

# ”INCLUSIVE AND SMART TOURISM DESTINATIONS: STRATEGIES FOR INNOVATION”

International Conference - Genoa - Italy

**18 June 2026**



View of Genoa - Photo courtesy of Regione Liguria

## **Aquarium of Genoa**

Area Porto Antico - Ponte Spinola 16

Genoa - Italy

**Hybrid Event**

**Official Languages: English – Italian**

Mandatory Registration at [www.inclusivedestinations.org/registration](http://www.inclusivedestinations.org/registration)



With the participation of

**UN Tourism**



**EUROPEAN CAPITALS  
OF TOURISM**

INITIATIVE OF  
THE EUROPEAN UNION

## DRAFT PROGRAMME

The international conference “Inclusive and smart tourism destinations: strategies for innovation” brings together institutions, tourism professionals and experts to share strategies, best practices and visions for developing inclusive and accessible destinations.

**THURSDAY, JUNE 18 2026**

**Aquarium of Genoa**

**Area Porto Antico - Ponte Spinola 16 – Genoa**

How to reach: [www.inclusivedestinations.org/howtoreachus](http://www.inclusivedestinations.org/howtoreachus)

08:30 – 09:00 Participants' arrival and registration.  
*Video projection*

### OPENING MESSAGES

**Chaired by: Ivor Ambrose - Managing Director - ENAT (European Network for Accessible Tourism) - Brussels, Belgium.**

- 09:00 – 09:30
- **Apostolos Tzitzikostas:** Commissioner Sustainable Transport and Tourism – European Commission - Brussels, Belgium. (video message).
  - **Gianmarco Mazzi:** Italian Ministry of Tourism – Rome, Italy (message TBC).
  - **Alessandra Locatelli:** Italian Ministry of Disability – Rome, Italy - (video message).
  - **Luca Lombardi:** Councillor for Tourism, Territorial Marketing, Agency in Liguria, Leisure, Digital Transition and Information Technology – Regione Liguria – Genoa, Italy.
  - **Tiziana Beghin:** Councillor for Commerce, Tourism, Territorial Marketing, Pro Loco, CIV, Traditions, European Projects – Municipality of Genoa, Italy.
  - **Igor Stefanovic:** Ethics and Social Responsibility Programme – UN Tourism - Madrid, Spain.
  - **Victoria Petrova:** Senior Expert MOVE.A5 Tourism - European Commission - Brussels, Belgium - (online).
  - **Anna Grazia Laura:** President ENAT – Brussels, Belgium.
  - **Mario Alberto Battaglia:** President FISM (Italian Multiple Sclerosis Foundation) and CEO AISM (Italian Multiple Sclerosis Society) – Genoa, Italy.

## KEYNOTE SPEECH

- 09:30 – 9:45
- **Inmaculada Placencia Porrero:** Senior Expert on Disability at DG Justice and Consumers - European Commission – Brussels, Belgium and Member of the UN Committee on the Rights of Persons with Disabilities (UNCRPD) - (online).

## SESSION 1: SMART AND ACCESSIBLE CITIES

**In cooperation with European Capitals of Tourism (\*)**

**Chaired by: Ivor Ambrose - Managing Director - ENAT (European Network for Accessible Tourism) - Brussels, Belgium.**

- 09:45 – 11:00
- **Heli Jokela:** Marketing and Communications Director - Visit Tampere - Tampere, Finland - **2026 European Capital of Smart Tourism.**
  - **Ana Hrnić:** Head of Administrative Department for Tourism and Sports - City of Dubrovnik - Dubrovnik, Croatia - **2026 European Green Pioneer of Smart Tourism.**
  - **Francesca Sibilla** (Head of Product Development Department, Turismo Torino e Provincia) and **Sara Piana** (Tourism Department Officer, Consulta per le Persone in Difficoltà) - Torino, Italy - **2025 European Capital of Smart Tourism.**
  - **Sandra Torre:** Director Tourism Department - Genoa Municipality - Genoa, Italy – **2026 Shortlisted European Capital of Smart Tourism.**

