Tools by disability type

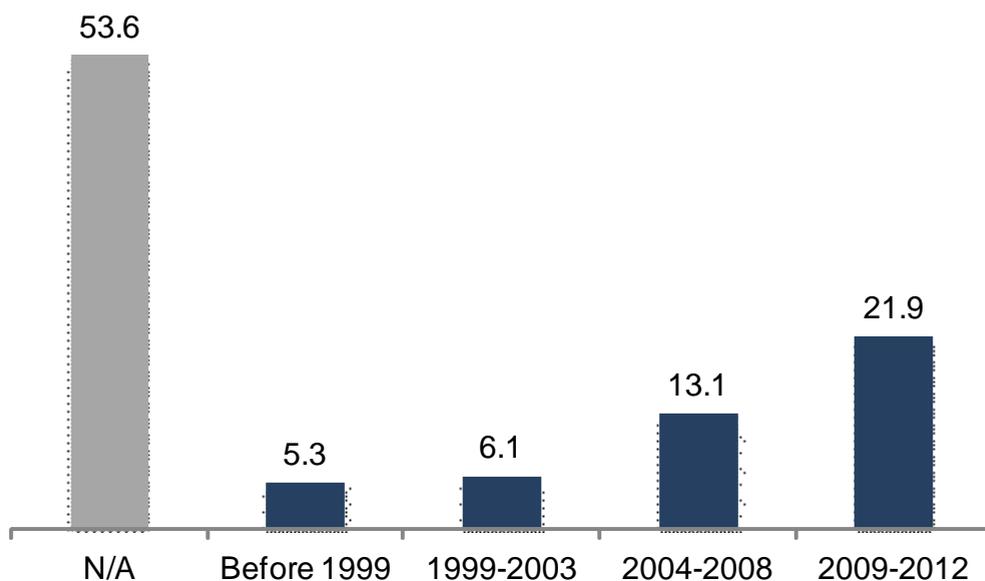
Tools	Type of disability				
	Physical	Sensory	Mental and psycho-logical	Other specific needs	NS
Card	66.7	33.3	-	-	-
Information points	100.0	-	-	50.0	-
Medical service	-	-	-	100.0	-
Equipment provision	83.3	8.3	-	-	12.5
Personal guide services and assistance	66.7	33.3	4.2	8.3	20.8
Mobile apps/devices	33.3	55.6	-	11.1	22.2
Trails/ paths/ beaches, etc.	57.5	41.4	2.3	3.4	24.1
Tourist information centres	42.9	14.3	-	14.3	42.9
Sales catalogues	57.1	14.3	-	14.3	42.9
Tourist visits	50.0	-	-	5.6	50.0
Handbooks for operators	33.3	20.0	13.3	20.0	53.3
Guides, maps	41.3	12.8	4.6	5.5	54.1
Studies, analyses	24.1	17.2	20.7	13.8	58.6
Conferences, seminars	34.8	4.3	8.7	-	60.9
Websites	35.5	19.4	4.8	14.5	61.3
Publishing projects	33.3	33.3	33.3	33.3	66.7
Training, awareness raising	23.5	26.5	11.8	14.7	67.6
Awards, competitions	25.0	-	-	-	75.0
Freephone numbers	-	-	-	-	100.0
Brands	-	-	-	-	100.0
TV/radio transmissions	-	-	-	-	100.0
Public initiatives	-	-	-	-	100.0
Total	41.4	19.4	3.9	6.1	49.4

Source: SL&A White Paper 2012 database processing

It is also the case that from the point of view of the actions proposed by projects, where it is possible to make this kind of interpretation, a greater degree of specialization emerges, and a more detailed focus on tourists with special needs (table 3). The table in fact suggests that the more the actions conform to the field of communication, the more generic they are.

Beyond the objective difficulties of giving a sense of transience to actions and tools, or the way in which the project database⁶ was constructed, or because sometimes these same actions either take on an advertising character or require continuous updating, while at other times never date (as in the case of a path travelled once that needs only to be maintained, a guidebook does not necessarily expire), it is nevertheless interesting to analyze the trend of the focus on universal tourism over the years (diagram 9).

Graph 9 Projects by start date (percentage values)



Source: SL&A White Paper 2012 database processing

⁶ As previously outlined in the methodology, databases prepared by different people have also been used, which did not necessarily report this type of information.

As already outlined in the previous chapter, accessible tourism projects initially had a predominantly local character, driven by individual subjects (table 4).

Table 4 Projects by start date and location
(percentage values)

Start year	Location			
	Local	Regional	Nazionale	Total
Before 1999	78.9	10.5	10.5	100.0
1999-2003	50.0	22.7	27.3	100.0
2004-2008	63.8	27.7	8.5	100.0
2009 - today	44.3	19.0	36.7	100.0
Not available	73.6	21.8	4.7	100.0

Source: SL&A White Paper 2012 database processing

The decade that began in 2000 and particularly during the first few years of this period not only saw a push from central government but also a rise in prominence of the regions, probably due in part to encouragement from programming measures at European level.

In the current five-year period 2009-2013, intervention at central level has had a new impetus, which will probably generate positive effects in terms of project development capacity in the near future.

The recipients of accessible tourism projects have varied throughout the years. Initially, activities actually concentrated mainly on physical and sensory disabilities (table 5).

From 1999 to 2003 project development capacity seems to have taken a new direction, broadening the scope to include problems related to those with mental illnesses or specific needs.

Table 5 Projects by start date and disability type
(percentage values)

Type of disability	Before 1999	1999 -2003	2004 -2008	2009 - today	N/A	Total
Physical	63.2	40.9	38.3	32.9	43.5	41.4
Sensory	31.6	27.3	10.6	21.5	18.7	19.4
Mental and psychological	5.3	13.6	2.1	5.1	2.6	3.9
Other specific needs	0.0	13.6	4.3	7.6	5.7	6.1
Not specified ¹	31.6	54.5	57.4	50.6	48.2	49.4

1 Type of disability not deducible from the details of the project, or not specified as aimed at all types of disability.

Source: SL&A White Paper 2012 database processing

In recent years the distribution of data tends to blend together, while maintaining the utmost attention on mobility disabilities, to which around a third of projects are dedicated, followed by sensory disabilities.

On the other hand, the tools tend to improve and become progressively more specialized, so much so that in recent years entirely new tools have been implemented, particularly in the field of communication (from TV transmissions to awards) (table 6).

