



## Accessibility and sustainability in Italy

### CASE STUDIES - ACCESSIBILITY AND TRANSPORTS

#### Autism – Moving through the airport

ENAC (Ente Nazionale Aviazione Civile: Italian Civil Aviation Authority) has conceived the project “Autismo – In viaggio attraverso l'aeroporto (Autism – Moving through the airport)” to facilitate air travel for autistic people.

The project was first launched as a pilot project in November 2015 at Bari airport, with the support of the airport management company, and progressively extended to other Italian airports through ASSAEROPORTI (the Italian association of airport managing bodies).

The aim of the project is to provide some simple advice to accompanying persons to help autistic children and adults to experience their journey with greater confidence, by allowing them to visit the airport in advance, with a procedure developed by ENAC in coordination with the airport managing bodies.

For people with autism, in fact, traveling by plane can be a difficult time: noises, crowds, security control procedures, together with a new environment and situations can cause discomfort to the passenger with autism.

<https://www.enac.gov.it/en/passengers/rights-of-passenger-with-reduced-mobility-prms/autism-moving-through-the-airport>

[https://www.ita-airways.com/en\\_gb/support/assistance/autism-program.html](https://www.ita-airways.com/en_gb/support/assistance/autism-program.html)

A visual guidebook has been created to introduce each phase from arriving at the airport to the baggage claim at arrivals. In addition, some airports have created more detailed presentations/guides with pictures of the airport facilities and explanations of the situations that the passenger can face during the path at the airport.

<https://www.veneziaairport.it/upload/files/autismbrochurea4.pdf>

### SOCIAL ACCESSIBILITY: ACCOMMODATION FOR GROUPS, LARGE FAMILIES

#### Social Holiday

Social Holiday is a travel agency specialised in holidays for large groups and families. They have developed their business strategy to match the needs of sports associations, family groups, religious groups, school camps, scouts, oratories, and in general fairly large pre-constituted groups who are available to sacrifice a few luxuries and comforts for affordable rates, while demanding order, cleanliness and possibly good food.

The solutions offered by this travel agency (which cooperates also with tour-operator but also with other kinds of private organisations, including also 'holiday homes' or parish houses, two- or three-star hotels suitable for accommodating groups at competitive costs) may range from full or half board, to self-managed facilities, which are the most sought-after and difficult to find on the Internet.

[www.socialholiday.eu](http://www.socialholiday.eu)



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## **SOCIAL ACCESSIBILITY - PLACES TO VISIT**

### **Migrantour Sustainable Routes**

The Migrantour network offers intercultural urban walks designed and led by citizens of migrant origin. A zero-mile responsible tourism experience to better understand the role of migration in the transformation of European societies. “An invitation to travel, meet and reflect on the value of diversity and dialogue.”

<http://www.mygrantour.org/en/>

## **CASE STUDIES LIGURIA**

The UNWTO (United Nations World Tourism Organization) defines the promotion of responsible, sustainable and universally accessible tourism as follows:

- 1) (...) as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.
- 2) (...) Supporting sustainable tourism policies and practices
- 3) Fostering knowledge, education and capacity building (...)
- 4) Improving tourism competitiveness (...)
- 5) Advancing tourism’s contribution to poverty reduction and development (...)
- 6) Building partnerships (...)

Liguria is developing strategies to become competitive in this sector, facing the challenges of a very harsh territory with ancient buildings (where the spaces are narrow and steep), and a limit for those who operate in tourism to be widely welcoming and able to handle all sorts of cultural, social, economic, sexual and religious differences.

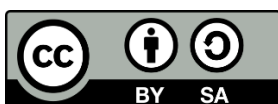
## **LIGURIA - ACCESSIBILITY**

### **ITS Turismo Liguria**

There is a programme set out by ITS Turismo Liguria (a post-graduate course specializing in tourism) that includes a module on disability, including all kinds of disabilities. This is to teach students at an early age how to behave in all situations.

*During the ITS course - Higher technician for the promotion and marketing of tourist supply chains and cultural activities through new digital technologies and social networks - we addressed the theme of accessibility with the Architect Valia Galdi.*

*The theme of accessibility can concern many fields. In Italy, in 2009 the Manifesto for the promotion of Accessible Tourism defined it as Tourism attentive to everyone’s needs; that means children, the elderly, mothers with strollers, people with disabilities who move slowly, who cannot see or hear, people with mental and psychic disabilities, people who have food allergies or difficulties.*



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*Developing this theme helped to understand the new demand for tourism and the importance to welcome the tourists with empathy without any prejudice, satisfying their special needs. This market is expanding also because of the multiplication factor: for every disabled person who travels there are family members, friends who travel with him. In Italy the demand for accessible tourism is destined to increase because there are many elderly people. I would like to express the thought that anyone in life can have some temporary or permanent disability and therefore accessible* (credit to Beatrice Barbieri, student of ITS)

We believe that teaching students this theme at an early stage can improve the quality of tourism in the future and assure economic growth.

[www.itsturismoliguria.it](http://www.itsturismoliguria.it)

## Sofia Project

The project aims to encourage competitiveness and innovation of small and medium-sized enterprises in tourism through the acquisition of new expertises in the field of accessible tourism, in order to expand the market target to "tourists with special needs" and their families.

