

PROGETTO MUST - MOBILITY UNESCO SUSTAINABLE TOURISM

Nr 13-632534 Call for proposal 102/G/ENT/PPA/13/511 | Grant agreement SI2.687449

INFORMATION SHEET

SUMMARY OF THE PROJECT

The project was selected together with other 7 in Europe, out of 60 projects. It is co-funded by the European Commission and intends to reduce the gaps between travelers while visiting the main Sicilian cultural attractions and those included in the Unesco Heritage List in particular, through the development and promotion of accessible tourism.

Premises

It was observed that the current tourism system often discloses an unintended exclusion towards people with special needs. Tourists with special needs are not free to choose their destination according to their wishes, but according to the possibility to guarantee the necessary conditions to safely and freely enjoy every moment of their holidays.

Actions

The project envisages a set of coordinated actions, namely:

- Set up a network of accessible professionals “Unesco without barriers”
- Training program for the professionals of tourism industry
- Creation of accessible itineraries to visit the 4 Unesco Heritage sites
- Plan and manage an online web portal www.sicilyforall.com
- Communication and diffusion of the achievements

Activities

Some of the essential activities to start the actions proposed by the project were:

- Research and analysis of what was already achieved.
- Identification of best practices
- Census of accessible tourist offers in terms of accommodation, places of interest (museums, archeological sites, churches, transportation, food and beverage, beach clubs, etc...)

The census results pointed out that the general current standards of the local tourism industry in terms of accessibility are not up-to-date, compared to other Italian destinations and the rest of the

world. However, some virtuous professionals has already adapted to meet the needs of travelers of every kind and we started precisely from them to create a network of “accessible” tourism professionals. This was an essential step to design itineraries and packages for tourists with special needs and to make these destinations accessible to All.

The project is proud have the sponsorship of the Sicilian Tourism and Sport Department.

The website – www.sicilyforall.com

The network of virtuous professionals will have full visibility on the web portal www.sicilyforall.com, which is currently being completed, which will help tourists with special needs to gather information on the tourist offers of these places and their accessibility, so that they can safely plan their holiday and, possibly, visit a new destination.

The results of the census underline the importance to foster activities to raise awareness and training proposed by our project.

Information activities

We conduct a constant communication connected to the project’s goals, to those who benefit from them, and to the target destinations together with activities to spread the idea of accessibility and the right to holiday for Everybody. In order to do that we organized info days, theme specific seminars, and we inform professionals through our website www.progettomust.it

Training activities

Training is one of our main activities: we proposed 4 specific seminars for professionals working on Unesco heritage sites which endorsed the project. The seminars, which include classes, conferences and practice exercises, already took place in June and November 2015 at the Monastero dei Benedettini Catania and had a high number of attendants.

Package tour

The final purpose is the creation of an accessible tourist package involving all four Unesco Heritage sites, which will be tested by a small group of travelers with special needs. The tour will take place from 29th February to 3rd March.

When the whole project will be implemented, we hope we will have actively contributed to boost accessible tourism in Sicily and to have created a “results-oriented” model, which can be applied to similar contexts as a guideline for the future.