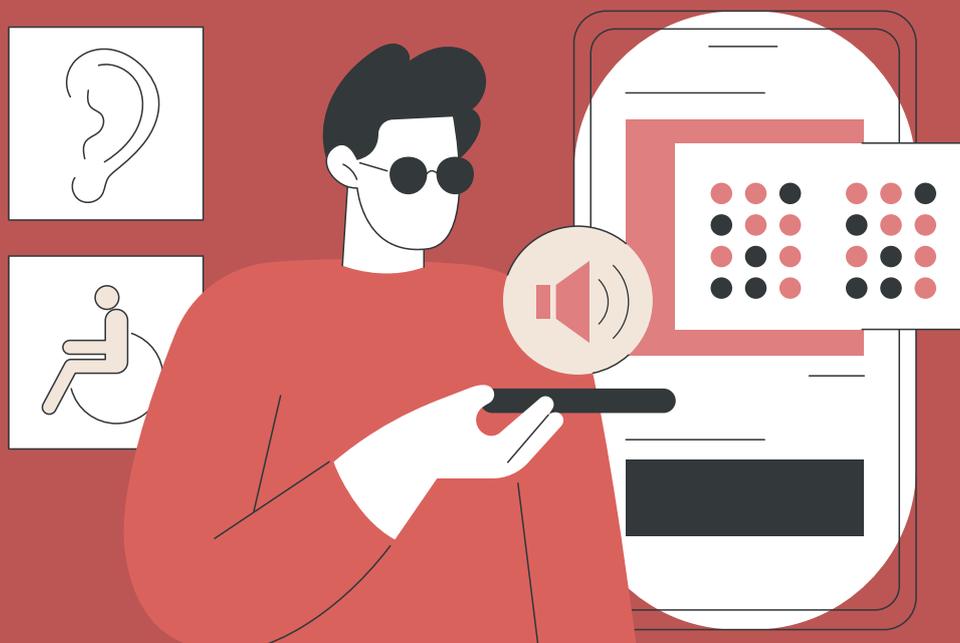




# CReAIT



Co-Creating Recipes  
for Accessible and Inclusive  
Tourism

## BOOKLET CONTENT

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Welcome to our inclusive tourism journey

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# 01

## WELCOME TO OUR TOURISM INCLUSIVE JOURNEY

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Discover a world of experiences with our booklet dedicated to inclusive tourism!

The guide will take you on a fascinating journey through the coastal areas of Fermo Municipality in Italy and the stunning town of Trogir in Croatia.

Our aim is to show how accessibility and inclusivity can enhance tourism experience for everyone.

Join us in this adventure to learn how to make vacation more enjoyable and memorable for every guest.

*Our Booklet of Recipes is a comprehensive collection of small-scale and inclusive tourism initiatives, co-created through the Interreg Italy-Croatia project called "CReAIT".*

This booklet demonstrates the power of participatory design and co-creation, bringing together several stakeholders to create impactful and sustainable tourism solutions.



*Fermo Municipality (seaside)*



*Trogir*

# 02

## THE INSPIRATION BEHIND THIS BOOKLET

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Over the course of Interreg CReAIT project, our partnership and stakeholders have the opportunity to explore and discover various tourism experiences in Italy and Croatia.

Every destination, every interaction and every story enriched us and shaped our approach to create inclusive tourism initiatives. The booklet is the result of this process.

Each initiative has been developed with care and dedication by our partners and stakeholders, aiming to bring satisfaction to everyone who experienced them.

We hope these initiatives inspire you to explore new ways of making tourism accessible, to experiment with inclusive practices and to create special moments for all travellers.

*Thank you for being part of this journey towards more inclusive tourism in Italy and Croatia.*



# 03

## OUR VISION AND PARTICIPATORY PROCESS

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Our journey has a clear goal: to enhance accessibility and inclusivity in tourism, ensuring that everyone can enjoy travel experiences. We employed a participatory process, engaging public, private and Third sector stakeholders from Municipality of Fermo in Italy and Municipality of Trogir in Croatia.

Our cooperation process included several key steps:

- **Stakeholders' engagement**  
We collaborated with tourism operators, local authorities, social cooperatives and associations to ensure all perspectives were considered
- **Workshops and Meetings**  
These facilitated open dialogues and brainstorming sessions, fostering mutual understanding and generating innovative ideas.

- **Co-Design Sessions**  
Stakeholders worked together to design and refine the “recipes” that are micro-projects ensuring inclusivity and relevance for tourists with special needs.

This process not only created valuable tourism experiences but also forged a network of committed stakeholders. United by common goals, this network is a robust force within the target areas, driving the micro-projects and ensuring their sustainability.