Tourists with special needs practice the same activities and the same itineraries as all customers, but they stay more in place and travel mostly with their families.

The Sofia project offers tourist operators in the 4 regions of the Mediterranean cooperation area (Liguria, Sardinia, Corsica, Var) services to improve the reception of tourists with special needs. The services provided to businesses are harmonized with the different methodological approaches and accessibility standards present in the two countries to create a common and recognizable model of tourist accessibility and usability at a cross-border level.

The range of business supports the companies in three areas:

1. the adaptation of structures and services and reception capacity to overcome the four types of barriers (physical/architectural; perceptive and orientation; communication, in particular for web accessibility; cultural/relational)
2. the adherence to brands and/or quality standards: companies that wish to do so will be assisted in starting certification processes
3. the development of local accessible reception systems: businesses will be assisted in the development of collective business projects.

The team of consultants is able to offer personalized and innovative services to businesses to:

- Solve physical (architectural barriers) or organizational problems
- Deepen interpersonal relationship methods to increase the ability of all staff to listen and understand customer expectations
- Improve specific communication skills such as sensory signs, posters, written texts
- Promote on social and media

<https://interreg-maritime.eu/web/sofia>



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## LIGURIA - PLACES TO VISIT

### Noi Handiamo

We are an association of people who act as volunteers, most of us are disabled people. We were born in Sestri Levante (GE) in 2014, to develop beach access projects and develop projects for accessible tourism and for the rights of disabled people. For our projects, we have managed to build relationships between the Public Administrations and service managers (beach resorts, shopkeepers, etc.), to make our towns suitable for everyone by breaking down cultural and architectural barriers that can limit the freedom of disabled people with motor problems and promoting sporting activities for all.

<https://noihandiamo.org/spiaggia-sl/>

## LIGURIA - ACCOMMODATION

### La Sosta della Tartaruga

Compagnia della Tartaruga is committed to creating concrete and sustainable job opportunities for young people with intellectual disabilities. The challenge is to identify and develop working contexts in which the positive characteristics of these people, in particular their ability to meet, can be valorised, and the more problematic aspects minimized by a favorable context.

The objective is to create self-sustaining work activities, in which young employees truly play a productive role whose value is recognized and remunerated.

A prestigious apartment, in the heart of the city, capable of integrating the concept of Accessible and Sustainable Tourism with solutions that take care of the needs of groups of tourists who ask for attention and customization: disabled people who need adequate, barrier-free spaces, people with food intolerances who need safety, families, students and young people who are looking for solutions that are not excessively expensive and so on.

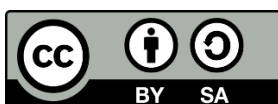
<https://lasostadellatartaruga.it/>

## CASE STUDIES VENETO - ACCOMMODATION

Veneto has been planning strategies to develop sustainability and accessibility to become highly competitive and encourage tourism with the aim of respecting people, environment and nature, as well as traditions and local inhabitants.

To reach its goals a sustainable and accessible company focuses mainly on four principles:

- reducing extraction of natural resources and reducing resource consumption;
- avoiding to increase society waste;
- trying not to affect and damage natural ecosystems;
- removing barriers or obstacles that prevent people's needs satisfaction.





Here are three virtuous examples of **eco-sustainable holiday villages** in Veneto, all belonging to the group *Aurore Development SpA*, places where responsible tourism benefits the local area and empowers accessible, sustainable growth:

1. **Ca' Pasquali Village** in Cavallino Treporti (Jesolo)

[Accessible Village in Cavallino, jesolo, Italy - Cà Pasquali Village \(capasquali.it\)](#)

[Certifications - Cà Pasquali Village \(capasquali.it\)](#)

2. **Vela Blu Camping Village** in Cavallino Treporti (Jesolo)

[Accessible Village in Cavallino - \(velablu.it\)](#)

[Sostenibilità - Vela Blu Camping Village](#)

3. **Villaggio Turistico Internazionale** in Bibione

[Sustainability - VTI](#)

All these resorts have been applying the **Streamlined Life Cycle Assessment (SLCA)**: a specific analysis of the environmental and social impact of the resort and the services offered. The SLCA has revealed the most critical aspects, in which the above mentioned 4 principles are more difficult to be respected.

Criticalities mainly concern *energy consumption*. Other important issues involve *waste production, pool management and maintenance* (since it requires a lot of energy and chemicals), *suppliers and guests' mobility* in the village.

The growing electrification of people, both regarding the number of electronic devices and the amount of electric cars that need to be constantly recharged at specific public chargers, implies that holiday villages should be equipped with sustainable energy sources.

Considering all these criticalities the three holiday villages have defined and planned their own sustainable vision in the **Strategic Sustainability Plan** setting goals to be reached by 2030. Vision has been turning into action to offer "*a complete holiday fully immersed in a preserved environment spotted with eco-friendly tourist facilities without emissions, responsibly and efficiently using resources, choosing organic and reusable products and materials, reducing waste and supplying only low-impact food in a circular economy perspective that meets not only guests' but also employees' and all the people's involved needs.*

