

Interreg - IPA CBC 
Greece - Albania

4ALL

*No Matter Our Origins,
No Matter Our Size,
No Matter Our Disability,
We All Deserve To Be Treated Right*

The Programme is co-funded
by the European Union
and by National Funds
of Greece & Albania



Accessible Tourism

An introduction to the Project

The Project is co-funded by the European Union and by National Funds of the countries participating in the Interreg IPA II Cross-Border Cooperation Programme Greece-Albania 2014-2020

PROJECT TITLE

Accessible Tourism

PROGRAMME

INTERREG IPA II Cross-Border Cooperation Programme
Greece - Albania 2014-2020

PRIORITY AXIS

Boosting the local economy

THEMATIC PRIORITY

Encouraging tourism and cultural
and natural heritage

SPECIFIC OBJECTIVE

Preserve cultural and natural resources as a
prerequisite for tourism development of the cross
border area

2

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Partners from Albania

Urban Research Institute

www.uri.org.al



Municipality of Berat

www.bashkiaberat.gov.al



Partners from Greece

National Confederation of Disabled People of
Greece, Branch of Ioannina

www.esamea.gr



Regional Union of Municipalities of Epirus

www.pedepirus.gr



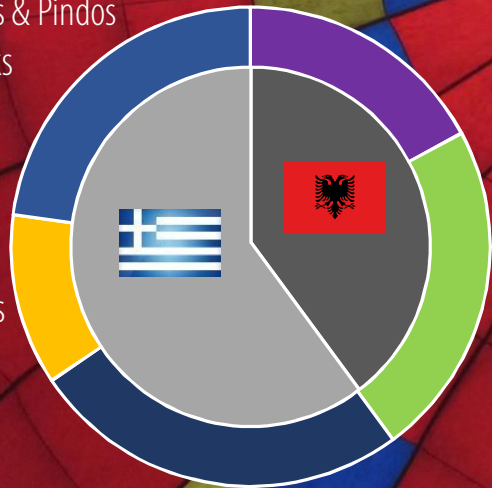
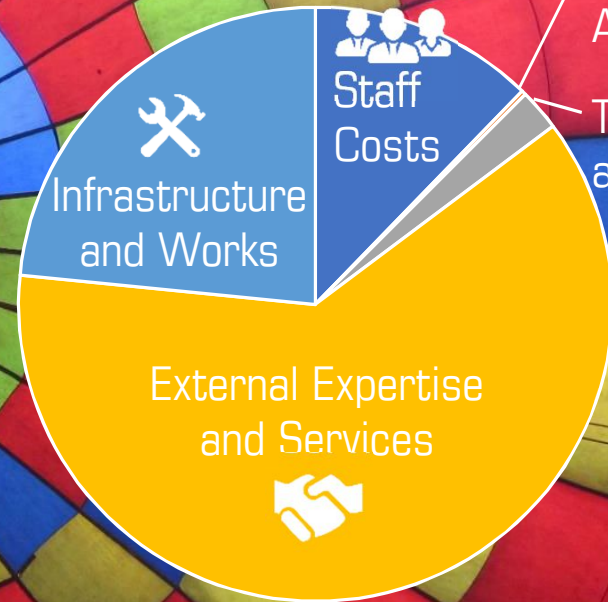
Management Agency of Vikos-Aoos & Pindos
National Parks

www.pindosnationalpark.gr





699.900,00



Management Agency of Vikos-Aoos & Pindos National Parks

Urban Research Institute

Regional Union of Municipalities of Epirus

Municipality of Berat

National Confederation of Disabled People of Greece

24 months



Project Funding

Project Beneficiary	Country	(1) Union support	%	(2) National Co-financing =(a) + (b)	%	National Counterpart Type		(3) Total =(1)+(2)	Per partner
						(a) National Public Funding	(b) National Private Funding		
LB (P1)	Albania	102.000,00€	85	18.000,00 €	15	0,00 €	18.000,00 €	120.000,00 €	
PB2	Greece	153.000,00 €	85	27.000,00 €	15	27.000,00 €	0,00 €	180.000,00 €	
PB3	Greece	68.765,00 €	85	12.135,00 €	15	12.135,00 €	0,00 €	80.900,00 €	
PB4	Albania	135.150,00 €	85	23.850,00 €	15	0,00 €	23.850,00 €	159.000,00 €	
PB5	Greece	136.000,00 €	85	24.000,00 €	15	24.000,00 €	0,00 €	160.000,00 €	
TOTALS		594.915,00 €	85	104.985,00 €	15	63.135,00 €	41.850,00 €	699.900,00 €	

Country	Co-financing source	(1) Union support	(2) National Coounterpart =(a) + (b)	Breakdown of the national counterpart		(3) Total =(1)+(2)	Per country
				National Public Funding (a)	National Private Funding (b)		
Albania	IPA II	237.150,00 €	41.850,00 €	0,00 €	41.850,00 €	279.000,00 €	
Greece	IPA II	357.765,00 €	63.135,00 €	63.135,00 €	0,00 €	420.900,00 €	
Total		594.915,00 €	104.985,00 €	63.135,00 €	41.850,00 €	557.166,00 €	

A scenic view of a coastline. The sea is a deep blue, and a white sailboat is visible in the distance. To the right, a tall, light-colored rocky cliff rises from the water. The sky is clear and blue.

