



Meeting's participants will get a free entrance to the Cortona **MAEC** Museum for the exhibition "**Seduzione Etrusca** – dai segreti di Holkham Hall alle meraviglie del British Museum".

toward a sustainable development

accessible tourism comparing experiences



MAEC Museo della Città di Cortona The British Museum HOLKHAM

Seduzione Etrusca

Dai segreti di Holkham Hall alle meraviglie del British Museum

Cortona
Palazzo Casali
22 marzo > 31 luglio 2014

May 17, 2014
10:00 - 16:00

For more information please contact:
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CENTRO CONVEGNI (MEETING CENTRE) S.AGOSTINO
VIA GUELFA - CORTONA

CON IL PATROCINIO DI:



TUSCANEASY ASSOCIATION



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The development of tourism for people having special needs represents a great potential in terms of economic resources, job opportunities and social inclusion. A voluntary association of public and private operators have created an innovative, self-financed and bottom-up project in the Valdichiana large area of the Tuscany, with the aim of fostering sustainable and accessible tourism, with the induced benefit of producing substantial economic resources, encouraging new business and employment opportunities and promoting social inclusion and equal opportunities policies. With these concepts in mind, they have then conceived the Tuscaneasy – Accessible Tourism Project, to allow tourist destinations, sites and services becoming more friendly and accessible for people with special needs. Project's action plan includes:

- Dissemination of information, about the accessible tourism and linked opportunities, within operators, stakeholders and population.
- Promotion and monitoring of existing accessible destinations.
- Marketing investigations and development studies.
- Training courses for people involved in all tourists receiving enterprises and services.
- Support to new enterprises start up and occupation increase in the tourism sector.
- Promotion and support to social inclusion policies.

The meeting represents a further milestone in the development track of the ongoing project, started in the autumn of 2013 year. The meeting would to represent some different and significant experiences in this field and to provide valuable and practical elements for implementing the sought objectives.

By the meeting premises an exhibition of related projects and experience in the Valdichiana will be provided.

Side events

Two photographic concurring exhibitions will be staged:

Tres, Tres, Tres Story in pictures of three brothers with autism. A photo project made by José Antonio de Lamadrid.

Points of view Experimental photographic work of the students of the Istituto Superiore (High School) Luca Signorelli of Cortona.

OPENING

10:00 - 10:30

- Welcome speech by the Mayor of Cortona - **Andrea Vignini**
- Tuscaneasy Association: activity and goals - **Bruno Frattini**

SESSION I

ACCESSIBILITY AS DEVELOPMENT OPPORTUNITY

10:30 - 11:50

- Good practices and guidelines for accessibility - **Chiara Bondielli, CRID Tuscany Region**
- Quality of facilities as key factor of market development - **Roberto Vitali, V4A**
- Social inclusion opportunities - **Roberto Borghesi, ASL 8**
- Social inclusion as development policy in a company at the forefront - **Marco Bartoletti, BB Spa**

SESSION II

MODELS AND TOOLS

11:50 - 12:50

- Accessible cities, the Stockholm example - **Enrico Giannone**
- Technologies for accessibility - **Domenico Prattichizzo, Siena University**
- The experience of an accessible museum - **Paolo Giulierini, MAEC Cortona**

Light Brunch (offered at the meeting premises)

12:50 - 13:30

SESSION III

ACCESSIBLE TOURISM MARKET

13:30 - 14:30

- The exponential growth of demand for accessible tourism - **Annagrazia Laura, ENAT**
- Experience of an European specialized Tour Operator - **Philip Scott**
- Motivations influencing travel destination selection - **Fish Onlus**

ROUND TABLE: What the future brings, opportunities for the Valdichiana

14:30 - 16:00

Representatives of local institutions, disabled associations, high schools, public and private enterprises involved in tourism development and financial institutes will debate about the way forward of accessible tourism in Valdichiana.