

ALL NOW

Accessible tourism is not only a matter of social welfare but an economic driver and essential human right!



Accessibility for leisure in life now

ITKAM presentation

The Italian Chamber of Commerce in Germany (ITKAM) is a bilateral association operating on both Italian and German markets to promote and increase economic relationships and cooperation between the both Countries companies.

We have three different offices in Germany: our headquarter is in Frankfurt and the other regional offices are in Berlin and Leipzig.

We belong to the worldwide network including more than 78 Italian Chambers of Commerce abroad.

One of our main core business activities is to support and offer consultancy services to companies in order to help them with the development in foreign countries.



CAMERA DI COMMERCIO
ITALIANA PER LA GERMANIA
ITALIENISCHE HANDELSKAMMER
FÜR DEUTSCHLAND



Project partners



- Italian Chamber of Commerce for Germany (www.itkam.org)
- SI.Camera - Sistema Camerale Servizi (<http://www.sicamera.camcom.it/>)
- Marche Region (<http://www.regione.marche.it/>)
- Village 4 All, the International Quality Brand Hospitality for All (<http://www.villageforall.net/>)
- ISITT, Italian Institute for Tourism for All (<http://www.isitt.it/it/>)
- Confindustria Alberghi, Italian Hotels Association (<http://www.alberghiconfindustria.it>)
- Bulgarian Chamber of Commerce and Industry (<http://www.bcci.bg/it.html>)
- Goranov I & V Ltd, tour operator (<http://www.goranovonline.com/>)
- Anhalt University of applied sciences (<http://www.hs-anhalt.de/>)



Summary

- ITKAM presentation
- ALL NOW partners
- ALL NOW project and goals
- Itinerary
- Achieved outputs

ALL NOW project



ALL NOW (Accessibility for Leisure in Life NOW) is an European project co-financed by the European Union's COSME Programme (2014-2020).

The project started on 1st July 2017 and will finish on 31st December 2017.

ALL Now creates and promotes a tourism Accessible European Itinerary, involving professional operators, authorities in charge of tourism and the public.

ALL NOW goals

ALL NOW aims to create an itinerary including accessible destinations, local cultural festivals, events and tourism services to raise the satisfaction level of travelers with special needs.

The itinerary is based on the idea of **connecting the common cultural heritage** of Italy, Germany and Bulgaria.

At the same time the project **strengthens the tourism sector skills** and enhances the growth of SMEs, local communities and territories.



Itinerary

ALL NOW itinerary proposes three different European Countries, offering relevant accessible events in each nation:

- **Italy**
- **Bulgaria**
- **Germany**



Italy

Marche, a central Italian Region, urban UNESCO World Heritage Site. You can find mountains, sea, hills, history, art, traditions, nature and gastronomy.

The cities involved in the project are:

- **Fano**, popular for its **Carnival**;
- **Fermo**, notorious for the „**Tipicitá**“ event promoting the excellent gastronomic italian products;



Bulgaria

- **Varna**, pearl of the Black Sea and famous for its cristal clear water. Here takes place the well-established **Summer Festival**, the oldest Bulgarian music festival;
- **Sozopol**, situated in the burgas district, is an ancient seaside town where you can take part in the well-known **Apollonia Art and Film Festival**.



Germany

Dessau, located in Sachsen – Anhalt federal state, where two important cultural events are celebrated:

- **Campusfest**, which purpose is to get tourists closer to students;
- **Brahmse Tchaikowski Concert** at the Anhaltisches Theatre in Dessau, one of the biggest in Europe.



Achieved outputs

- **Handbook** on how to make hospitable and accessible events, to help the public administration realize accessible events;
- **Guidelines** for High Quality Accessible Hospitality containing suggestions useful for accommodation and tourist facilities;
- **Accessibility tool** for accommodation facilities to improve their tourist offer, in order to adapt it to market requirements and targets and offer services focused on customers, included those with more complex needs;
- **Flyer** including the itinerary of the project, which is developed in the three partners Countries: Italy, Germany and Bulgaria.
- **Platform as** interactive map to visualize the collected data and information about events and festivals. Interested users can then explore the different offer that fit their special needs.

The results are available in four different languages: Italian, German, Bulgarian, English.

**The achieved outputs have been realised
by experts,
We recommend its use
to make tourism accessible to everyone!**



For further information:

Italian Chamber of Commerce in
Germany
Hiroshimastraße 1, D-10785 Berlin
DR. VINCENZA D'AMBROGIO
Senior Project Manager
Tel. Office: +49 (0) 30 24 31 04 30
E-mail: vdambrogio@itkam.org



CAMERA DI COMMERCIO
ITALIANA PER LA GERMANIA
ITALIENISCHE HANDELSKAMMER
FÜR DEUTSCHLAND