# 04

## ACHIEVEMENTS AND FUTURE PROSPECTS

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Through our collaborative efforts, we develop and implement the inclusive tourism micro-projects detailed in this booklet.

These micro-projects are called and showcased as “recipes”, providing step-by-step procedure and the “ingredients” we used to implement them as a guide for those interested in replicating these initiatives in other contexts. The network and relationships established during the project lay the groundwork for ongoing collaboration and continuous improvement.

Our network is well positioned to champion inclusive tourism, adapt and expand these initiatives in the future.

By integrating accessible and inclusive solutions with community-driven practices, we

are creating immersive tourism experiences that are accessible, engaging and enriching for everyone.

*We invite you to explore the “recipes” in this booklet and consider how you might apply these ideas in your own context*

Together, we can contribute for a more inclusive and accessible tourism landscape, enriching the experiences of travellers everywhere.

**Thank you for joining us on this journey towards more inclusive tourism in Italy and Croatia. Happy exploring!**

# 05



## INCLUSIVE MULTISENSORY MUSEUM EXPERIENCE

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Recipe #1



## SITE

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The Fermo Museum at the “Palazzo dei Priori”.

## BIAS

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The museum is accessible for wheelchairs, but the layout of the path is chaotic, not well-signposted and forces visitors to ask the staff for information; furthermore, it lacks targeted solutions to enhance the multisensory experience for visitors with perceptual disabilities.

## GOALS

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### **Enhance Accessibility**

Make museum communication of pathway directions more understandable, reducing the stress of navigating the building and orienting within the spaces.

### **Foster Inclusivity**

let all visitors, regardless of sensory abilities, fully access the museum’ exhibits and artworks by multisensory approaches.

## **Evolve attractiveness**

Exploit 3D and XR technologies to provide multisensory experiences that are enjoyable for everyone.

## DESCRIPTION

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The recipe creates a comprehensive multisensory system made of:

- **Multisensory Information Stand** with the Setup of a multisensory info point at the entrance of the main museum including a printed model of the building, as a tactile map of the visitation route providing information about:
  - the historical building from an artistic point of view
  - the visit route in a logistical perspective;
- **Tactile Exhibit Experience Stand** with a detailed 3D model reproduction of the Globe Room and the Library;
- **VR tour** of the Global Room through stand alone devices available on the site.

## TARGET GROUPS

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Visitors with visual and hearing deficit, as well as with cognitive impairments; any visitors looking for more comprehensible concepts and information regarding Palazzo dei Priori and Museums of Fermo.

## INGREDIENTS

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### LANGUAGE

Better communication regarding the building and the pathway direction, through 3D, XR and tactile markings.

### MULTISENSORY

Information leveraging multiple channels to better navigate the space and reproduction leveraging multiple perceptions to immersive experience the artwork.

### CREATIVITY

XR technology and tactile prototypes provide an additional interactive and immersive layer to the museum experience.

## TEAM

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Recipe co-created by:

- COOSS Marche
- Municipality of Fermo
- Fermo Museum
- Fermotech

### For information:

#### (addresses and contacts)

#### Fermo Museum

*Punto Informativo dei Musei di  
Fermo - Piazza del Popolo 5, Fermo  
museidifermo@comune.fermo.it  
0039 0734 217140*

#### European Projects Office of the Municipality of Fermo

*Via Mazzini 4, Fermo  
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fabio.ragonese@comune.fermo.it  
0039 0734 284254*



# ON VACATION, YES YOU CAN!

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Recipie #2



## SITE

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Coastal Area of the Municipality of Fermo, specifically:

- Holiday Centre “Camping Spinnaker”, Marina Palmense
- Royal Hotel, Lido Di Fermo

## BIAS

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Both ensure accessibility from the infrastructure point of view, but they lack of a tailored educational support for guests with special needs to fully and properly enjoy the territory and the accommodation facilities (holiday park animation, affiliated beach, internal/external spaces, etc.).

## GOALS

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### **Enhance Accessibility**

Make vacation activities and facilities more accessible and inclusive for individuals with disabilities and their families.

### **Foster Inclusivity**

Let all guests, regardless of limitation, fully access and enjoy the vacation experience that the

facilities offer during the holidays, thanks to a qualified educational support.

### **Evolve attractiveness**

Exploit personalised educational services to strengthen the facility's appeal, attracting families seeking accessible, inclusive and assisted vacation experiences.

