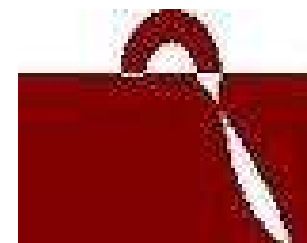


Donne con la valigia



Turismo Etico e Accessible

... DAI VINCOLI ALLE OPPORTUNITA'

Relatore: Silvia Bonoli





Analysis of touristic demand in Italy

The real and the potential demand in accessible tourism for all

Factor
Multiplier
2,8

Over 3 Mil.

disabled people travel in Italy

- 3% with special needs
- 7% elderly people
- Half milion decide not to undertake a trip due to lack loyalty information

Disabled people have the same needs as the other guests, the only difference is the way to their satisfation

MOTIVATION FOR TRAVELLING

WHAT ARE THE FAVOURITE ACTIVITIES

ENTERTAINMENT & CULTURE

LIESURE ACTIVITIES

ENOGASTRONOMY



THIS GRADUATION HOLD GOOD
FOR ALL TYPES OF TRAVELLERS

THE SEGMENTATION

THE MOST APPRECIATED SERVICES

1° Gastronomy

2° Museum, artistic beauties

3° Natural beauties

4° Shopping opportunities

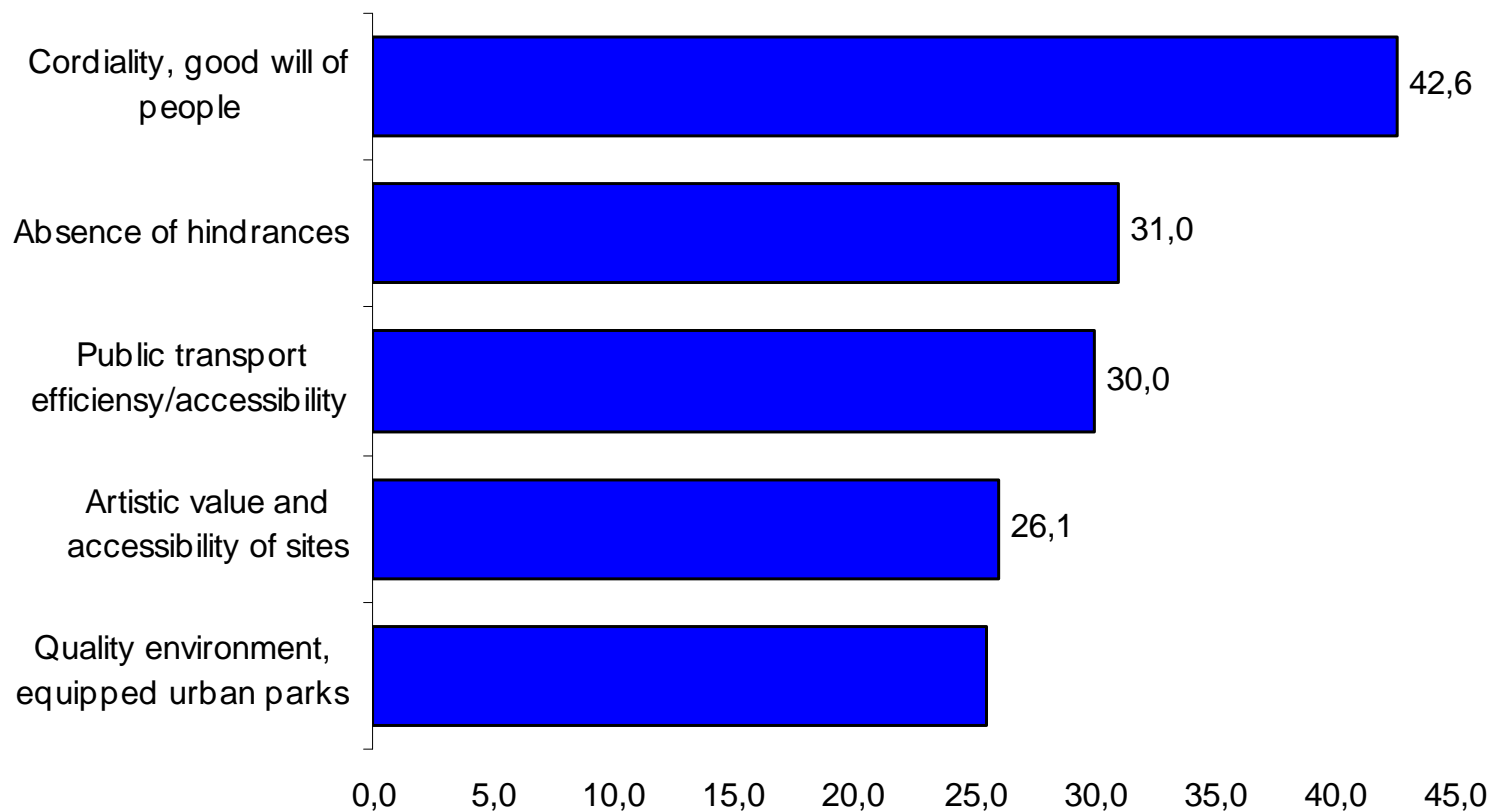
5° Cultural opportunities (exhibitions, concerts, etc...)