(\*) The former European Capital & Green Pioneer of Smart Tourism competitions have been merged under the unified title **European Capitals of Tourism.**

11:00 – 11:15     **Quick Coffee Break**

## SESSION 2: DESTINATION MANAGEMENT (NTOs and DMOs)

**Chaired by: Marco Pizzio - Head Tourism, Accessibility and Events - AISM / Board Member - ENAT / National Expert Italy - Accessible EU – Genoa, Italy**

- 11:15 – 12:45
- **Teresa Ferreira:** Director Tourism Development Department - Turismo de Portugal – Lisbon, Portugal.
  - **Vesna Ferenčak Brodarić:** Expert Adviser, Specialist, Sector for Sustainable Development - Ministry of Tourism and Sport of Republic of Croatia - Zagreb, Croatia
  - **Elena Magni:** Manager of the Sustainable Tourism and Tourism Enterprises Sector - Regione Liguria - Genoa, Italy.

- **Pablo Ortega:** Network Promotion Manager - Department of tourism of the Government of Catalonia - Barcelona, Spain.
- **Dejan Ristić:** Project Manager - Ljubljana Tourism – Ljubljana, Slovenia.

12:45 – 13:00 **Questions and Answers**

13:00 – 14:00 **NETWORKING LUNCH**

### **SESSION 3: ACCESSIBLE CULTURAL HERITAGE**

**Chaired by: Katerina Papamichail - Board Member - European Network for Accessible Tourism – Athens, Greece. Architect, Expert on Accessibility and Universal Design**

- 14:00 – 15:15
- **Maria Grazia Filetici:** former Director of the Ministry of Culture and Accessibility Designer for Archaeological Areas - Accessible Roman Forum – Rome, Italy.
  - **Elena Di Giovanni:** Scientific coordinator of accessibility, Arena di Verona Opera Festival – Verona, Italy.
  - **Christian D’Angiò:** project coordinator Ravenna Mosaics for All and UNESCO Monuments Accessibility Advisor - Archdiocese of Ravenna-Cervia - Ravenna, Italy.
  - **Francesca Paola Leon:** New Media Manager and expert in accessibility projects for cultural heritage - ETT Dedagroup – Genoa, Italy.

15:15 – 15:25 **Questions and Answers**

15:25 – 15:40 **Quick Coffee Break**

### **CLOSING SESSION – ROUND TABLE**

**Chaired by: Igor Stefanovic - Ethics and Social Responsibility Programme – UN Tourism - Madrid, Spain.**

- 15:40 – 16:40
- Arguments**
- **Accessible Destinations**
  - **Tourism businesses embracing accessibility**
  - **Accessible Tourism Observatory**

#### **Participants**

- **Ivor Ambrose:** Managing Director - ENAT (European Network for

Accessible Tourism) - Brussels, Belgium.

- **Teresa Ferreira:** Director Tourism Development Department - Turismo de Portugal – Lisbon, Portugal.
- **Pablo Ortega:** Network Promotion Manager - Department of tourism of the Government of Catalonia - Barcelona, Spain.
- **Gianmaria Patti:** Head of Concept & Customer Assistance - Alpitour World – Torino, Italy.
- **Edoardo Colombo:** President - Turismi.ai, Association for Artificial Intelligence in Tourism – Milan, Italy.

16:40 – 16:50    **Questions and Answers**

### CONFERENCE CONCLUSIONS – TOP TAKEAWAYS

16:50 – 17:00    **Conclusions for the day**



## PARTNERS

*With the participation of:*



*In cooperation with:*



*With the endorsement and contribution of:*



Liguria Region

*With the contribution of:*



Municipality of Genoa



Camera di Commercio Genova

Genoa Chamber of Commerce



Banqueting & Catering  
Genova Gourmet



Accessiway