At the same time, in line with more general trends in tourism promotion, paper-based tools such as guidebooks and maps are being replaced by more innovative examples, from the internet to applications for mobile devices.

Over time the production of handbooks for operators has remained the same, while studies and analyses have increased, often more focused on the supply of tourist services rather than the demand.

In contrast, a less than positive signal is that there seems to be a reduction in the attention placed on training and awareness raising

activities which, after a peak at the start of the 2000s, have lost their importance ever since.

More generally, it must also be noted that there is a need for all projects to be subject to maintenance. Indeed, not only the structures and infrastructures but also the relevant information which inevitably becomes obsolete. If it is not realistically possible to put forward an “expiry date”, it would at least be advisable looking at the bigger picture, to set a date for “checking and updating”.

Table 6 Projects by start date and tools
(percentage values)

Tools	Before del 1999	1999 -2003	2004 -2008	2009 - today	N/A	Total
Guide/map	31.6	40.9	31.9	10.1	36.8	30.3
Trails/ paths/ beaches, etc.	36.8	27.3	14.9	26.6	23.8	24.2
Website	5.3	13.6	10.6	16.5	20.7	17.2
Training/ awareness raising	-	22.7	17.0	15.2	4.7	9.4
Studies/analyses	-	9.1	10.6	19.0	3.6	8.1
Equipment provision	5.3	9.1	10.6	10.1	4.1	6.7
Personal guide services / assistance	15.8	4.5	8.5	6.3	5.7	6.7
Conferences/ seminars	5.3	4.5	10.6	12.7	3.1	6.4
Tourist visits	5.3	-	2.1	2.5	7.3	5.0
Handbooks for operators	5.3	4.5	4.3	6.3	3.1	4.2
Mobile apps/devices	-	-	2.1	6.3	1.6	2.5
Tourist information centre	-	4.5	-	1.3	2.6	1.9
Sales catalogue	-	4.5	-	1.3	2.6	1.9
Awards/competitions	-	-	2.1	1.3	1.0	1.1
Freephone number	-	-	-	1.3	1.0	0.8
Card	-	-	-	1.3	1.0	0.8
Brands	-	-	2.1	2.5	-	0.8
Publishing projects	-	-	-	2.5	0.5	0.8
Information points	-	-	2.1	1.3	-	0.6
TV/radio transmissions	-	-	-	2.5	-	0.6
Public poster/card/ initiative	-	-	-	1.3	-	0.3
Medical service	-	-	-	-	0.5	0.3

Source: SL&A White Paper 2012 database processing

Statistical appendix

1. Projects by disability type

	No. projects	%
Physical	149	41.4
Sensory	70	19.4
Other specific needs	14	3.9
Mental and psychological	22	6.1
Not specified ¹	178	49.4

1 Type of disability not deducible from the details of the project, or not specified as aimed at all types of disability.

Based on 360 projects. The total is different from 100 because each project may relate to several disabilities.

2. Projects by region

	No. projects	%
Piedmont	17	4.7
Aosta Valley	8	2.2
Lombardy	36	10.0
Trentino	9	2.5
Alto Adige	1	0.3
Veneto	30	8.3
Friuli Venezia	3	0.8
Liguria	20	5.6
Emilia Romagna	55	15.3
Tuscany	47	13.1
Umbria	8	2.2
Marche	8	2.2
Lazio	28	7.8
Abruzzo	7	1.9
Campania	9	2.5
Puglia	12	3.3
Basilicata	2	0.6
Calabria	8	2.2
Sicily	27	7.5
Sardinia	11	3.1
Italy	50	13.9

Based on 360 projects. The total is different from 100 because each project may relate to several regions.

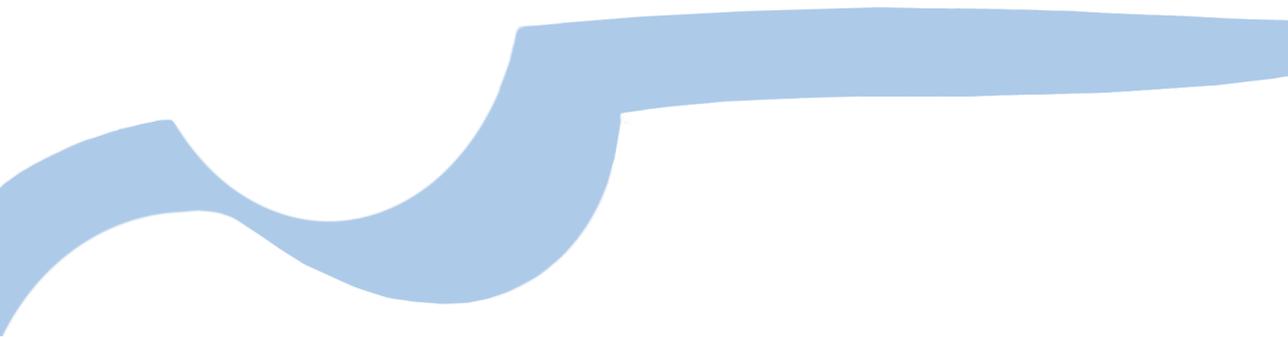
3. Projects by tool

	No. projects	%
Guide/map	109	30.3
Trails/paths/beaches, etc.	87	24.2
Website	62	17.2
Training/awareness raising	34	9.4
Studies/analyses	29	8.1
Equipment provision	24	6.7
Personal guide services, assistance	24	6.7
Conferences, seminars	23	6.4
Tourist visits	18	5.0
Handbooks for operators	15	4.2
Mobile apps/devices	9	2.5
Tourist information centre	7	1.9
Sales catalogue	7	1.9
Awards/competitions	4	1.1
Freephone number	3	0.8
Cards	3	0.8
Brands	3	0.8
Publishing projects	3	0.8
Information points	2	0.6
TV/radio transmissions	2	0.6
Non classifiable	2	0.6
Public initiative (card, etc.)	1	0.3
Medical service	1	0.3

Based on 360 projects. The total is different from 100 because each project may relate to several tools.

Chapter four

*recent developments
and ongoing activities*



4.1. 2012: Committee for the promotion and development of accessible tourism

The current era of accessible tourism in Italy began only recently, around the time of the appointment of Minister Piero Gnudi to the position of Minister for Tourism on November 16 2011.

