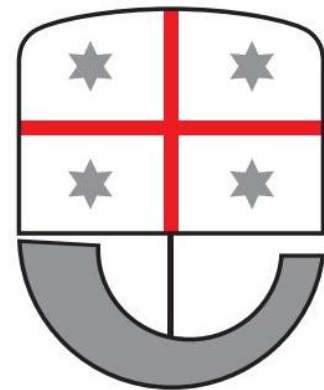




Inclusive and Smart Tourism Destinations: Strategies for innovation

Elena Magni
Manager of the Sustainable
Tourism and Tourism SMEs



REGIONE LIGURIA

Genoa: 18 June 2026





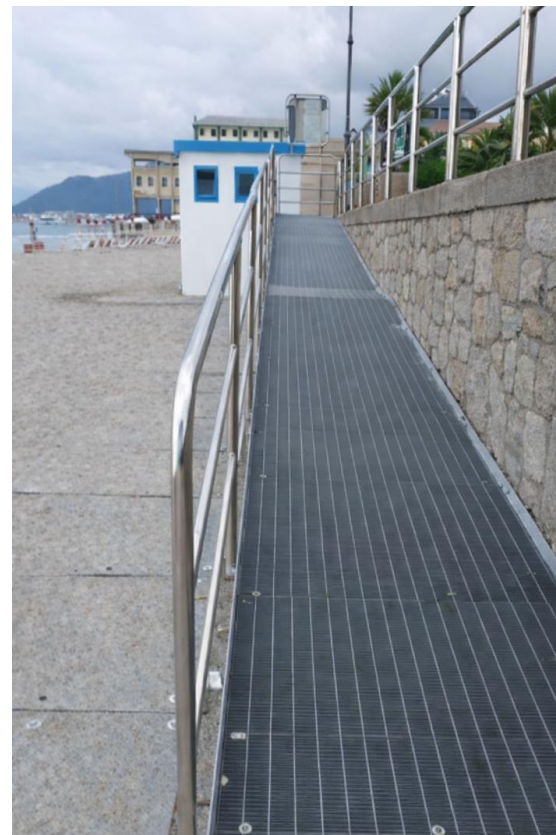
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Strategies for innovation**

OVERVIEW

- 1,600M PEOPLE (1 / 3 AGED OVER 65)
- TOURISTIC PRIORITIES (DEFR): TO BOOST SUSTAINABLE EXPLOITATION OF INLAND AND SEA AND ACCESSIBLE TOURISM
- DESEASONALISATION OF TOURIST FLOWS

THE FUNDS

- MINISTRY FOR DISABILITIES
- MINISTRY OF TOURISM
- REGIONE LIGURIA



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THE TEAM

- REGIONE LIGURIA OFFICES (TOURISM, SOCIAL POLICIES, PUBLIC PROPERTY), INAIL LIGURIA, REGIONAL COMMISSION FOR DISABILITY RIGHTS, AISM, REGIONAL AGENCY FOR TOURISM «IN LIGURIA»
- MUNICIPALITIES
- NO PROFIT ORGANIZATIONS
- VOLUNTEERS (STATE POLICE, CARABINIERI, AISM, OTHERS)

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THE GUIDES

- GUIDA MARE ACCESSIBILE / ACCESSIBLE SEA GUIDE
 - SINCE 2023
- GUIDA OSPITALITA' ACCESSIBILE / ACCESSIBLE HOSPITALITY GUIDE
 - SINCE 2025 (HOTELS)