CHANGE ONLY THE RANKING

THIS GRADUATION HOLD GOOD FOR ALL TYPES OF TRAVELLERS

WHAT DO THESE TRAVELLERS WANT

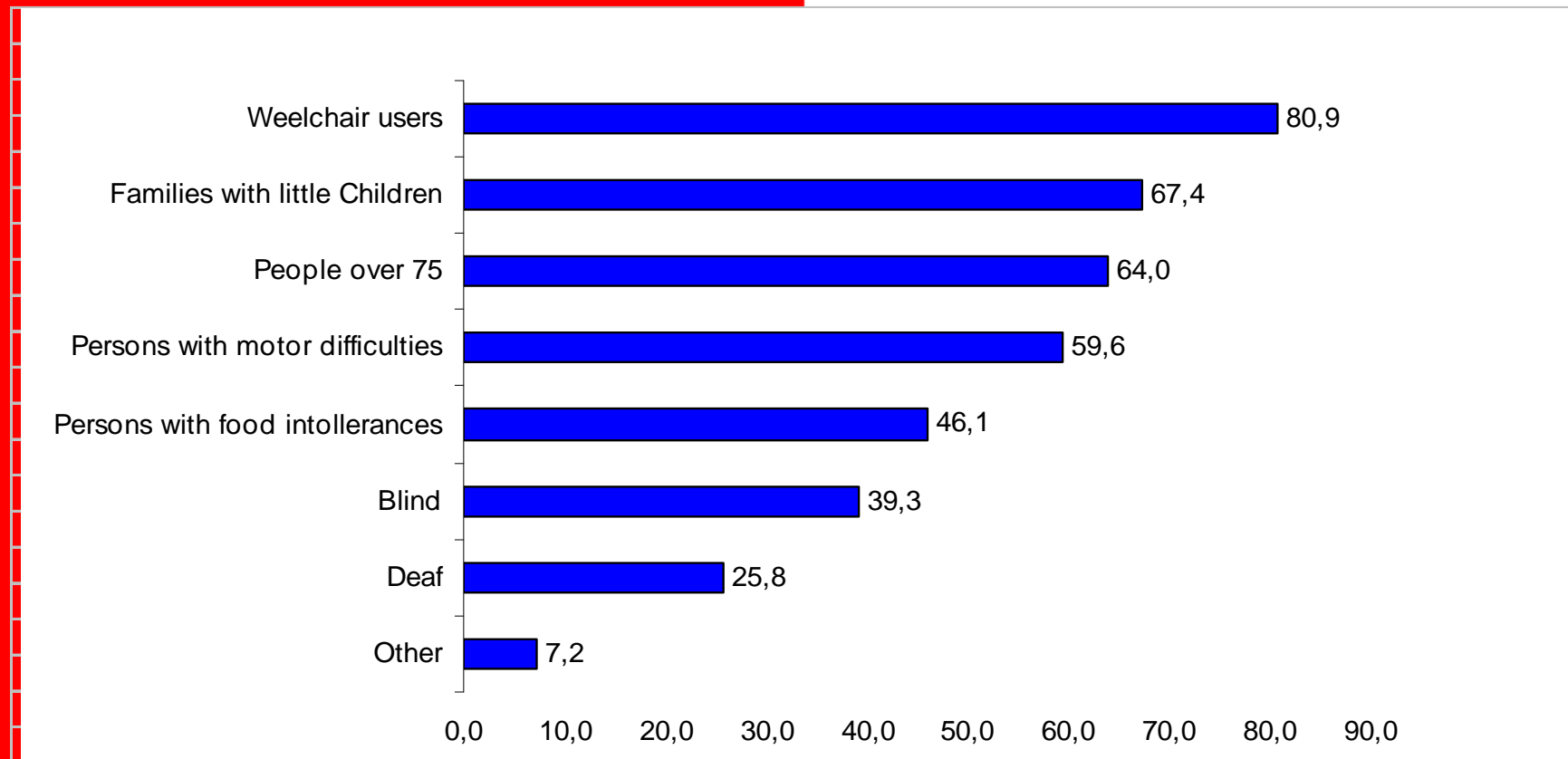
TOP FIVE



*Source: PIC III B CADSES-C.A.R.E. "Accessible City of European Regions"
Analysis of the demand for services in a "hospitable for all" city - 2004*

GUESTS WITH SPECIAL NEEDS

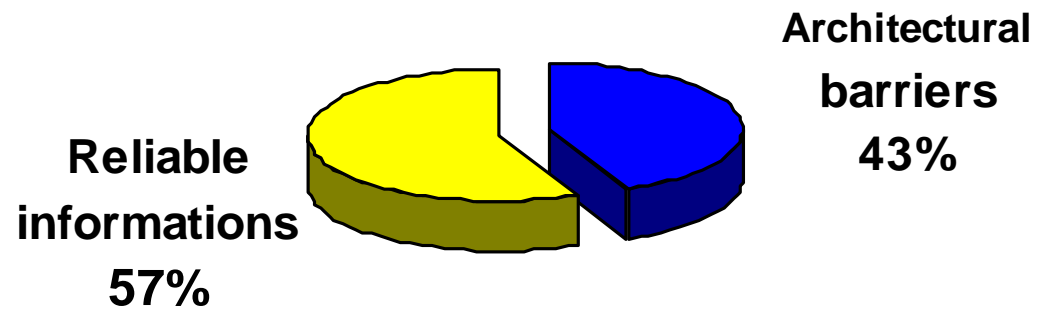
THE HOLIDAY MAKER'S DIFFICULTIES



Source: elaboration SL&A-Si Può, su dati EBIT, 2004

GUESTS WITH SPECIAL

THE HOLIDAY MAKER'S DIFFICULTIES



Source: elaboration SL&A-Si Può, su dati EBIT, 2004



RIGHT VISION OF THE MARKET

- DISABILITY
- ACCESSIBILITY

- TOURISM

THE MOST IMPORTANT WORD!

**THE TRAVELLER WITH DISABILITY
IS, OVER ALL, A TOURIST INTERESTED
TO SPEND A NICE HOLIDAY IN A
COMFORTABLE SITE**

...FROM DISABILITIES TO NEEDS

9 TARGET GROUPS



- + PERSONS WITH FOOD ALLERGY
- + PERSONS WITH ALLERGIES
- + FAMILIES WITH CHILDREN IN PUSH CHAIR
- + PERSONS WITH OBESITY, PREGNANCY
- + ELDERLY, CARDIOPATIC, LIMPING
- + DEAF OR LATE-DEAFENED
- + BLIND OR VISUALLY IMPAIRED
- + WEELCHAIR USERS WITH ASSISTANCE
- + INDEPENDENT WEELCHAIR USERS