This event soon resulted in the redefinition of the entire management structure of the Department for the Competitiveness and Development of Tourism under the scope of the Department for Regional Affairs for the Prime Minister's Office, a potentially optimum asset for avoiding the continuation - and also the risk - of a new onset of the dispute between the state and the regions with regards to tourism. This was an ongoing dispute albeit at varying levels of criticality, as in 1993 when it was the basis for the department's popular referendum (promoted by some regions), which then developed through many phases and states, until arriving at what should have been the definitive regulation, or rather the reform of Title V of the Italian Constitution (Article 117).

At the same time, or more precisely in rapid succession, the Mission Office was reconfirmed and renewed for enhancing Italy's image (December 15 2011), consisting of staff identified with a professionalism and individuality that was particularly sensitive to the themes of accessible tourism, and who had already been involved in the itineraries and initiatives of the previous structure, whose work culminated in defining the Manifesto of Accessible Tourism (see paragraph 2.6).

The convergence of these innovative processes and the reconfirmation of the focus of public attention towards "policies aimed at promoting the use of tourism services for all types of tourists" culminated in the Ministerial Decree of May 18 2012, establishing the

Committee for the promotion and support of accessible tourism. This was then entrusted to the Mission Office, in terms of coordination tasks and secretarial support.

As per article 2 of its founding act, the committee, "has the task of developing proposals and identifying initiatives", and "may also propose communication and information campaigns". While this was therefore an analytical objective, it was also proactive and operational, although within the limits of the resources assigned to it, its own skills, and the other bodies with whom it was obliged to relate.

The committee's range of activities was defined with a thoroughness and scope reflecting the wealth of experience gained from the long journey that evolved in Italy in the previous few decades. Highlighting this was the aim "to encourage the promotion, access and usability of the tourism supply to all visitors, regardless of their physical and mental conditions". Even if this meant having to concentrate on the removal of impeding factors for people with special needs, the risk of focusing on creating a golden ghetto of varying degrees in which to contain disabilities and the people who have them was completely removed.

But the initiative's overall economic and marketing vision for the entire country can be defined even further from its statement that the committee will operate "in order to improve the quality and entirety of tourist services and to reinforce (this part in particular) the image of Italian tourism in the world". This was therefore much removed from the concept of welfare, towards the core of the mission of the office to enhance the image.

Such considerations can be found in the composition of the committee itself, flanked as it was by some of the main experts on the subject, representing the world of specific associations (but not solely), in addition to representatives appointed by ENIT (*Ente Nazionale Italiano per il Turismo* - Italian Tourist Board), local regions and authorities, the associations of entrepreneurs of the sector and the Chamber of Commerce itself.

On this basis, which further improved with the Ministerial Decree of September 19 2012, the committee began to operate, holding no less than three meetings in quick succession (June 28, July 17 and August 2), giving a notable boost to its activity, also with the knowledge of having to produce concrete results at the very least before the stipulated term of the legislation expired in spring 2013.

The abovementioned second decree, beyond the formal completion of the previous act, made it necessary for the competences framework to be subsequently redefined, which brought both formal and substantial changes.

Firstly, it obliged the committee itself to coordinate the Mission Office (entrusting the presidency to the coordinator of the Office herself, a position held by Flavia Maria Coccia) under the fledgling Department of Regional Affairs, Tourism and Sport.

A further element of the procedural stabilizing of the Committee was represented by the provision of rules governing the organization of the work to be carried out.

But the substance of the most important innovation concerned the duties of the Committee, and to those previously identified can be added:

- “The identification of the criteria of accessibility so that a tourist destination can be effectively defined accessible”, and therefore a territorial approach on the basis of towns and cities and their surrounding areas having 360 degree accessibility, along the lines of much of the project development capacity already explored in Italy.
- “The identification of tools and projects that facilitate the acquisition of information about the accessibility of accommodation, tourist attractions and commercial premises”, and therefore follow a pragmatic approach to information as a strategic variable of accessibility and choice, escaping the strict confines of classifications, and the risk of laying down the “tokens” of accessibility that pervade despite the progress made.

4.2. *Committee activities*

Having to a certain extent outlined the regulatory and procedural framework that led to the definition of the new responsibilities and to the creation of the committee (CPSTA, *Comitato per la Promozione e il Sostegno del Turismo Accessibile* - Committee for the Promotion and Support of Accessible Tourism), it is therefore worth addressing and describing the activities of the committee itself, as set out in detail by the minutes of its meetings which, as mentioned, took place in close succession, demonstrating the strong commitment felt by both the support structure and its members.

The committee was established on June 28 2012, having previously outlined its objectives and put its activities into the context of the UN Convention on the Rights of Persons with Disabilities of December 13 2006, formally approved by Italy on March 3 2009.

The committee's primary and essential statement, put forward by the coordinator and echoed by the representatives of the local regions and authorities, was to establish a practice of consultation and sharing with all components involved in the tourism system chain, both with institutions and operators in the field of business and the professions. In particular, the opportunity to work with initiatives both at an interregional and European level was highlighted, so as to ensure the committee had an inclusive attitude towards the most diverse experiences, and could therefore act with greater authority as the core body for the entire matter of accessible tourism at national level.

However, it is important to note that at the first meeting of the committee, although laid down by the founding decree, a regional representative was not included, instead substituted by a technical representative from the Coordination of the Regions.

The second line of action, also focusing on inclusiveness, purposely set out the co-opting, where applicable, of representatives of the European Parliament and Italian and European politics, experts on specific subjects, members of professional associations,

technicians and administrators. The additional resolutions adopted were more stringent and operational in character:

- The establishment of four working groups corresponding to the areas deemed priorities (Information and Communication, Transport, Reception and Hospitality, and Training)
- The designation of a committee representative with the task of acting as a link between working group administration, named as Roberto Vitali
- The need to develop a proposal document without delay to forward to the ministry and for the government to act on its behalf

* * *

The second meeting of the committee, held July 17 2012, saw two important events take place. One was notably political, the other more strictly technical.

The attendance of Minister Piero Gnudi represented approval from the highest institutional interest for the subject and also for the work of the committee itself. In his speech, the minister chose in particular to confirm the universal approach of working towards accessible tourism, to the point when all tourists are targeted including those with specific needs, which further raises the bar to enlarge the pool of Italian tourism. Secondly, the minister outlined the need to find solutions to specific problems as well, and to put Italy's reception and hospitality structures in a position to compete with those abroad, thus increasing the competitiveness of the national tourism system.