## DESCRIPTION

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The recipe provides a territorial educational service for tourists with disabilities, made of:

- **Personalised educational activities** - educational intervention provided by qualified staff to assist guests with disabilities and their families in enjoying the holiday and increasing their satisfaction and well-being;
- **Supportive Environment** - support to facilitate active participation of guests in holiday's activities and attractions, such as personal assistance, communication mediators, etc.

## TARGET GROUPS

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Guests with disabilities or special needs, including intellectual and physical impairments, and their families.

## INGREDIENTS

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### LANGUAGE

Communication through images and specific languages, verbal and non-verbal communication, use of AAC (Augmentative and Alternative Communication) where required, etc.

### MULTISENSORY

Tactile manipulation, music, multisensory educational materials, sensory activities, assistive technologies, etc.

### MOBILITY

Assessment of orientation, attention, spatial perception, orienteering and exploration of the accommodations.

### COMMUNICATION

“Cahier de bord” to record and share the educational experience, assistive technologies, specific communication strategies.

## TEAM

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Recipe co-created by:

- COOSS Marche
- Municipality of Fermo
- Holiday Centre “Camping Spinnaker”
- Royal Hotel

### For information:

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#### COOSS Marche

*Giulia Mercuri*

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# INCLUSIVENESS ON THE MOVE!

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Recipie #3



## SITE

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Selected sites within the city of Fermo.

## BIAS

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Many events are organised in the framework of tourism opportunities, but they lack of focuses on accessibility and social inclusion, missing the opportunity to get operators and territorial communities aware of its potential.

## GOALS

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### **Enhance Accessibility**

Combine a set of recreational, social and cultural activities to experiment the accessibility for all, also acquiring new awareness on Accessible and Inclusive Tourism.

### **Foster Inclusivity**

Let all participants, regardless of abilities or disabilities, to actively contribute to a pilot inclusive tourism event exploiting community interaction and integration.

### **Evolve attractiveness**

Exploit the tourism networks amongst business, associations, accommodation providers and public organizations to strengthen the territorial's appeal, attracting tourists seeking accessible and inclusive vacation experiences.

## DESCRIPTION

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The recipe designs and organises an "Experiential Festival" spread over two weekends made of:

- Sea excursions with adapted sailing boats
- Inclusive bike ride with specially designed "for all" bikes
- Visit to the Roman cisterns with a tactile workshop
- Guided walk from city historic centre to a major water source with storytelling and
- Educational support for participants' safety and comfort.

## TARGET GROUPS

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Citizens, tourists, operators, stakeholders and more, regardless of abilities or disabilities.

## INGREDIENTS

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### CREATIVITY

The immersive experience exploits tangible and intangible cultural and natural resources, identified new opportunities and means for their fruition.

### MOBILITY

The overcame of barriers and limits through alternative pathway and means, opening new touristic routes and experience.

## TEAM

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Recipe co-created by:

- COOSS Marche
- Municipality of Fermo
- Discover Marche
- Fermo Museums
- “Psiche2000” Association
- “Liberi nel Vento” Association

### For information:

#### (addresses and contacts)

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#### Tourism Office of Fermo

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# TRAINING SESSIONS TO IMPROVE THE RECEPTION OF DEAF VISITORS AND TOURISM COMMUNICATION

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Recipie #4



## SITE

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Selected sites within the city of Fermo.

## BIAS

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Many achievements have been reached in terms of accessibility of infrastructures, whilst there is a need for tourist businesses and information offices to enhance the quality of communication and hospitality towards individuals with hearing impairment, namely those who are deaf.

## GOALS

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### **Enhance Accessibility**

Improve accessibility features for tourist businesses and information offices, through sign language interpretation services, visual aids and staff training.

### **Foster Inclusivity**

Let all participants to ensure a more welcoming and accommodating experience for all visitors, regardless of their abilities or disabilities.

## **Evolve attractiveness**

Exploit a distinctive knowledge and tailored solutions to strengthen the facilities' and territorial's appeal, attracting tourists seeking accessible and inclusive vacation experiences.

## DESCRIPTION

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The recipe designs and organises training sessions made of:

- Seminar "Deaf Space Design", exploring the principles of designing accommodations that are friendly and accessible to individuals who are deaf, through theoretical insights and practical examples and applications;
- Seminar "Easy to understand for All", exploring methods and practices to enhance communication in tourist settings, through the "information for All" guidelines and the accessible and inclusive-based software "Corrige".

## TARGET GROUPS

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Staff of tourism businesses, operators, and information offices.

## INGREDIENTS

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### CREATIVITY

Deaf Space Design for tourism approach focuses on the physical and architectural features required to make an accommodation “deaf-friendly” (reception areas, common spaces, rooms), supporting the resyling of spaces and minimizing cost impact.

