



**visits4u case studies:
Turismabile Project
Piemont, Italy**

Turismabile Project

Piemont, ITALY

Title: Piemonte for All

Description

In Piemont (region in the north-west of Italy with Turin as chief town) tourist accessibility has been improved by “Turismabile”, a great initiative in Italy which has been working since 2007. The main aim is to promote the region as a destination for all. Turismabile was the first project in Italy to consider tourism accessible in a new way: no just a hotel without architectural barriers but a territory that considers usability from everyone as quality of the offers and places.



Becoming inclusive:

1. Description

Region Piedmont (Department of tourism) financed this “Turismabile” project and asked Council for People with Difficulties Onlus (CPD) to deliver it. Since 2007, the Sector operates on several fronts:

- training and awareness on the themes of tourist accessibility,
- welcome for all,
- the promotion of tourism in an inclusive manner,
- detection and evaluation of the accessibility of events and tourist resources in a for-profit and editorial setting of paths of improvement of usability for both individual structures and for destinations design,
- promotion of tourist proposals for all in collaboration with specialized incoming tour operators.

On the website <http://www.turismabile.it/> you can find itineraries in the city centres or activities to do outside, as well as accessible hotels in the region.

The itineraries and activities depend on the preferences of the person and on the offers of the different cities and places: gastronomic routes, historical paths, hiking... you can select what you prefer and the places you are interested to and have all the information you need.

3. Description of steps taken, changes and progress

The activity of the tourism sector for all expanded over the years through the “Turismabile” project to many other initiatives related to the promotion of the social inclusion of people with disabilities in the naturalistic context (Parks for all project), cultural context (“Manifesto for the cultural accessibility to all”, “Turin Tour for All - app”) and in organizing events (“Event without barriers”) and tourist proposals, including European tour (“STRING - Smart Tourist Routes for Inclusive Groups”).



4. Main stakeholders / actors

- The Council for People with Difficulties Onlus (CPD) realized in practical the project. The CPD group is a multidisciplinary team made up of architects and technical experts in the field of overcoming architectural barriers, inclusive planning and tourist accessibility, consultants and marketing, communication and promotion professionals and people with disabilities.
- The project is thought mainly for people with disability, but is perfect for anyone.



5. Costs of the changes

Region Piedmont (Department of tourism) financed this project and Council for People with Difficulties Onlus (CPD) realized it. The work for this project was hard because it asked for the detection of accessible path for all, but also for the searching of solutions when not accessible.

Results and Impact

This website and the work of this project are unique: it started before the ratification (done in 2009) of the UN Convention on the rights of persons with disabilities. Nowadays it's ten years that the project works and that has good feedback from tourists. The value added of this work is that it allows anyone to do these experiences and discover a city and a territory from all points of view.

Lessons learnt

- The ability to operate on a regional scale by developing synergies and collaborations with all stakeholders in the tourism chain.
- Consider tourism accessibility as the right link between structural accessibility, access to experience and access to information.

Further information

<http://www.turismabile.it/>

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