Accessible Tourism 4ALL

A common vision, a joint project

Indicative actions (according to the call)

- ▶ Collaboration schemes between businesses and non-businesses in the tourism/culture area, such as
 - ▷ formal and informal business schemes [. . .] to **introduce integrated tourist destinations in the cross-border area**, and
 - ▷ tourist **branding of areas**, branding of “green”, and “traditional” products respecting and promoting the cross-border area cultural and natural heritage, etc.
- ▶ Development of business support services, such as **information and communications technology systems** (e.g. web-platforms, ICT applications for accommodations, virtual tours for archaeological sites, mobile apps for hiking, etc), **business consulting**, etc to **support tourist economic activity**
- ▶ Capacity-building actions in the field of cultural preservation, such as (a) **knowledge transfer and exchange of good practices** in the area of preservation of natural and cultural heritage with pilot applications and (b) **joint development and pilot testing of innovative techniques** in the area of cultural heritage preservation, including training;
- ▶ **Rehabilitation/protection/promotion of cultural assets of cross-border significance**, including monuments, museums and other cultural facilities but mobile assets as well (e.g. art, special collections, etc.); **rehabilitation/protection/adaptation/promotion** for eco-tourism **and tourism-for-all usage of natural assets of cross-border significance**.
- ▶ Cross-border area-wide cultural initiatives, such as (a) **joint events/actions promoting common cultural identity**, (b) **actions enhancing the awareness of cross-border area cultural heritage**, and (c) **cross-border exchanges** of cultural events (including art and archaeological exhibitions).
 - ▷ **Rehabilitation of buildings of special architectural and cultural characteristic**;
 - ▷ Construction / Rehabilitation of infrastructures for the promotion of local products or/and cultural products (e.g. exhibition centers, local auction places, upgrading and consolidation interventions of local, biological markets, musical and theatre scenes);
 - ▷ Construction / Rehabilitation of camps, **environmental and agro touristic parks**.

Timing is the key

- ▶ Greece is experiencing a period of deep economic recession; the tourism sector is one of the main pillars of the local economy
- ▶ Albania is a more agricultural and industrial and less service-oriented country
- ▶ As unemployment is rapidly increasing in the CB area, the **tourist sector** in both countries should be further supported
 - ▷ by both public and private sector
 - ▷ to optimize the offered tourist services and to create new, improved tourist products, including for new target groups
- ▶ **Our heritage** (natural & cultural) shares many similarities and makes up an inseparable element of tourist development

The main message is . . .

Natural and Cultural Heritage for All = Sustainable Tourism Prospects

ACCESSIBILITY IS A CORNERSTONE OF AN
ANTHROPOCENTRIC SUSTAINABLE ENVIRONMENT
AND AN IMPORTANT PREREQUISITE FOR
SECURING SUSTAINABLE DEVELOPMENT

The Crossroad with 4ALL

UN's Convention for the Rights of Persons with Disabilities

Independence and equal participation are recognised as fundamental principles and rights

Articles 5, 9, 10 and 30

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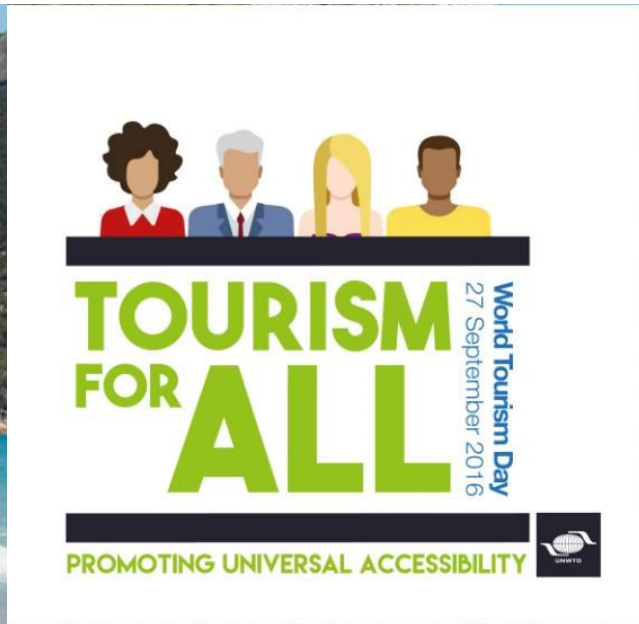
UN Sustainable Development Goals