The political weight of the committee was also underlined and emphasized by the attendance of representatives from no fewer than six regions (Campania, Emilia-Romagna, Piedmont, Puglia, Tuscany and Veneto, viewed historically as among the most engaged on the subject, as is clear from the register in chapter three), as well as their national coordination. The importance of the debate between the central state and the regions through the committee was further confirmed by the Tourism for All¹ project Interregional

1 Of which see chapter 2, paragraph 5

Itineraries, which began in 2009 and illustrates largely similar aims to those of the committee itself, particularly on the topics of methodologies, promotion and communication

From a technical point of view, the minister's requests were reiterated by several experts representing the main associations working for people with special needs, who in particular emphasized the applicable gaps in the existing regulations, and also the need to make the entire supply of tourism (such as transport and accommodation) globally accessible, and not only to specialize part of it.

* * *

At the third meeting of August 2 2012, which continued to show a strong regional presence (5 administrations), most subjects addressed concerned the rationale of the committee and its concrete objectives.

In particular it resolved to interact with the reformulation of the Tourism Code, following its failure (with the judgement given by the Constitutional Court on April 5 2012) to provide in such a body of law a more precise definition of the characteristics and needs of accessible tourism - an objective to reach in concert with the regions.

It also began to evaluate the opportunity to collaborate with TripAdvisor, eventually creating a specialized section for tourist facilities suitable for gathering recommendations based on accessibility.

The opportunity to involve associations working in specific categories of disability and special needs in the activities of the four working groups already mentioned was therefore supported.

In this particular regard, the independently assembled and organized working groups put forward their own representatives who reported to the committee on the activities carried out and the methodologies adopted. In an overall desire to coordinate the activities of the four groups (possibly facilitated by exchanging summary reports on the activities carried out), the specific positions signalled the opportunity to:

- Mark out the objectives (Reception and Hospitality group) for a subject that is possibly too broad
- Expand e-accessibility issues to include work relating to Infor-

mation and Communication

- Define a rewarding training model to apply in the various locations and courses of the different figures involved, also through the express provision in university teaching, pursued through a relationship with MIUR (*Ministro dell'Istruzione, dell'Università e della Ricerca* - Ministry of Education, Universities and Research)
- Permeate through suitable representatives the various decision-making hubs and the assessment points of the transport system.

* * *

On September 20 2012 the fourth meeting of the committee was held, strongly focused on the procedural mechanisms of the committee itself on the one hand, and on the technicalities set to prompt the work of the groups and the committee on the other.

An internal draft regulation was proposed regarding the former (as contained in the Ministerial Decree of September 19 2012), and the ongoing results were then presented to the four working groups.

The importance of the work carried out and the vast scale of the subjects faced have been valuable in ensuring the preparation of a White Paper on the entire subject, and also to concentrate the arguments and operational suggestions in one summary document containing concrete proposals that may consequently be drawn to the attention of the ministry.

Regarding the relationship between the Committee and the Regions, it is opportune to emphasize the wish that the participation of the regions themselves and their overall willingness concerning accessible tourism would be matched with concrete commitments regarding the regulations in force.

In this respect two divergent positions confronted each other, one that would see penalties for those who do not comply (public bodies and private businesses), and the other that would prefer a reward system for good practices.

A second debate addressed instead the subject of the parameters and criteria/indicators to place at the root of the concept of accessibility, mainly concerning reception and hospitality. Having

ascertained the difficulty of identifying and arranging the common and objective parameters and indicators, also given the vast quantity and variety of the range of businesses and players involved, it seemed appropriate to concentrate on the final objectives and the path to achieving them.

The focus was therefore placed on the statement that businesses and individuals should act regarding their own accessibility, and on the information supplied to the demand (current and potential) with the specific needs, predominantly in terms of clarity.

* * *

The last committee meeting of 2012, which this work also addresses², was held on November 14.

What emerged was in a sense the final word on the entire action implemented, under which the different actions and issues could come to their logical conclusion, as had been hoped by the presidency and the coordination since the start of the work of the committee itself.

By way of a summary of the contents, the main issues dealt with were:

- The rules of the organization of the committee itself
- The Tourism Code
- The White Paper and relationship with the regions
- The strategic planning document
- The work carried out by the four groups and the resulting summary document to be forwarded to the minister, entitled "To Do List"

The next paragraph of this White Paper discusses the last point, for its scope and complexity, while below is an account of the definitive resolutions made by the committee about the remaining points of the substantial agenda.

² It is important to note that this White paper was closed for editing on January 14 2013

With regard to the Rules of the Organization (provided by paragraph 3, article 3 of the aforementioned Ministerial Decree of September 19 2012), the following was established:

- The committee recognizes the right to vote and approves solely of the members appointed and those designated by the organizations stated in the decree
- The committee may formally designate its eventual representatives solely from among these members
- The committee recommends Roberto Vitali as general and permanent representative (spokesperson)
- The duties of the spokesperson lie in the agreement between the committee, working groups, administrations and agencies
- The four working groups are represented within the committee by their corresponding representatives³
- The groups meet of their own accord after having notified the Mission Office
- Those taking part in the groups may act independently externally, only with the prior authorization of the committee
- In particular, members of the groups who are not members of the committee may only act externally on behalf of the committee having had prior formal delegation

Quite clear from these submissions was the aim to connect all the activities of the committee and its operational variations, particularly in its relations with the various actors operating within the 'ecosystem' pertaining to the committee, on a united and shared path.

With regards to the Tourism Code, the committee approved a text of principles on the subject of accessible tourism, which was given a preliminary green light by the Regions and Autonomous Provinces, in consultation with the coordination.

In context, the two paragraphs specified:

- The observation of the development "in concert and agreement with the regions (of) appropriate actions aimed at ensuring to

3 Anna Breda for Information and Communication, Giuseppina Carella for Reception and Hospitality, Giovanni Ferrero for Training, and Roberto Romeo for Transport.

all citizens the usability and accessibility of tourism regardless of physical and psychological conditions”

- Approval of the establishment of the committee for accessible tourism “whose purpose is to place people, and their needs, at the centre of the tourism system and increase the quality of the supply of accommodation”

The document in question, also approved by the committee, will be the subject of consultation with the regions in the appropriate technical panel, which was requested to convene.

This theme also reiterated the need to set up a system of penalties for those who do not comply, or rather to reward good practices. However, it was pointed out that it was not part of the committee’s remit to establish penalties, thereby closing the issue, albeit provisionally.