**TO AVOID STEREOTYPES
DISABLES = SOCIAL**




PATROCINATO DA

 FAITA-FederCamping



 FISH Onlus



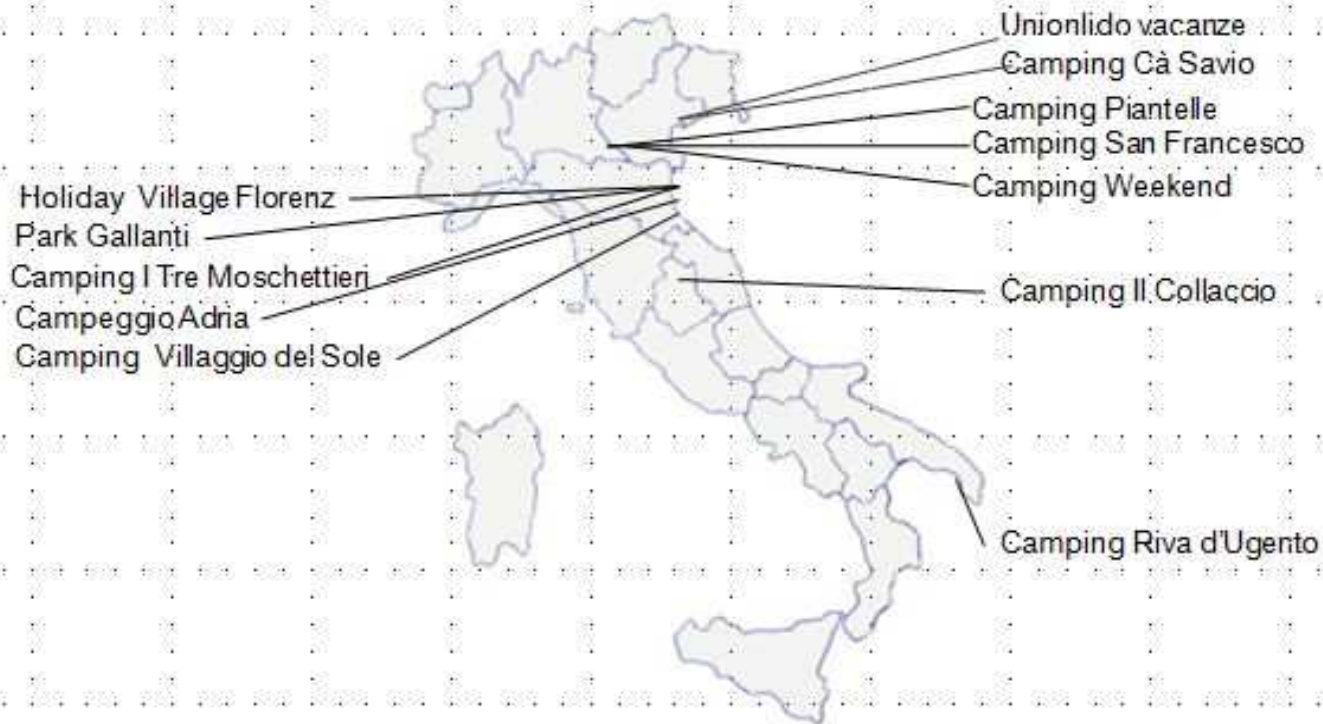
 SIPUO' Laboratorio Nazionale
Turismo Accessibile