To end poverty, protect the planet, and ensure prosperity for all

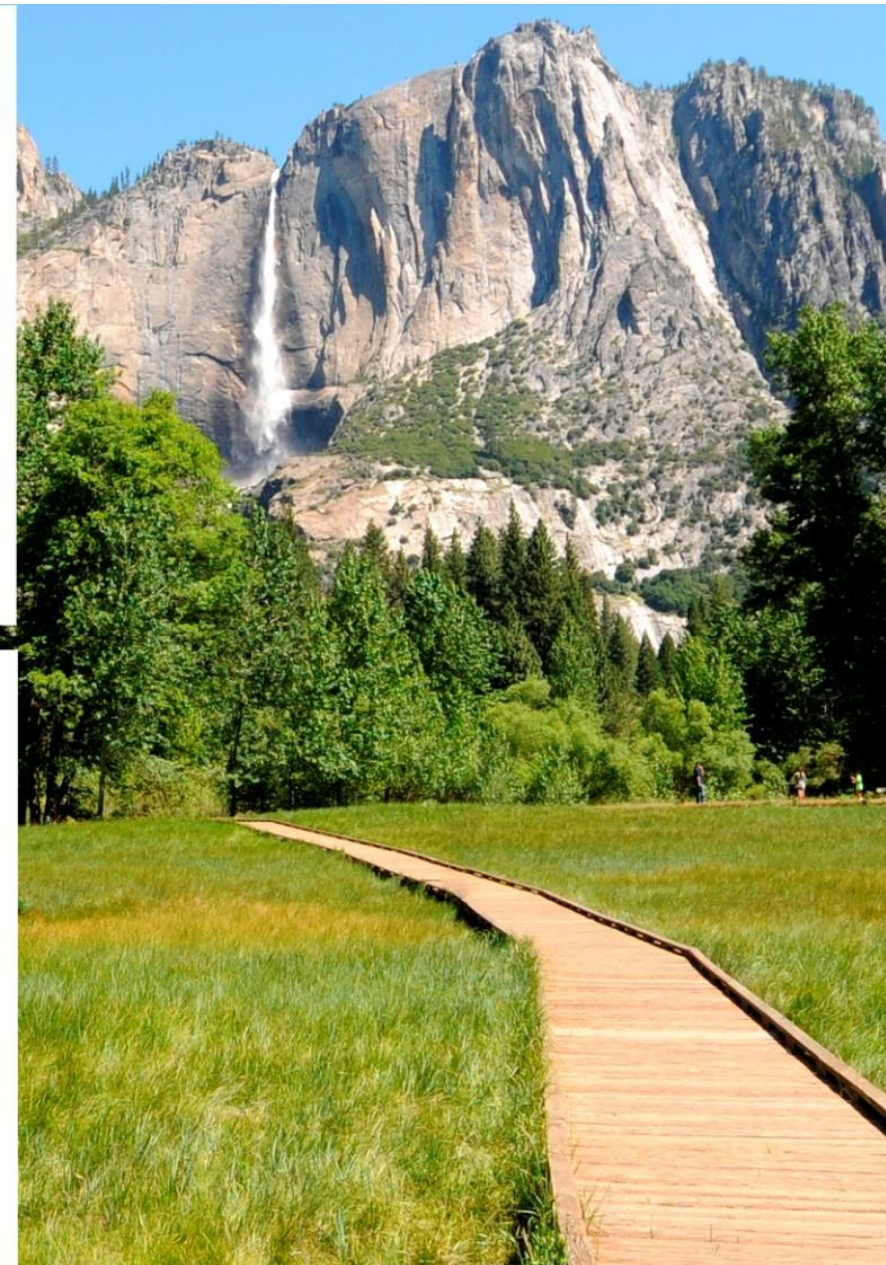
Goals 3, 10, 12 and 15

INTERREG Cooperation Programme GR-AL 2014-2020

Boosting the local economy > Encouraging tourism and cultural and natural heritage > Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area > Rehabilitation / protection / adaptation / promotion of cultural & natural assets of cross-border significance for **tourism-for-all usage**



Accessible Tourism for All is about creating products and services that can be equally enjoyed by persons with disabilities, tourists and locals, families with small children, seniors and everyone else.



EUSAIR compatibility

Economic and social prosperity and growth, including

- “Improving the **quality** and **innovation** of tourism offer
- Enhancing the **sustainable** and **responsible** tourism capacities of the tourism actors

Pillar IV: Sustainable tourism

- **Diversification** of tourism products and services, along **with tackling seasonality**, will boost business and create jobs
- **Brand-building** of the Ionian tourist products/services (Gradual establishment of an Ionian brand) posit the area as one destination in the eyes of visitors, residents and stakeholders
- Indicative Actions:
 - Initiative to improve quality for sustainable tourism offer: Improving the quality of the existing offer and delivering new services and products of enhanced quality should be at the basis of sustainable tourism offer In this context, a tourism offer addressing specific target of tourists, such as: seniors, youth or people with disabilities, would be of interest

EUSAIR: Indicative actions

- Fostering cultural heritage:

In order to diversify the Region's profile in the eyes of its visitors and to extend the tourism inflows beyond the summer season, the rich **cultural background and assets should be further exploited**.

- establishment of a regional network that will direct visitors to the various museums, cultural events and premises across the area
- more emphasis on archaeological sites for the promotion of the area as a global destination for archaeological tourism

- Initiative to improve **quality for sustainable tourism offer**:

Improving the quality of the existing offer and delivering new services and products of enhanced quality should be at the basis of sustainable tourism offer.

- In this context, a tourism offer addressing specific target of tourists, such as: **seniors, youth or people with disabilities**, would be of interest
- **Digitalisation** of communication and of available tourism offer data storage
- Common **tourism portal** to upload all available tourism **offer** and **rating** in order to facilitate **dissemination** of tourism information
- Defining **common quality criteria** and **classification systems**, and encourage sustainable and responsible tourism with a **set of principles and guidelines**
- Promote implementation of the **European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destination**, allowing measuring of destinations' performance, to enable their sustainable development and improvement

EUSAIR: Indicative actions

- Improving **accessibility for tourism products and services**:
 - **Adjust tourism products and services** in the area to the needs of both residents and visitors with special access needs (i.e. senior groups, young people and schools, disabled people, families with low income).
 - Successfully create a "critical mass" across the area of **'year-round' accessible destinations, attractions, sights and tourism-related quality services**, more tourists can be expected to be attracted while tourism flows could be maintained also in the low season
 - Improving **specific skills and training** relative to accessibility in the tourism supply chain
 - Disseminating **good practices among tourism stakeholders in accessible tourism**
 - **Joint promotion strategy and campaigns in the world market**, promoting the area **as an accessible region** to key markets
 - Promoting through means based on, but not limited to, **use of new technologies** and **social networks** oriented towards different target users
- Expanding the **tourist season** to all year-round:
 - Alleviate seasonality, and expand the tourist season.
 - Promote off-season tourism, such as culture activities, comfortable transport and accommodation
 - Address new target markets, such as **senior and accessible tourism**, business and conference tourism, winter tourism, rural tourism
 - Design a strategy for setting the area as an excellent off-season destination

Similar strategies and priorities set by:

- EU 2020 objectives for SMART, SUSTAINABLE and INCLUSIVE destinations, e.g, the EU initiatives:
 - **Senior tourism** (http://ec.europa.eu/growth/sectors/tourism/offer/seniors-youth_en)
 - **Accessible tourism** (http://ec.europa.eu/growth/sectors/tourism/offer/accessible_en)
- Adriatic-Ionian Initiative (with a special group for Tourism and Culture)
- Adriatic-Ionian Euro-region (through its Thematic Committee on Tourism and Culture)
- Forum of Adriatic and Ionian Cities
- AIC Forum
- NECsTour

European Destinations of Excellence (EDEN)

EDEN is a European Commission initiative to promote sustainable tourism, enhance the visibility of emerging and lesser known tourist destinations in Europe, create awareness of Europe's tourism diversity and quality

Comprises **regular competitions** to select an emerging 'destination of excellence' based on the commitment to social, cultural, and environmental sustainability

Each competition is based on a specific theme such as rural tourism, aquatic tourism, or **accessible tourism**

European Awards for Accessible Tourism

European Awards for Accessible Tourism

Five main aspects of accessibility were particularly taken into consideration for the award:

- the destination is **barrier-free** (infrastructure and facilities)
- the destination is accessible by **transport means suited to all users**
- the services provided are of high quality and delivered by **trained staff**
- the **activities, exhibits, attractions allow participation by everyone**
- the **marketing, booking systems, websites and services provide information accessible to all**

The opportunity... and the challenge...