In relation to the White Paper, of which the technical features, editorial guidelines and methodologies have been summarily illustrated, an important discussion has developed here as elsewhere, focused on the clearly inevitable matter of the relationship between central structures on the one hand, and the regions and autonomous provinces on the other.

In particular, the need was recognized for central and interregional operations to integrate with each other to define the common assets of methods and detection tools for projects and activities in order to create shared databases, essential for comparing and communicating experiences.

The committee pointed out the efforts to achieve the maximum awareness raising and the formal participation in the committee by the regions (by designating a specific member). It also reiterated the unlimited willingness to deal with the issue, and the opportunity to proceed with a meeting between the regions and working groups to define a unanimous policy.

Finally, as regards the strategic planning document, a submission for a six month period (November 2012 - May 2013) equipped with a time schedule was prepared and presented by the coordination and approved by the committee.

Having already explored the technical and scientific line of action that is put into effect with this White Paper, it is worth venturing into the “thematic activities aimed at influencing areas of expertise”, which are listed as follows:

- An initiative in Rome dedicated in particular to the theme of transport and mobility
- An initiative involving the institutional actors active in tourism training
- Support for the Gitando 2013 trade show in Vicenza on the subject of hospitality, mobility and free time
- A communication initiative/campaign aimed at the general public to take place in spring 2013, through the production and distribution of audiovisual products
- The implementation, together with Fiera Milano trade fair organizer of the Reatech event at the 2013 edition of BIT (*Borsa Internazionale del Turismo* International Tourism Exchange), through dedicated spaces and a specific focus on designing and planning
- An ad hoc edition of “Reatech Italia 2013: mobility, inclusion, independence” in May 2013, also set to be presented between February and May in Shanghai and Sao Paolo.

Various important events were reported directly relating to the international projection of the work of the committee:

- Participation in the Exhibitaly (Moscow) exhibition through the presentation of an innovative and accessible system and Kinect suggestions for stunning itineraries in Italy
- Participation in Wide 2012 in Sao Paolo in Brazil with the ENIT workshop, presenting the committee and the most recent Italian activities on the subject, also in view of the next great international sports event involving the country
- Looking forward to Expo 2015, with all its possible implications including, in particular, the issue of accessible tourism

4.3. *Specialist working groups*

Since its first meeting, the committee held the point of view that the various intricate problems of accessible tourism could not be tackled with sufficient care and attention in plenary sessions composed of dozens of people.

The establishment of the working groups therefore answered the need to bring the different problem areas to a level of definition such as to produce practical results that could serve as the basis for political action by the government.

As mentioned, there were four groups that were given full operational autonomy while under the coordination of a manager. They were not able to report externally except where permitted by the implementing regulation.

In general, it should be noted that the subjects covered by the four groups, as much as they were well defined and distinct from each other, often overlapped spontaneously as well as intentionally, and indeed as desired.

In this respect, particularly striking was the constant return to the strategic nature of information and communication, which is evidently of such inescapable importance.

4.3.1 **Information and Communication**

The somewhat preliminary theme faced by this group to which all the others constantly referred as previously mentioned, was that of e-accessibility, and therefore also and increasingly of IT and the use of systems through assistive technologies.

The lack of these opportunities must be considered a discriminating constraint, preventing people from freely choosing their holiday destination, and forcing visitors to fall back on the same destinations with guarantees on the actual services offered.

Indeed, freedom is not only about movement, but must also be understood as information and communication, above all in a

society that is increasingly dominated by the mass media and new 'smart' technologies.

Referring in particular to Law 13 of January 17 2004 (the Disability Law, or Legge Stanca) the initial hope is that IT industry operators, through the appropriate training activities, can create applications that can be used by everyone, regardless of their level of "ability".

The Disability Law gives every person the right to access all sources of information and relative services, and this right is recognized, protected and guaranteed for disabled people in particular.

This is not only in line with Article 3 of the Italian constitution, but also with the previous decisions made both in the United Nations (Convention on the Rights of Persons with Disabilities), and the European Union (Mandate 376/2005 on ICTs).

Audiovisual toolkits must therefore be created to help both deaf and blind people at the same time, which generally communicate with a simplified language to address learning difficulties. These teaching, communication and information principles should also always be used as reference for establishing destination websites.

From information requirements to those of communication and the need to increase partly through campaigns, the knowledge of tourism sector operators of the economic advantages of accessible communication, through websites for everyone, to be aimed at the final market.

To this end, the group set out a broad series of proposals:

- A communication campaign involving the different types of operators
- An agreement with Italian national public service broadcaster RAI to reserve space for the subject in its various container programmes
- Specific promotional marketing of the supply of accessible tourism in synergy with industry events
- A communication intervention (differentiated, positive and focused) through meetings with actors in the chain

- Studies and monitoring aimed at mapping the supply and verifying the size and qualitative level of the services offered, implementing a monitoring system also through the collection of good practices
- Orientation of technical designers (architects, engineers, surveyors) on the principles of Universal Design
- Participation in projects, initiatives and European networks to promote Italy and the spread of good quality practices
- Use of new 'smart' technologies (Wi-Fi and digital) to inform tourists about the various services available for them to use (hotels, sites, parking, etc.)
- Information material for distribution by public and private operators that supply practical guidance to spread tourism for everyone.

4.3.2 Transport

Based on its experience and scrupulous competence of its members, this group first set out an extremely detailed picture of the specific international legislation, arriving at a list of 15 fundamental references from the UN and the EU. The themes and regulatory documents were then proposed with even more detail at national level, culminating in 28 references ("a mass of rules", as defined by the working group itself).

An analytical list was created of the types of public transport (5 macro categories over 18 specifications, in addition to the subject of driving, circulating and parking, and the related European parking card), and the reference timescales (short, medium and long term), with the result of constructing a logical framework in which to enter problems and proposals.

The work, which was based on the serious problems that still make transport far from usable and even inaccessible, was organized in a series of proposals/interventions, aimed at the local agencies and management companies who are both addressees and

obligors, with a view to making the public and private transport systems accessible for disabled citizens.