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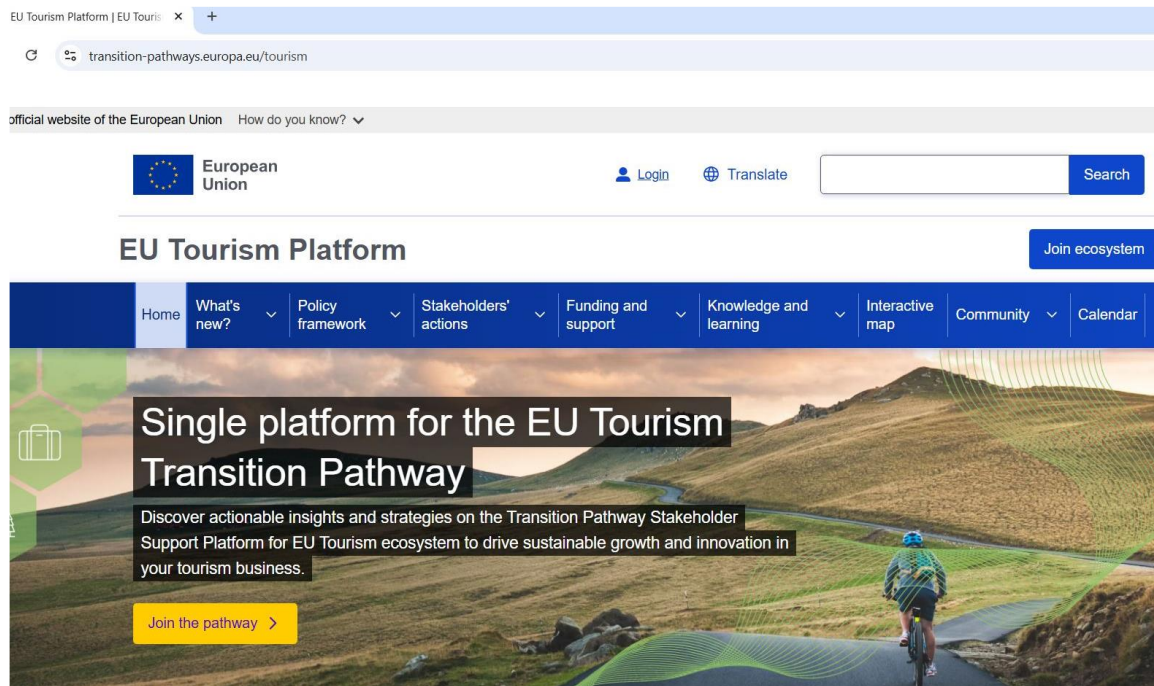


THE EU TTP

(TOURISM TRANSITION PATHWAY)

THE ACCESSIBLE
SEA GUIDE IS
PIVOTAL TO A
PLEDGE IN THE EU
TOURISM PLATFORM,
AS BEST PRACTICE
OF REGIONE
LIGURIA, INAIL, AISM,
LIGURIA REGIONAL
COMMISSION FOR
DISABILITY RIGHTS
AND AGENZIA “IN
LIGURIA”

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THE REGIONAL PROJECTS OF ACCESSIBLE AND INCLUSIVE TOURISM (DM 1st AUGUST 2024)

1

Tutti Insieme: dal Mare alla Montagna



Capofila Pietra Ligure (SV); partner Finale Ligure (SV), Loano (SV), Borgio Verezzi (SV), Tovo San Giacomo (SV), Anffas Onlus sezione di Albenga (SV)

2

**Viaggi Senza Barriere
(tra mare, ceramica e storia)**



Capofila Savona; partner Albisola Superiore (SV), Albissola Marina (SV), Celle Ligure (SV), Stella (SV), Associazione ANCoS APS, Cooperativa "Il Faggjo", Bandiera Lilla Coop. Soc, Dafne Coop. Soc.

AGENZIA «IN LIGURIA» | COMMUNICATION AND EVENT COORDINATION

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



THE REGIONAL PROJECTS OF ACCESSIBLE AND INCLUSIVE TOURISM (DM 1st AUGUST 2024)

3



4



AGENZIA «IN LIGURIA» | COMMUNICATION AND EVENT COORDINATION

Inclusive and Smart Tourism Destinations:
Strategies for innovation



“LIGURIA ACCESSIBILE”



- VACANZE / HOLIDAYS
- GUIDE / GUIDES
- CONSIGLI / TIPS
- PROGETTI / PROJECTS
- EXPERIENCE
- ITINERARI / ITINERARIES

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CONCLUSIONS

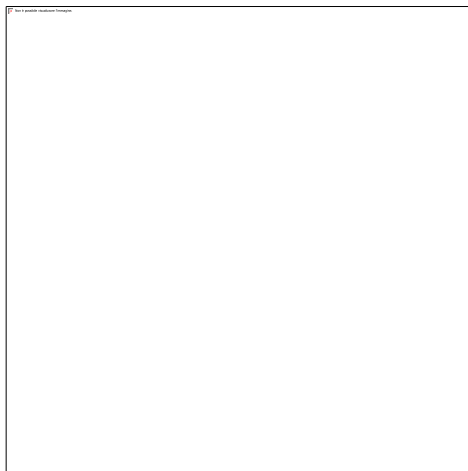
- ONE INCLUSIVE TOURISM MODEL, BASED ON THE COLLABORATION AMONGST PA, NO PROFIT ORGANIZATIONS AND CITIZENS
- THE CHALLENGE OF CONNECTING BETTER TOURISM AND DISABILITY



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



THANK YOU FOR YOUR ATTENTION



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Strategies for innovation**