- ▶ Accessible heritage tourism poses a significant opportunity for:
 - ▷ significant diversification of the area's tourism offer (compared to other competitors)
 - ▷ sustainable development
- ▶ The World Tourism Organization acknowledges that
 - ▷ the sector of tourism for people with disabilities (15% of the population) and
 - ▷ senior citizens (20% of the population, with the prospect of reaching 40% by 2050)

is a golden opportunity via the approach and penetration of an important and developing market, the attraction of new customers and the increase of revenues in an era when other segments of the tourist market may be weakened

But if one aspires to attract tourists with **disabilities and senior tourists** then besides the traditional expectations, must also satisfy additional needs at all levels: "accessibility" and "planning for everybody" (design for all)

- The irony is that those who could gain the most from being in the nature, the disabled, have the hardest time getting in
- All these years we receive numerous complaints from disabled nature enthusiasts, about the lack of accessibility compliance of nature sites
- There's a natural tendency to want a one-size-fits-all solution, but that's not the nature of access
- There are many things to consider aside from accessibility laws: the wide-ranging needs of people with various disabling conditions; the particular characteristics of each site; the potential impact on natural and cultural resources; and the cost of infrastructure changes

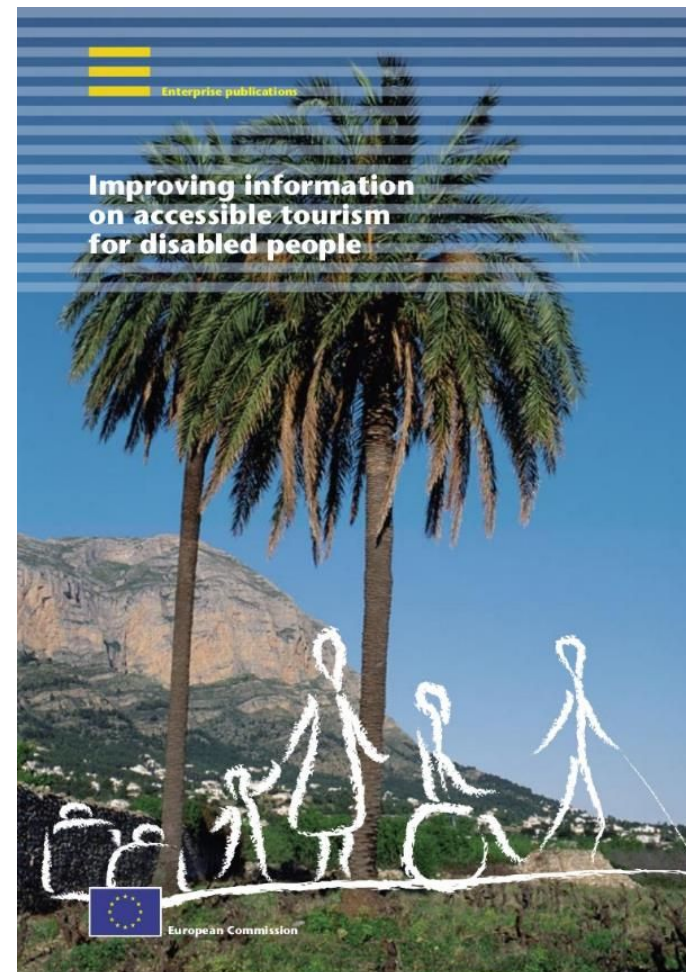
- Providing better access to nature doesn't have to mean paving it over
- In fact, proposed guidelines for “outdoor developed areas” have a lot of built-in flexibility, to make sure that increased accessibility is balanced with protection of historic, natural, and cultural features
- In some instances, providing reasonable access—such as raised boardwalks over marshes—can even mean better protection for fragile ecosystems

- Improvement of **natural pathways** (placing slabs, flattening the soil, removing slopes and obstacles, etc.), and/or construction of **wooden pathways and ramps** for free movement of wheelchair users and people with mobility impairments around the inside area of the sites, as appropriate
- Improving **steep slopes** over 12%
- Installing **handrails**
- Construction of new and/or improvement of existing **accessible WCs (concrete)**, along with the installation of appropriate signage
- Improvement of the accessibility to **Information centres** so that they are fully accessible to blind people and wheelchair users

Design

- [Park and Trail Accessibility Design Guidelines, Malibu Parks, CA \(pdf 2.1 mb\)](#)
- [California State Parks Accessibility Guidelines \(pdf 7.1 mb\)](#)
- [Boardwalks for accessible trails and nature walks: photo gallery](#)
- [Trail Design Charette analyzes accessibility](#)
- [Off-highway vehicle barrier design to allow access to wheelchairs and mobility device](#)
- [Combination Wheelchair/Horse Accessible Gates](#)
- [Assessment and the Trail Environment, Beneficial Designs \(pdf 3.1 mb\)](#)
- [Trail surfaces: what do I need to know now \(pdf 524 kb\)](#)
- [Soil Stabilizers On Universally Accessible Trails](#)
- [Surfaces for accessible trails: tips and definitions](#)
- [Accessible Exterior Surfaces: testing and objective measures of firmness and stability](#)
- [Engineered Wood Fiber Surfaces Improve Accessibility for trails and playgrounds](#)
- [Improving Engineered Wood Fiber Surfaces for Accessible Playgrounds \(pdf 816 kb\)](#)
- [Forest Service Accessibility Guidebook on Outdoor Recreation and Trails](#)
- [Accessible Trail Design and Specifications: from Virginia Greenways and Trails Toolbox](#)
- [Shoreline Signs: Public Access Signage Guidelines; from SF Bay Conservation & Development Commission \(pdf 3.9 mb\)](#)
- [Accessible trail routes to beaches and fishing areas: photo gallery](#)
- [Guidelines for Handling Pedestrians in Temporary Traffic Control Areas](#)
- [Designing Sidewalks and Trails for Access](#)
- [Draft guidelines for sidewalks, street crossings, and related pedestrian facilities](#)
- [Accessible recreation facilities benefit everyone](#)
- [Disabled sportsmen find freedom on ATVs](#)