This resulted in a substantial list, in chronological order, which in summary sets out:

For air transport:

- The simplification and complete accessibility without additional expenditure of the booking/purchasing procedures
- New technologies to provide airport and flight information (tactile means) in an accessible format (voice)
- Verification of the correct application of EU regulation regarding the availability of information in accessible format
- Comprehensible geographical indications on routes and links with city centres, made at tourist information centres and catering outlets
- Specific assistance staff training in collaboration with the associations representing people with disabilities
- Monitoring and quality control of services and satisfaction, always in collaboration with the associations
- Verification of the improvement of procedures in case of complaints
- Free tickets for necessary carers
- Revocation of licences for airlines in the event of repeated refusal to allow boarding, and discriminatory acts
- Adoption of the Design for All principle, for example in creating onboard seating

For sea transport:

- Information in accessible format and updated in real time
- New technologies to provide information (tactile means) in an accessible format (voice)
- The simplification and complete accessibility without additional expenditure of the booking/purchasing procedures

- On and off-shore staff training
- Monitoring and quality control of services and satisfaction, in collaboration with disability associations
- Accessibility of transport means, with optimization of spaces and facilities, signage and information, and ports (manoeuvring spaces, services, parking, etc.)
- Accessibility of ports as well as tourist ports with reserved parking, jetties and adequate/heat-resistant handrails

For rail transport, in addition to the information and simplifications already mentioned for the other modes of transport and some software improvements (given next):

- Fleet overhaul above all in regional transport, in which action is also necessary in stations (platforms, ramps)
- Hygiene service conditions
- Assistance staff training
- Reserved parking in stations and access ramps

For city and intercity transport, in addition to that already covered for the other means:

- Bus arrival messaging
- Seat belts for reserved seats
- Accessible lay-bys or stopping and waiting platforms
- Accessible and bookable taxis and car and driver hire services, also for people with sensory disabilities
- Traffic signals for the blind and people with very poor eyesight
- Boarding assistance inserted into the job description of drivers as well as related training, including general education on approach to disability
- Adaptation of public transport with running boards, re-

served seats, adequate signage

- Ticket machines at different heights, seat belts
- Tactile kerbs, paving and signposts
- Underground railway station accessibility
- Accessible coaches
- Electric scooter stations
- Accessible eco shuttles in protected areas
- Car sharing with eco and adapted vehicles

Finally, **for driving in traffic and private vehicle parking:**

- Adoption of a European number
- Increase in free disabled parking spaces
- Accessible motorway SOS points
- Standard regional procedures for access to reduced traffic areas
- Reformed medico-legal criteria for issuing disabled badges
- Simplification of the procedures for issuing special licences and equalization of renewal times
- Broadening of the categories benefitting from disabled badges

4.3.3 Reception and Hospitality

This group operated in a very analytical way, producing a series of important, comprehensive checklists on a wide range of aspects dealt with. Particularly influential was the importance of understanding the real needs of visitors, and then matching these both from a structural perspective, and in terms of the competences of operators, to the extent that independent accessibility, whether physically, perceptually and intellectually, is always the aim.

From this originated an interesting methodological interdependence and approach between the 'general' quality systems that materialized from the Italian Quality Mark promoted and implemented by Unioncamere (*Unione Italiana delle Camere di Commercio, Industria, Artigianato e Agricoltura* - Italian Union of Chambers of Commerce, Industry, Handicraft and Agriculture) and ISNART (*Istituto Nazionale Ricerche Turistiche* - Italian National Institute for Tourism Research) (which places customer satisfaction at the centre, based above all on service), and the necessary specifications to meet the requirements of people with special needs (illustrated by the V4AInside application, currently being piloted with a view to incorporating it into the Italian Quality System).

By placing customers and their satisfaction at the centre, a checklist logically followed on the side of demand, with a corresponding list of the opportunities and problems posed to the supply. With regards to demand, the needs were highlighted for tourists to:

- Have the correct knowledge about the destination and its accessibility features
- Verify the correspondence between needs expressed and reception system
- Gain clear, reliable and current information through accessible channels and methods
- Interact with competent staff
- Use spaces, structures and equipment with awareness, autonomy and full safety
- Access all possible activities

The “total quality” of the reception evidently extends to all actual and potential aspects of a system of hospitality, from information desks to general services, encompassing everything that can affect and involve visitors (as with residents as well to a large extent, with the only partial exception being accommodation). Therefore, operators are able to:

- Acquire self-assessment tools
- Share survey methods
- Standardize characteristics feedback

The working group, having set out the principles of hospitality (for everyone and not exclusive, positive and inclusive, caring and open to discussion, part of the promotion), listed the various “quality elements”, extending to all aspects of tourist destinations:

1. Qualified, specialist staff
2. Links between the various regulations (safety, health, barriers)
3. Tools for collecting information that are standardized for characteristics and geared for the different disabilities, extended to all parts of the structures, and shared as much as possible
4. Information content suitably communicated
5. Recognition and awarding of quality elements
6. Evaluation indicators connected with environmental sustainability (shared, in keeping with the various needs, integrated with more general quality systems, compiled and checked by qualified staff, standardized, objective and verifiable, both hard and soft, expressed both in terms of presence/absence and description, specified for different levels of regulation on the subject)
7. Tour operator awareness raising (see Training group)
8. With a gradual adaptation to use
9. With the proper evaluation and awareness raising

The group therefore put forward an ample shortlist of actions to be carried out – from the standardization of terminology to the implementation of studies and monitoring, from agreements between institutions to the participation in European projects and networks, and the support of targeted investments.

Finally, in a detailed annex similar in character to a technical operations manual, the working group discussed in greater depth the theme of varying levels of special needs and the need to simplify them, also on the basis of recommendations from the World Health Organization (International Classification of Functioning, Disability and Health), and detailed the first elements of knowledge that must serve as basic indicators necessary for the initial approach to the problem, divided into:

- General information about the structure
- Toilet facilities
- Internal/external routes
- General area
- Parking
- Vertical mobility systems (with suitable facilities)
- Plus a series of general FAQs

4.3.4. **Training**

Training, according to this group, should be considered the tool that enables tourism operators to respond to the needs and expectations of all those who come into the system of hospitality, from the point of view of complete customer satisfaction.

Yet it must cover the entire chain of tourism and technical professionals, including upstream suppliers, and therefore feature up-to-date programs of various training levels and specialism.

To this end were identified the reference timescales (short, medium and long term), training areas, and also themes and methodologies, with planned research/assessment on existing training products and more generally a positive communication initiative on training itself.