12 today

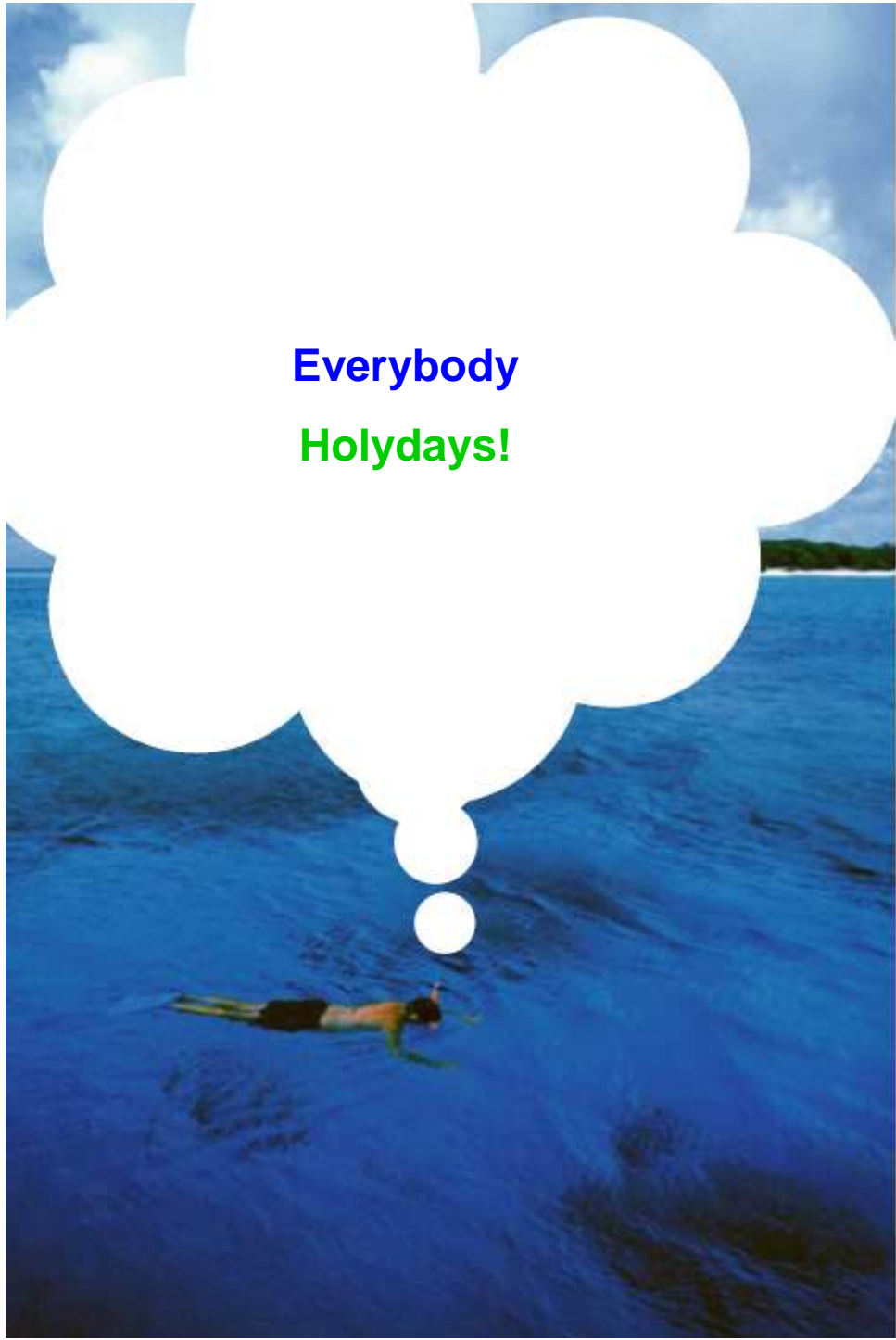
NETWORK CAMPING

next 8 new



Campeggio Adria Ravenna

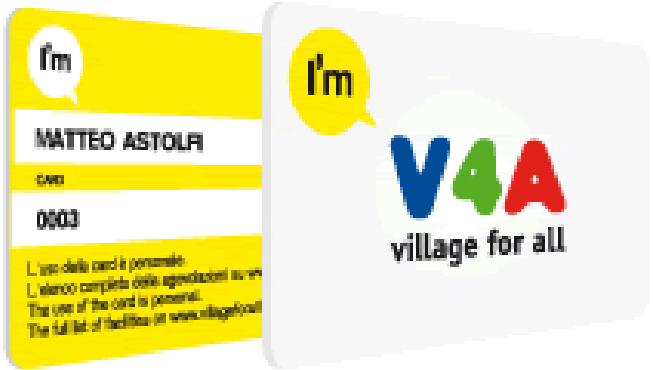




Everybody
Holydays!

V4A CARD

- Fidelity Card
- Promotion
 - Special advantage
 - Special discount





Everybody

Holydays!

EUROPEAN NETWORK TOMORROW



V4A SERVICES for Camping and Village



Everybody
Holydays!

