



Inclusive and Smart Tourism Destinations: Strategies for innovation

Ljubljana: A Systemic Model for Accessible Tourism

From a car-free city centre to a city-wide model for accessible tourism

Dejan Ristić, Ljubljana Tourism

Genoa: 18 June 2026









Closing the City Centre to Traffic: The Eco Zone

- Old town fully renovated over the last two decades
- Motorised vehicles banned in a 20-hectare eco zone
- Steps removed, kerbs lowered, paving levelled
- Tactile paths for blind and visually impaired
- Space redesigned for pedestrians and cyclists

Kavalir: Free Electric Transport for All





Inclusive and Smart Tourism Destinations: Strategies for innovation



Urban Electric Train



A City on the Move – For Everyone



A Collaborative Model for Removing Barriers in the City

- Council for the Elimination of Architectural and Communication Barriers
- Strategic Accessibility Plan of the City of Ljubljana
- Code of Ethics for Businesses Operating in the City Centre

A Data-Driven Audit of 450+ Tourism Providers

- From 2022: field audit of 450+ tourism providers
- Every provider received an improvement roadmap
- Accessibility filter on visitljubljana.com
- 650+ tourism professionals trained in 3 years
- Audit model adopted by 4 Slovenian destinations
- Accessibility as a Scored Criterion in the City's Event Co-funding Scheme

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



Points of interest

Category

select



Accessibility

Select accessibility



Select accessibility

Accessible to persons with
movement disabilities

Accessible to the blind and
partially sighted

Accessible to the deaf and
hard of hearing

☐ Sustainable providers

⊗ Reset

Submit

Auditing Tourism Experiences: Nothing About Us Without Us

- 13 experiences assessed across 12 disability categories
- Including persons with mobility, sensory, cognitive, and psychosocial disabilities, as well as persons with allergies and other access needs
- An improvement roadmap accompanies each experience

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



Takeaway

Systematic analysis + expert collaboration + small, well planned improvements = a genuinely accessible destination for everyone.



SCAN ME

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