- Improving access to **special wood-made kiosks and decks** with appropriate design and spaces for wheelchair users
- Creation of **parking spaces** (engraving and marking of the floor and creation of appropriate pavement for driver & co-driver with wheelchairs) for the disabled, including appropriate signage
- Improvement of the **pathway** between parking slots and the selected (view) sites
- Construction of accessible **interactive tourist information point(s)**
- Improvement of the **touristic signage** and installation of new **special signage** (both information signage and directions signage), fully accessible to blind people and wheelchair users



Project main goal & expected result

The main goal of 4ALL

To support the **sustainable development of heritage tourism** (which includes cultural, historic and natural resources) in CB area

The main expected result of 4ALL

The **establishment the Programme area as an international destination for senior and accessible tourism**, including for people with disabilities, and reduced mobility in general, and chronic conditions and their families

Project objectives

- ▶ to exchange and import know-how and good practices related to the improvement of the accessibility of cultural and natural heritage structures (people-to-people activities)
- ▶ to improve the accessibility and visitability of selected cultural and natural heritage assets in the CB area (*accessibility works*)
- ▶ to revitalize and maintain structures of both cultural heritage, such as the **Castle of Berat**, in order to reveal its unique architectonic values estimated by UNESCO and such as the **National Park of Pindos** and other Natura 2000 ecosystems across the CB area (heritage capitalization)
- ▶ to improve the capacity of authorities responsible for the management of cultural and natural heritage assets, and of professionals from tourist field (such as guides, travel agents, event organizers, transportation services) in better addressing the needs of senior and accessible tourism (capacity building activities)
- ▶ to enhance local community capacities in terms of tourist reception, create artisanship and traditional gastronomic corners within the monuments area (enhancing craftsmanship & traditional products)

Project objectives

- ▶ to raise awareness of the locals, especially of young people, in relation to the potential of heritage tourism, the importance of endorsing strategies for sustainable development and inclusive design (awareness activities)
- ▶ to collect and diffuse data related to the accessibility and friendliness to disabled and elderly visitors of key cultural and natural assets of the CB area (field studies)
- ▶ to improve the visibility of cultural and natural heritage assets that are accessible and friendly to all, through electronic and physical media, campaigns, etc. and by producing an informative guide for all; visitors with useful information for the elderly and the disabled (branding & promotion)
- ▶ to conduct a joint strategic planning study towards branding the CB area as an international tourist destination for elderly and disabled, of high quality at low to medium cost (policies & plans)
- ▶ to measure satisfaction and behavior of elderly and disabled visitors in supported structures, and in the CB area at large (tourist behavior & satisfaction surveys)

Overview of the Project work packages

1 common vision • 6 interrelated work packages • 29 joint sub-activities

WP no	WP Title	Start	End	Cost
WP 1	Project Management & Coordination	M01	M24	69.442,50 €
WP 2	Communication & Dissemination	M01	M24	51.842,00 €
WP 3	Common Strategy & Capacity Building	M01	M24	111.944,00 €
WP 4	New ICT Applications & Multimedia for All	M01	M24	169.820,00 €
WP 5	Local Good Practices Pilot Development	M01	M24	220.780,00 €
WP 6	Capitalization & Transferability of Results	M12	M24	70.071,50 €
Total				699.900,00 €

Main outcomes

- Preliminary actions
 - study visits, international networking and know how exchange
 - listing of cultural assets, natural beauty, relative infrastructure/services/activities, accessible structures of tourist interest of the closest communities)
 - data collection and inspections-based assessment accessibility to PwD
- Joint study and pilot actions, common management plans, strategies and approaches for the protection and sustainable development of assets in the CB (including accessible foot/road routes design)
- Development of cultural assets and natural environment accessibility standards and of a good practices manual for their sustainable development

Main outcomes

- Innovative actions, **infrastructure works**, based on the “Design For All” concept
 - in **Berat** (see BoQ of PB4)
 - across the **Park of Pindos** (see BoQ of PB5)
- Promotional systems and tools, including:
 - **two multilingual fully accessible Web portals** (one for Epirus, and one for Berat), offering interactive tour material and accessibility information to potential and actual visitors
 - **two mobile apps** for offering navigation support and accessibility information of the visitors of Berat and Pindos
 - common **promotion multimedia** for all (video, posters, etc.)
 - a **common tourist guide** with info on accessible routes and points of interest within the CB area, to be distributed to businesses, agents, etc – reproduction of the guide in multiple alternative formats accessible to different types of disability

Main outcomes

- Awareness and capacity building actions
 - disability **awareness and advocacy campaign** towards the local population and entrepreneurs
 - **campaign for increasing Internal Tourism**
 - **outreach to new markets** beyond the CB Area
 - new **nature & culture for all festivals**
 - disabled senior & youth **exchange pilot programmes**
 - **seminars for tourism professionals** of the CB area
 - **seminars for authorities and organizations** in the CB responsible for the protection management and promotion of assets of cultural and natural heritage
 - creation of a **policy recommendation paper** for the best support of senior tourists and tourists with disabilities
 - **methodologies/tools** to collect data about **tourism statistics, motives and behavior**

Works - accessibility rehabilitation interventions

For **Pindos** we are focusing on:

- the Information Centre of Aspraggeli in **Zagori**
- but also minor interventions in two more, fully equipped, Information Centres that operate at **Metsovo** and **Kleidonía**
- a view site in **Grevena**, up high at the entrance of the Gorge of Potitsas, and down the path to the old bridge
- the view site of Profitis Ilias in **Konitsa**

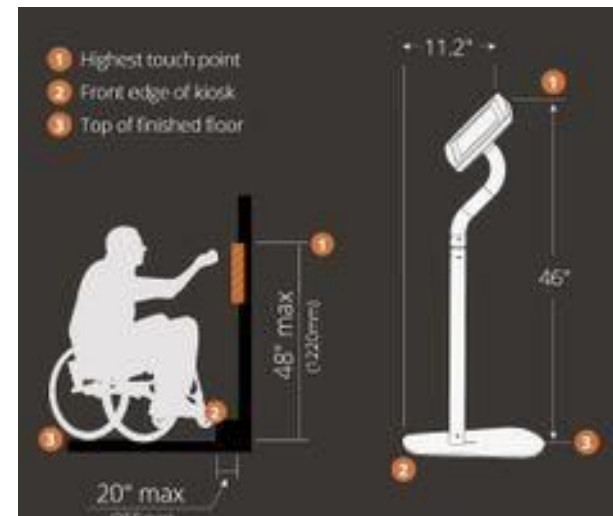
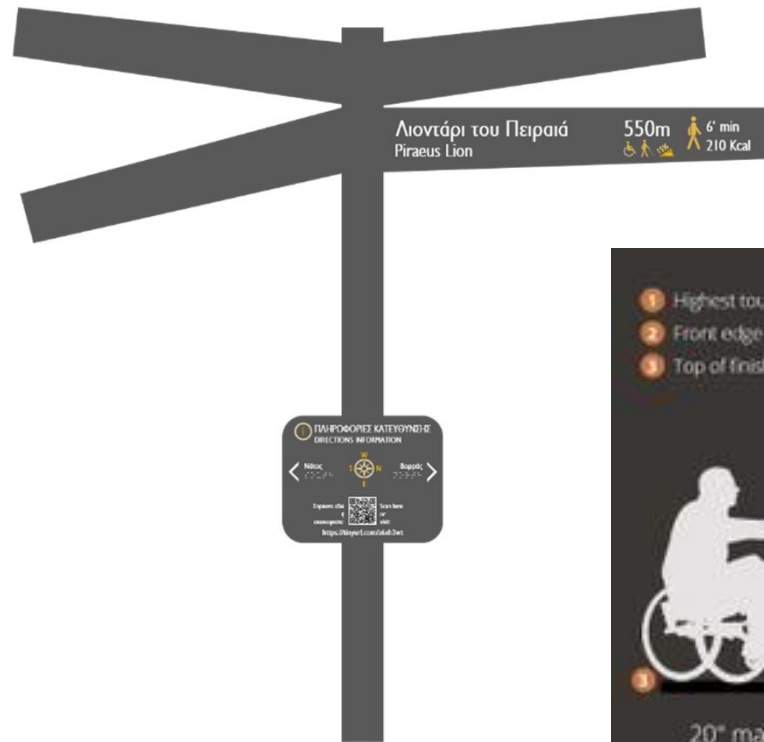
For **Berat**, we are aiming at addressing various accessibility problems that currently exist across the Municipality, in order to facilitate comfortable and free of barriers movement for older persons and persons with disability visiting Berat, focusing on:



- the **Berat Castle** and on accessibility improvement and repairing works to the internal wall of the castle in order to reveal its unique architectonic values, estimated by UNESCO

- Improvement of **Information centres**
- Creation of **parking spaces** (engraving and marking of the floor and creation of appropriate pavement for driver & co-driver with wheelchairs) for the disabled, including appropriate signage.
- Improvement of the **pathways** between parking slots and the selected sites (Information Centres and View Sites).
- New/improvement of **external entrance ramps** (slope <5%).
- Installation of **labels and signage in Braille** for blind visitors of the Centers.
- Installing **handrails** (e.g., on outdoor entrance ramps).
- Special **floor improvements for blind people** in stair edges and ramps (through changing the texture of the floor and through improving strong colour contrast)
- Construction of **new and/or improvement of existing accessible WCs** (concrete), along with the installation of appropriate signage.



- Improvement of the touristic signage and installation of new **special signage** (both information signage and directions signage), **fully accessible to blind people and wheelchair users**
- Construction of accessible **interactive tourist information point(s)**



 Επισημάνσεις σχετικά με τα περιεχόμενα του Οδηγού
  Αποποίηση ευθύνης

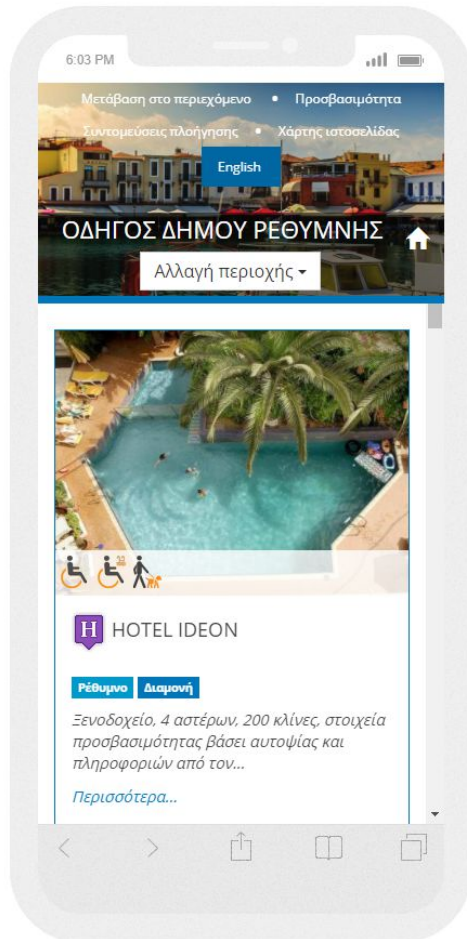
Ανακαλύψτε το Ρέθυμνο

- 🗖️ Αρχικό μενού Οδηγού
- 📍 Λίγα λόγια για το Δήμο μας
- 👤 Πως να φτάσεις
- ☎️ Χρήσιμα τηλέφωνα
- 📍 Χρήσιμες πληροφορίες
- 📄 Κατεβάστε χάρτες της περιοχής
- 📄 Κατεβάστε το έντυπο του Οδηγού