The lists that follow cover all the possible activities concerned:

a. Schools and universities

- Professional institutions (including food and wine and hospitality industry, commercial, agriculture and rural development courses)
- Technical institutes specializing in economics (tourism course) and technology (graphic communication, fashion system, farming, and construction)
- Secondary schools
- Universities in various fields, obviously starting with tourism and related fields
- IFTS (*Istruzione e Formazione Tecnica Superiore* - Higher Technical Education and Training) courses aimed at the hospitality sector
- Teacher training courses

b. Professionals

- Having listed the various departments involved (accommodation, catering, transport, mediation, information, culture, guides and carers) the institutional arrangements and necessary agreements will be defined depending on timing

The former case therefore calls for immediate policy sharing with the Ministry of Education to further the proposal of the educational aspect of accessible tourism and Universal Design, and the insertion of expert professionals in the field into the various representative bodies responsible for formulating opinions and proposals to the ministry. In the medium term, the proposal is to define a specific Tourism for All tutor profile and incorporate the tutor's expertise in the various courses listed.

In the case of professional operators, an agreement will be reached with the social partners to define the professional figures involved, a reward-based system for those who conform to accessible tourism, and measures to support specific training courses, also with the support of the Bilateral Agency and the Ministry of

Labour. In the medium term, a framework agreement will be set up between the state and the regions to train all public service staff in the sector, a "skills portfolio" defined together with the Bilateral Agency, and ad hoc apprentice training modules.

With regards to the issues, a core series of specific topics were outlined:

Disability and tourism: foundations and principles

Evolution of the concept of disability and the foundations of Tourism for All

- Outline of disability regulation (work, school, health), evolution of the concepts of disability
- Disability only exists if you look at it
- UN Convention, 2003 European Year of People with Disabilities, Carta di Norcia (Norcia Charter) for nature park accessibility, accessible tourism manifesto
- Concepts of social/accessible tourism and Tourism for All
- Tourism accessibility and chain of accessibility

The quality of the accessibility: brands and networks of accessible tourism

- Reliability of the information, not tokens but technical descriptions, principle of self-determination
- Promotion networks and circuits: experiences and case histories

Disability, needs and relationships

Understanding disabilities in order to identify needs

- Basics and distinctive features of different disabilities (mobility, sensory, intellectual)
- Aids: function and use

Principles of reception and relationship with the disabled customer

- Stereotypes, relational aspects, good practices
- Advice and suggestions for the correct, non-discriminatory approach

Architectural accessibility: from regulatory compliance to universal use

Rules and beyond

- Evolution of Italian regulation on architectural barriers and access to public spaces

Basic universal planning principles in the context of tourism

- Design for All basics
- Accessibility of the area and its services (accessibility chain)
- Usability of services (access to culture, events, focus on sensory disabilities)

The tourism product for all: the new frontier

Show and communicate accessibility

- Reliability of information, where and how to communicate accessibility
- Accessibility surveys: tools and principles

Basics and principles to create a "product everyone can use"

- Concepts of non-discrimination and quality of the product (non dedicated, importance of the planning/consideration of usability in the planning phase, reliability of information, quality in tourism and accessibility)

Additional elements to the proposal (hospitals, orthopaedics, airline bookings, discounts, etc. and problem solving outlines, slower times and customization of the product)

Distance learning is particularly recommended for methodologies, while to optimize resources the aim is to create a register of existing solutions.

To conclude, an awareness raising campaign for the entire sector is supported (also extending to residents), which contains reward elements for best practices, capable of permeating all media.

4.4. *Recommendations for the near future: "To Do List"*

The documents of the four working groups were merged into a more operational summary, aimed at prompting political and governmental action on the topic of accessible tourism.

This document was called the To Do List, reflecting its pragmatic and user-friendly nature.

The To Do List begins with an introduction to the main issue of the right of all tourists to inclusion, participation, comfort, fun, safety and information. In short, it is the national tourism system that must guarantee these rights across the board for all forms of tourism, without seeing accessible tourism as a niche.

In terms of proposals the To Do List picks up on the already controversial subject of the Tourism Code:

- Expressing the wish that it is for the state to guarantee, through consultation and collaboration with the regions, that all disabled people can use the tourism supply without additional costs and on an equal footing
- That it must be considered discriminatory to prevent disabled people from completely and independently using the tourism supply
- That the state promotes collaboration between the various actors involved
- That also included in the tourism supply are all "collateral" structures, activities and initiatives

On the subject of communication therefore, the aim is to implement a campaign (off and online) aimed at raising public awareness.

Industry operators are required to implement a suitable, reflec-

tive action of awareness raising geared to adopting quality criteria for hospitality.

It is therefore proposed to support tourism structures that invest in accessibility, but not necessarily through financial measures.

As for education, the incentives identified as key are those aimed at the national institutions for the inclusion of specific topics from upper secondary school level onwards, and regional administrations for the involvement of all tourism staff. In the same way, employers associations in the industry and transport operators must also be involved.

In this context, furthermore, there is a need for all forms of travel ticket and assistance service booking and purchasing to be simple to use without additional procedures or cost.

There is also the need for the creation of a publicly available database for training products, best practices and accessibility survey tools.

Finally, it is hoped that agreements will take place with the various ministries involved, that municipalities will immediately adopt the European Disabled Badge, and that the regions will accept the invitation to adopt common guidelines and take on responsibility for the suggestions of the Committee for the Promotion and Support of Accessible Tourism.

to do list

Introduction

All tourists, including disabled people and people with special needs have the right to inclusion, participation, comfort, fun, safety and information.

These rights must be guaranteed through the construction of a national tourism system capable of receiving and accommodating everyone.

To achieve this it is necessary to act on many fronts, developing a series of actions that facilitate its creation.

There is no accessible tourism niche; in fact accessible tourism fully applies to all forms of tourism. In order to capture this market we must ensure the systemic implementation of a vision based on the knowledge and skills that today few possess, and instead make this a shared asset. Above all, this must come from Italian tourism operators and entrepreneurs who can use this to expand the tourism market share that Eurostat values at 10% of the GDP of every European Union state.

We cannot continue to overlook the fact that an operation of this scale and with these objectives involves resources and strategies that are also a useful tool to achieve the real proactive inclusion of disabled people, in practice giving effect to the principles approved by the fundamental charters including the Italian constitution, the Madrid Declaration and the UN Convention on the Rights of Persons with Disabilities.

The proposals

The proposals, outlined below divided by topic, and developed by the four working groups, are achievable in accordance with the timeframe specified by the ministry.