Staff Training

- customer services
- housekeeping
- management
- technical department

Transparent Accessibility

- Assistance in the project
- Selected companies and product

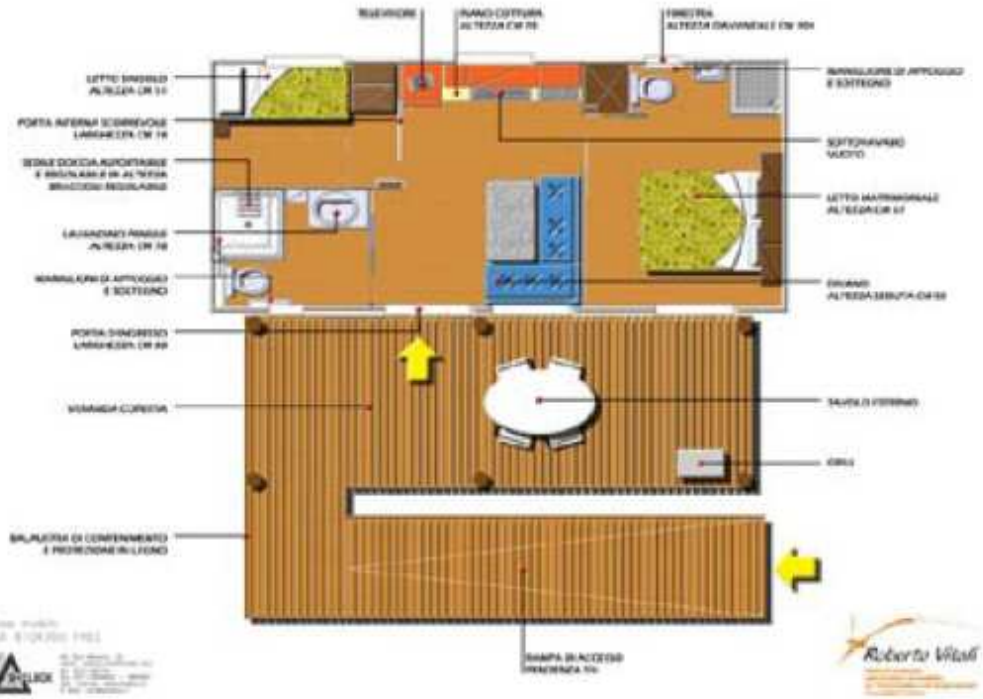
V4A Approved

- Master Plan removing architectural
- barriers

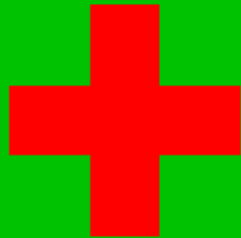
TRANSPARENT ACCESSIBILITY

UNIVERSAL DESIGN

THE RIGHT WAY



V4A Suggestion



ACCESSIBILITY

COMFORT

IMPROVEMENT OF THE QUALITY'S



MORE SATISFIED NEEDS

**GROWING OF
THE POTENTIAL CLIENTS**

V4A Suggestion

... FROM CONSTRAINTS TO OPPORTUNITIES

01 HARDWARE

- ✚ ACKNOWLEDGE BRAND
- ✚ BETTER STANDART QUALITY
- ✚ RELIABLE INFORMATION
- ✚ BETTER ACCESSIBILITY
- ✚ GUARANTED INFORMATION

...FROM DISABILITIES TO NEEDS

01 KNOW HOW

- ✚ GOOD WILL PEOPLE
- ✚ TRAINING STAFF
- ✚ PEOPLE'S CORDIALITY
- ✚ ATTENTION TO NEEDS
- ✚ MORAL & SOCIAL VALUE

ALL THESE FACTORS PRODUCE

- ✚ AN ECONOMIC GROWING
- ✚ A PUBLIC VISIBILITY
- ✚ DIFFERENTIATION SUPPLY



Everybody Holydays!

ROBERTO VITALI

...from **CONSTRAINTS** to **OPPORTUNITIES**

INFO WWW.VILLAGEFORALL.NET