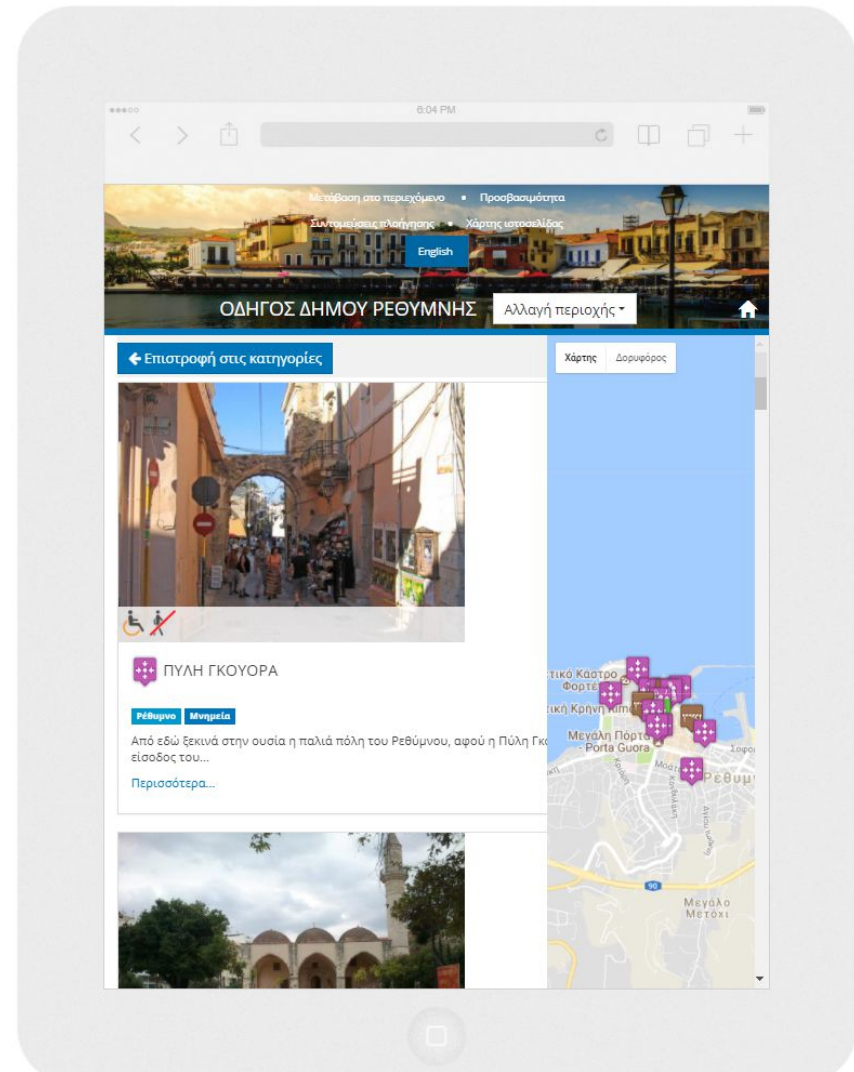
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 Χαιρετισμός του Δημάρχου Ρεθύμνης Γιώργη Χ. Μαρινάκη
 Χαιρετισμός του Προέδρου του Συμβουλίου μεΑ Ν. Ρεθύμνη Δ. Τσαχάκη

Δείτε όλα τα σημεία στο χάρτη





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Cyprus **AYIA NAPA - RETHYMNO** Crete