The principles to be adopted by the Tourism Code

Insert the following principles on accessible tourism in the Tourism Code (in replacement of former Article 3 of the Tourism Code):

1. In implementation of articles 7 and 30 of the United Nations Convention on the Rights of Children and Persons with Disabilities, created in New York on December 13 2006, approved and implemented by the law of March 3 2009, no. 18, the state, through consultation and active collaboration with the regions, ensures the adoption of shared intervention procedures, also defined with the contribution of the Committee for the Promotion and Support of Accessible Tourism (henceforth referred to as CPSTA), that all persons, including children, with mobility, sensory and intellectual disabilities can fully use the supply of tourism services, independently and safely, and receive, without incurring additional costs, services that are adequate and on an equal footing with other users.
2. It is considered discriminatory to prevent disabled people from completely and independently using the tourism supply, strictly for reasons in any way connected or related to their disability.
3. The state promotes the active collaboration between the local autonomies, public bodies, tourism operators, associations representing disabled people and third sector organizations. Moreover, the state promotes the exchange between the regions of common guidelines with the aim of bringing consistency to the standards of quality of services.
4. Activities aimed at residents and non residents are also considered tourism supply, directed towards the use of free time, personal wellbeing, cultural enrichment, information, tourism promotion and communication, including theme parks and the management industry for conference and congress structures, initiatives and events organizing, where not already expressly regulated under other acts.

Communication

Support the implementation of a communication campaign⁴ aimed at raising public awareness⁵ to spread the concept of "tourism hospitality for everyone", promoting the aspects linked to themes of reception, mobility, training and information.

To promote, along with the traditional media, the use of social networks (such as Twitter and Facebook) in relation to the type of communication and target audience with the aim of spreading a proper awareness and knowledge of the issue, also among younger generations.

Awareness raising

Develop awareness raising activities⁶ on the aspects of accessible tourism that target those working in the field of tourism, launching an active collaboration between industry and employers organizations in the sector and national associations representing disabled people and the third sector.

The first action is aimed at supporting operators in the adoption of "quality criteria for hospitality" in accordance with the recommendations shared by the regions.

Support

Define incentive mechanisms and support tools for tourism structures that invest in improving their own accessibility. The aforementioned incentives should not necessarily take on the form of the provision of capital contributions or interest subsidies, but may consist in the recognition of a tax credit (based along the lines of the provisions of Development Decree 2012 in relation to energy saving and building renovations) and in further non-

4 Using methods and tools accessible to all

5 Propose a focus session on accessible tourism for the International Day of Persons with Disabilities on December 3. Agree with RAI Italian national public service broadcaster and FRT (Federazione Radio Televisioni - Radio and Television Federation) that in transmissions concerning tourism in any form, a space dedicated to accessible tourism is made available.

6 Based on studies, research and monitoring, where necessary.

financial benefits such as volumetric analysis premiums or planning simplifications.

Training

Encourage the implementation of qualified training in synergy with the national associations representing disabled people and the third sector, through agreements with various partners, including:

- The Ministry of Education, Universities and Research in order for the educational issues of accessible tourism and Universal Design⁷ to be inserted in the school curricula from upper secondary school level onwards
- Industry and employers organizations in the tourism sector
- Transport operators⁸, to implement training for disabled tourist career staff
- The regions, to create a training profile for accessible tourism aimed at all public service staff working in the tourism sector

Access to data

Encourage the implementation of an open data public archive/database containing:

- Free access to European training products
- Training products identified by research and validated by the CPSTA
- Tourism Best Practices that exist in Europe
- The methods used to collect information on the accessibility characteristics both of tourism structures and other spaces, services, and activities⁹ relating to the tourism system, adopted by the regions

7 By placing sector experts in the various technical, elected and representative bodies such as the CUN (Consiglio Universitario Nazionale ñItalian National University Council).

8 Public and private rail, air, sea and road transport (urban and out-of-town).

9 Also intended as tourist itineraries and routes, etc.

Coordination with the other ministries

Achieve agreements with other ministries for the adoption of common development guidelines for the promotion and spread of accessible tourism.

The ministries identified by responsibilities and different areas of interest, are:

- Ministry of Cultural Heritage and Activities
- Ministry of the Environment and Protection of Land and Sea
- Ministry of Education, Universities and Research
- Ministry of Economic Development
- Ministry of Labour
- Ministry of Infrastructure and Transport

Supply and access to passenger services

Include in invitations to tender for the provision of services and/or equipment for the purchase/booking both of travel tickets and assistance services for disabled people, that the methods of access to the procedures of booking and purchasing must be simple and intuitive to use and totally accessible.

Access to booking and purchasing must not require an increase in costs, and must be in total uniformity with the procedures adopted for non-disabled customers.

Municipalities

Request that through the involvement of the ANCI (*Associazione Nazionale Comuni Italiani* - National Association of Italian Municipalities), all municipalities in Italy immediately implement Presidential Decree 151/2012 including the European Disabled Badge, regarding:

- Issue timescales for the European badge
- Adjustment of vertical and horizontal signage
- Upgrading of concessions for managing paid car parks through the explicit inclusion of free parking for disabled persons' vehicles
- Increasing disabled parking spaces by no less than 5%

State-Regional Conference

In accordance with the specific tourism expertise of each region, achieve agreements at the State-Regional Conference for adopting common guidelines¹⁰ to guarantee the protection and right of all citizens to accessible tourism.

At the conference the regions, under the supervision of the ministry, may also agree to share and take responsibility for the recommendations set out by the CPSTA and collected in the accessible tourism White Paper, currently in progress.

¹⁰ It is proposed to circulate the White Paper on accessible tourism, produced in accordance with the regions, municipalities, provinces and main industry associations, through the structures of the European Union such as DG Enterprise and Industry.

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CDP Consulta per le persone con disabilità – www.cdpconsulta.it

CO.IN Consorzio Cooperative Integrate Onlus – www.coinsociale.it

ENATEuropeanNetworkforAccessibleTourism – www.accessibletourism.org

ENEA Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile – www.enea.it

Eurostat - epp.eurostat.ec.europa.eu

Federparchi – www.federparchi.it

FISH Fererazione Italiana Superamento Handicap - www.fishonlus.it

IITT Itinerari Interregionali di Turismo per Tutti – www.opentourism.it

Istat - www.istat.it

Italia per tutti - www.italiapertutti.it

IsITT Istituto Italiano per Il Turismo per Tutti – www.isitt.it

Organizzazione Mondiale della Sanità - www.who.int

Progetto Calipso –

www.ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm#h2-2

Studio ADR – www.lerisfantini.it

Superabile INAIL – www.superabile.it

Turismabile – www.turismabile.it

V4A Village for all – www.villageforall.net

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