

**Interreg  
Europe**



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**TIB**

# **“Access-Ability”**

## **a project for inclusive reception**

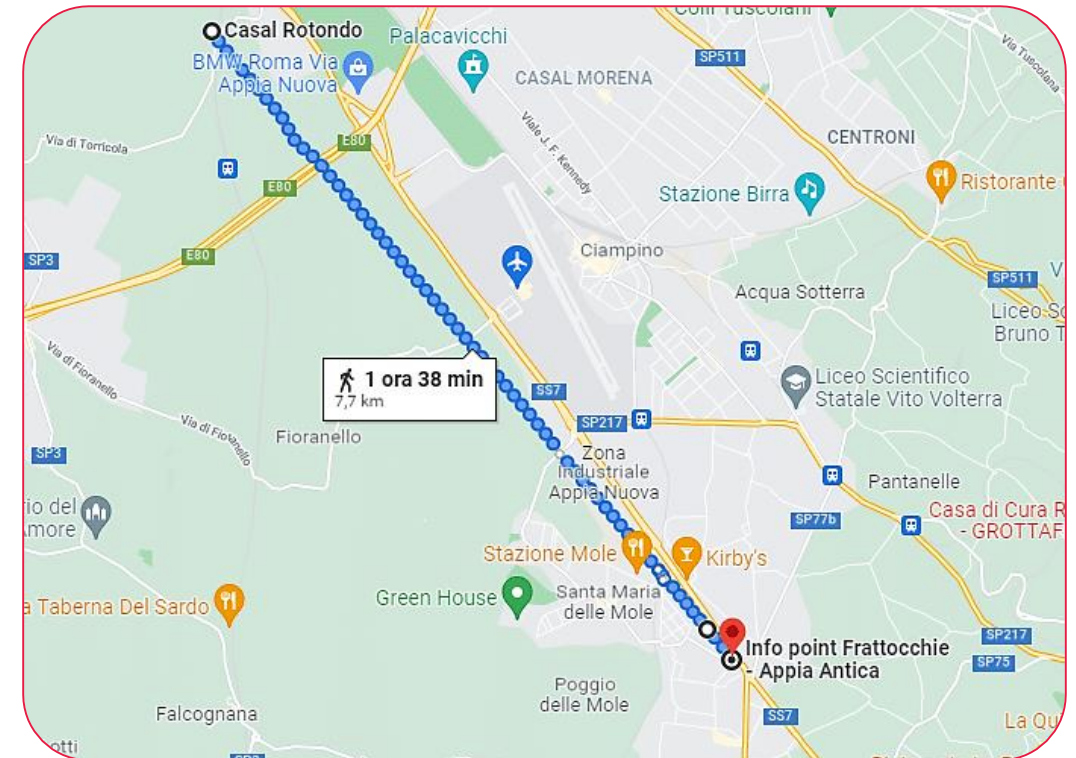
**Tiziana Marinelli**

*Circolo Legambiente Appia Sud Il Riccio - Italy*

*[legambienteilriccio@gmail.com](mailto:legambienteilriccio@gmail.com)*

06 JUN 2024 | Tallin

"The Legambiente Appia Sud Riccio APS (social promotion association) is the territorial branch of Legambiente (environmental association) that manages the information point of the Appia Antica Regional Park and the Municipal Information Point of Marino, Rome."



- It is the first infopoint located on the Via Appia Antica, which you encounter as you leave Rome.
- The information point is managed by volunteers and is open year-round, 8 hours a day.

# Lead partner

## Legambiente Appia Sud il Riccio APS



Project Title: “Access-Ability”

Programme:  Erasmus+

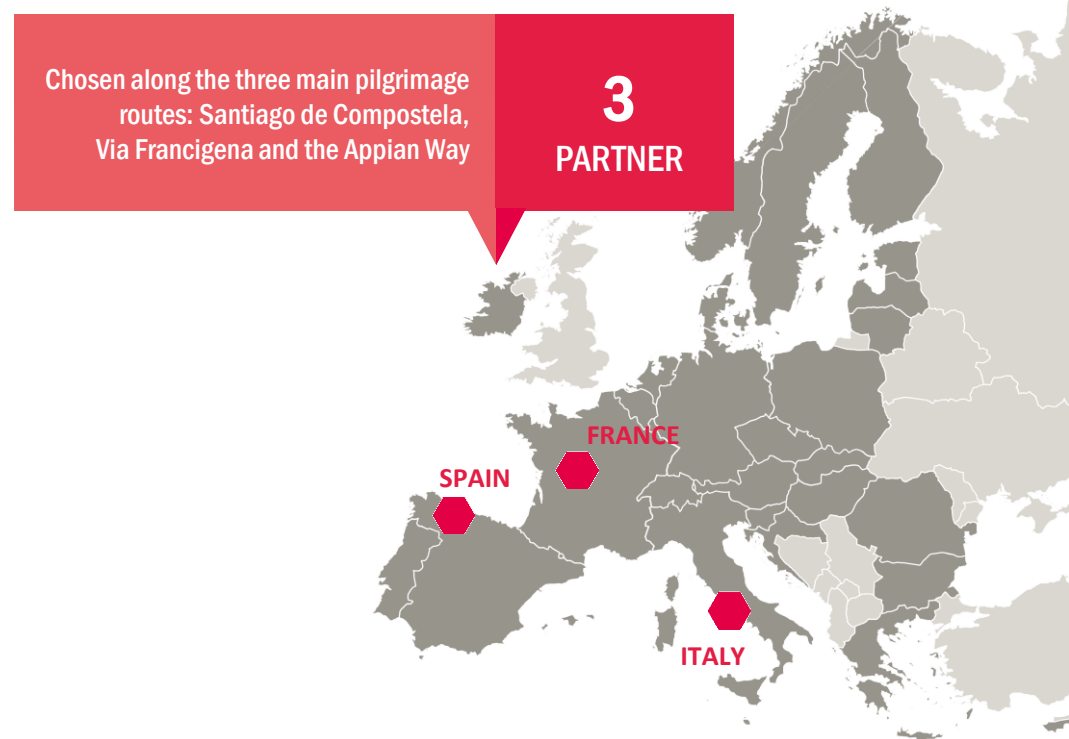
Key Action 2: Small-scale Partnership in Adult Education