Accessibility information for all. 无障碍 WC 无障碍

Version 2011

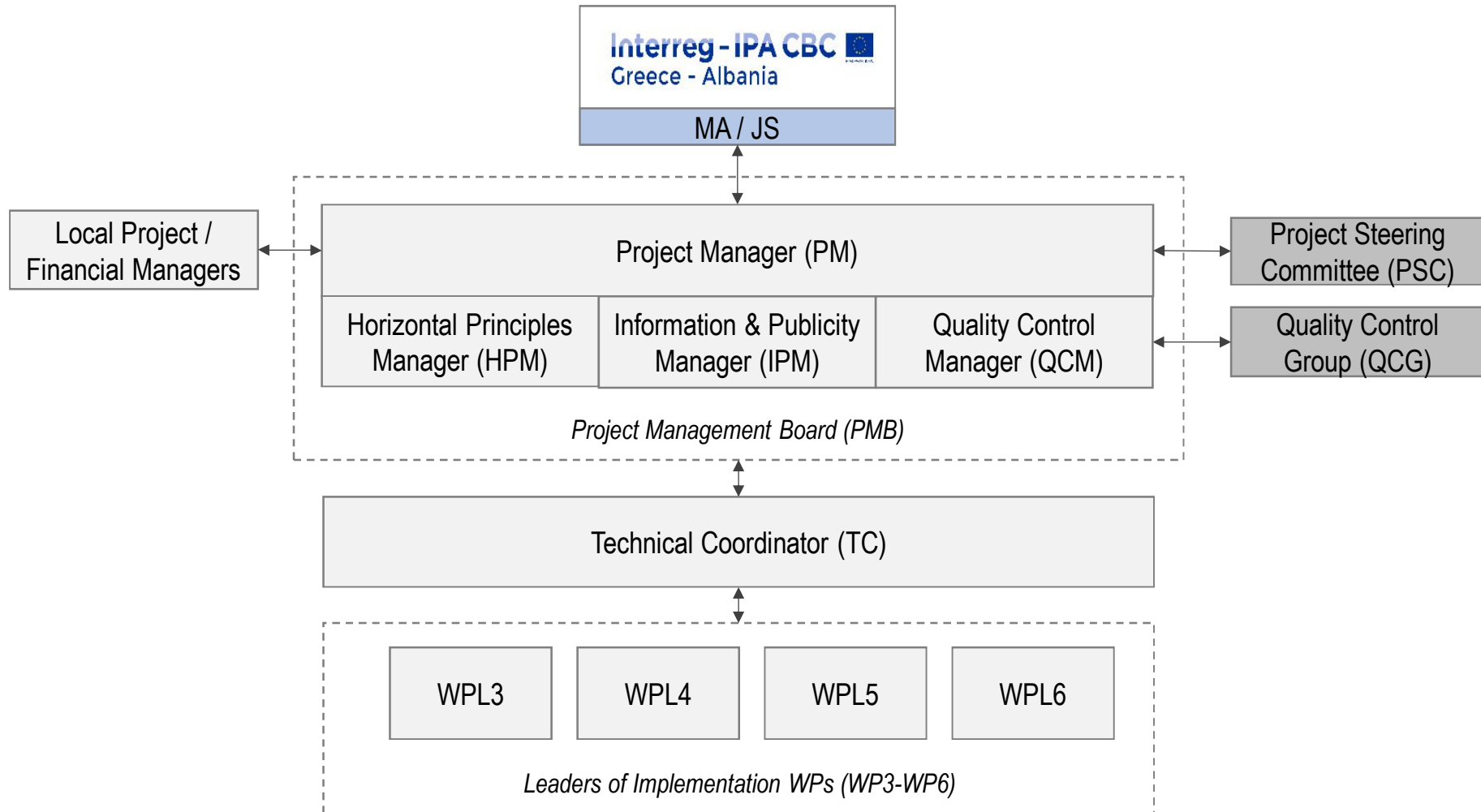
On your smartphone

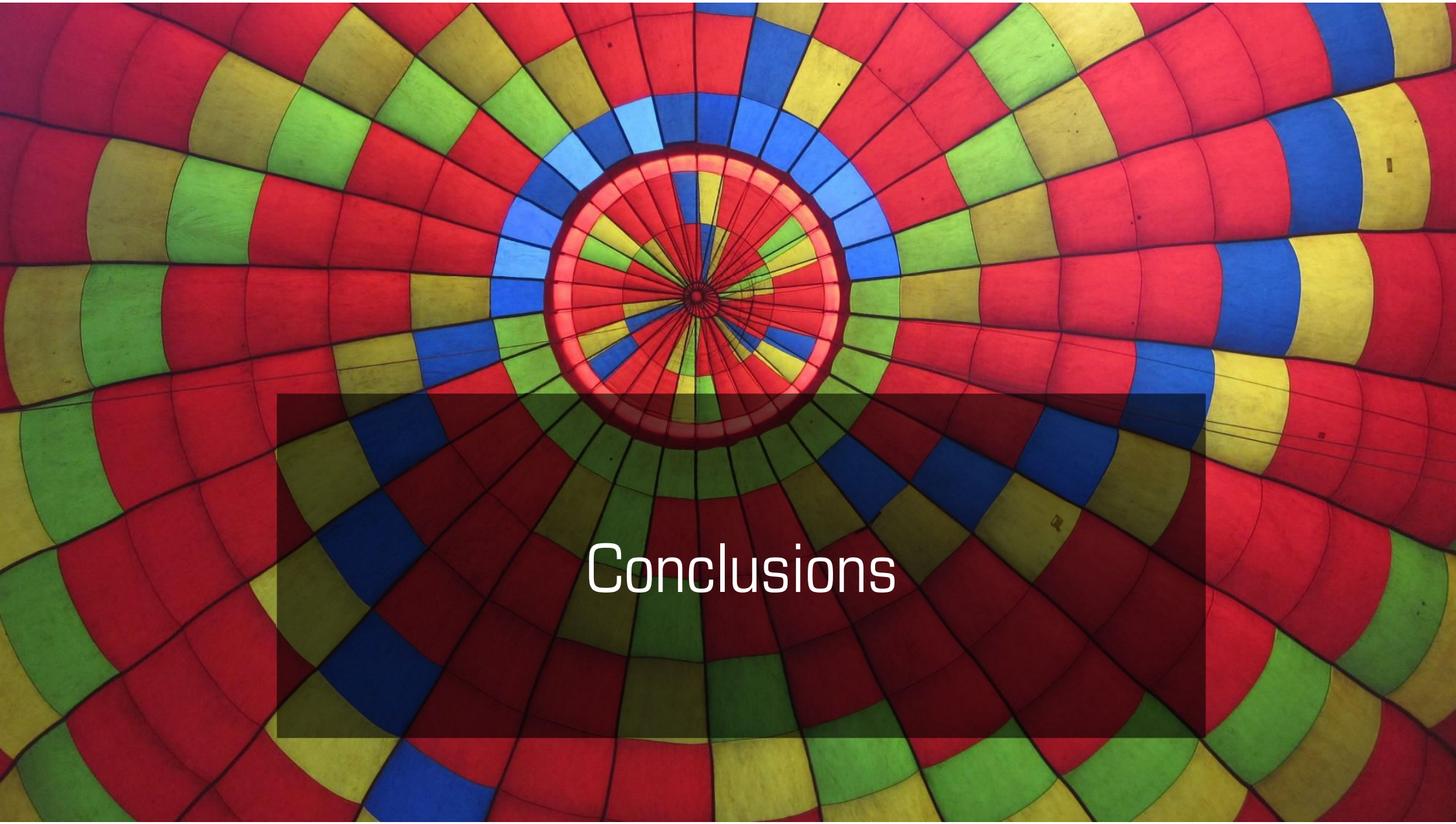
Scan here or visit www.provacamas-poles.eu/en



PEF

Project Management





Conclusions



this should be history

we have no limits





...believe it or not