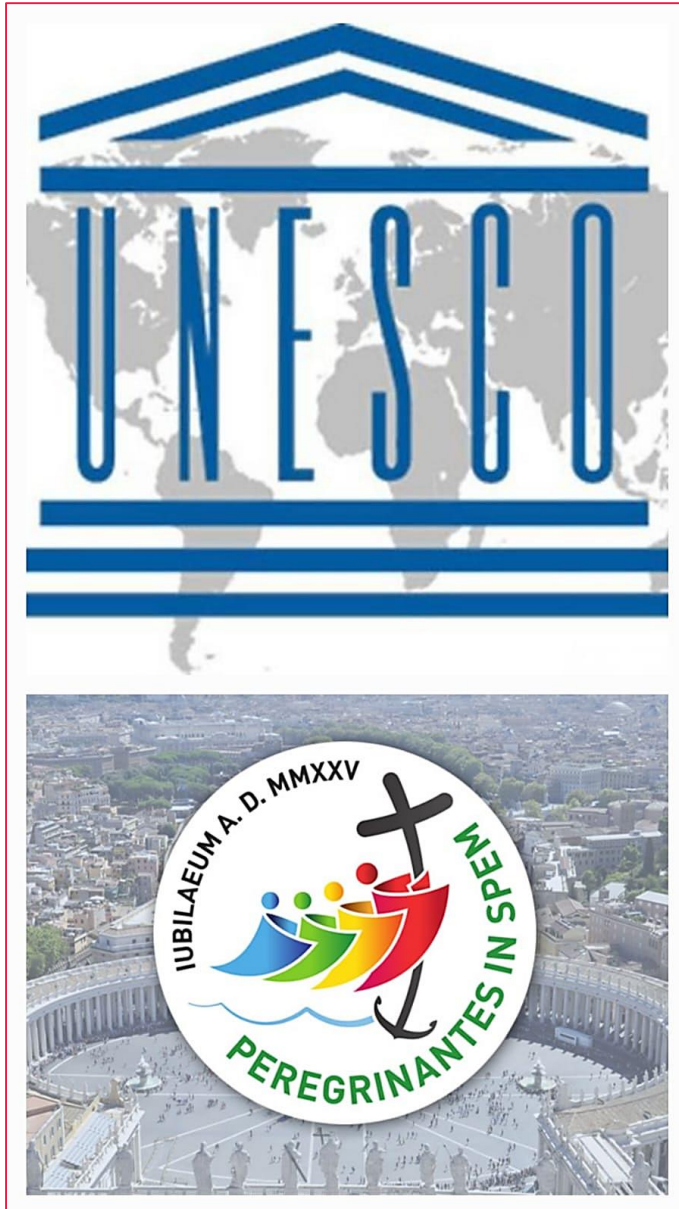
Deadline: 1 October 2024

# Project partner

## Pilgrims and Operators on the Journey

- We count on having stakeholders directly involved in our path and two foreign partners: one in Spain and the other in France.
- The Via Francigena presents many critical issues (fragmented offering), whereas the Camino de Santiago is highly structured and useful for exchanging best practices.





The general objective is to provide non-formal training to the operators of the info points located along the section of the Via Appia Antica from Rome to Marino, with the aim of promoting universal accessibility in tourism services, including the mapping of this renowned site, a UNESCO candidate and a destination for numerous pilgrims during the Jubilee year.

# Project: Access-Ability

## Impact

This project enhances the training of operators, both in anticipation of the Jubilee 2025 and for the impact that the UNESCO candidacy of Appia Antica will have over time.



TOTAL PILGRIMS  
EXPECTED IN 2025

**35 mln**





This project was created to support organizations and operators in welcoming tourists along the Appian Way from Rome to Marino, overcoming communication barriers. It starts with staff training and will continue with a second project to provide useful information, maps and apps, with a focus on communication and universal accessibility.

The analysis is based on four assumptions:

- ▶ Article 2 of the Universal Declaration of Human Rights: everyone is entitled to rights and freedoms without distinction.
- ▶ Criticism of the TIB report highlighting the need to strengthen training.
- ▶ Growth of accessible tourism in Europe, with 50 million disabled travelers.
- ▶ New tourism trends for 2024: sustainability, personalized experiences, technology and digitalization to support customers.

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**THANKS TO THIS PROJECT AND THE SUBSEQUENT ONE, WE WILL DEFINITELY BE ABLE TO OBSERVE A POSITIVE IMPACT ON BEHAVIORS AND DEVELOPMENT OF THE DESTINATION IN LINE WITH THE EXPECTATIONS OF EVERY TYPE OF VISITOR, ENABLING MANAGEMENT CAPABLE OF INCREASING ITS APPEAL.**

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**Time for questions**



 **Thank you!** 