### COMMUNICATION

Accessible and Inclusive-based software “Corrige” assesses text readability based on the recipients’ educational level and provides suggestions for making written communication more accessible.

## TEAM

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Recipe co-created by:

- COOSS Marche
- Municipality of Fermo
- OSSMED

### For information:

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# INTERACTIVE 360 PANORAMA VIEW EXPERIENCE

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Recipie #5



## SITE

---

The Kamerlengo Fortress in the City of Trogir.

## BIAS

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The fortress is a very popular attraction but still some visitors face accessibility challenges due to steep stairs.

## GOALS

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### **Enhance Accessibility**

Adapt the Kamerlengo Fortress environment to everyone's needs, facilitating access through ramp and accessible setup for wheelchair users.

### **Foster Inclusivity**

Let all visitors, regardless of sensory abilities, fully appreciate breath-taking panoramic views from the top of the Kamerlengo Fortress tower.

### **Evolve attractiveness**

Exploit technologies to provide immersive experiences that are enjoyable for everyone.

## DESCRIPTION

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The recipe develops an interactive 360-degree panoramic view system allowing visitors with mobility limitations to virtually explore and enjoy the view from the Kamerlengo Fortress top as if they were physically present. A dedicated room on the ground floor, fully accessible with a ramp for wheelchair users, is equipped with a joystick for easy navigation ensuring that everyone can enjoy the immersive experience.

## TARGET GROUPS

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Visitors with mobility impairments, elderly individuals who may have difficulty with stairs, as well as general visitors seeking an enhanced interactive experience.

## INGREDIENTS

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### **MULTISENSORY**

Visual and tactile engagement through the screen and joystick.

### **CREATIVITY**

innovative 360-degree photography and interactive design.

### **MOBILITY**

Ramp and accessible setup for wheelchairs users.

## TEAM

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Recipe co-created by:

- Municipality of Trogir
- Cedra Split
- Association of people with disabilities TOMS

### **For information:**

#### **(addresses and contacts)**

#### **Kamerlengo Fortress**

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#### **City of Trogir - Department of**

#### **Social Affairs**

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# 3D PRINTED MULTI-PART FORTRESS REPLICA WITH AUDIO SYSTEM

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Recipe #6



## SITE

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The Kamerlengo Fortress in the City of Trogir.

## BIAS

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The fortress is a very popular attraction, but it lacks targeted devices to enhance the visit experience for visitors with visual or cognitive impairments.

## GOALS

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### **Enhance Accessibility**

Allow the tactile and auditory exploration of Kamerlengo Fortress for individuals with visual or cognitive impairments.

### **Foster Inclusivity**

Let all visitors, regardless of sensory abilities, fully explore and understand the Kamerlengo Fortress's architecture and history.

### **Evolve attractiveness**

Exploit 3D innovations to provide immersive experiences that are enjoyable for everyone.

## DESCRIPTION

---

The recipe creates a detailed, multi-part 3-D printed replica of the Kamerlengo Fortress along with tactile audio guide reproducing pen, allowing visitors to touch and assemble the replica while receiving audio descriptions of various parts of the fortress. A dedicated room, equipped with tactile labels, host the 3D model of the fortress.

## TARGET GROUPS

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Visitors with visual impairments, general visitors interested in interactive exploration as well as museum staff and caregivers/operators who assist and support these visitors.

## INGREDIENTS

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### MULTISENSORY

Tactile (3D model) and auditory (audio guide) experiences.

### CREATIVITY

Innovative use of 3D printing technology.

### COMMUNICATION

Effective labelling and users' instructions.

## TEAM

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Recipe co-created by:

- Municipality of Trogir
- Cedra Split
- Association of people with disabilities TOMS
- Regional Blind people Association Split

### For information:

#### (addresses and contacts)

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# TACTILE AUDIO REPRODUCING SYSTEM FOR SELECTED MUSEUM EXHIBITS

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Recipie #7



## SITE

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The Museum of the City of Trogir.

## BIAS

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The museum attracts a wide range of visitors, but blind and visually impaired visitors encounter significant challenges when exploring the museum and independently accessing detailed information about exhibits.

## GOALS

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### **Enhance Accessibility**

Make the museum's exhibits more navigable and understandable for blind and visually impaired visitors.

### **Foster Inclusivity**

Let all visitors, regardless of visual abilities, fully and independently access museum's exhibits and learn from its rich historical content.

### **Evolve attractiveness**

Exploit technologies to provide immersive experiences that are enjoyable for everyone.

## DESCRIPTION

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The recipe introduces a solution that combines tactile and audio elements through reproducing pens providing audio descriptions of selected exhibits. Each exhibit features tactile labels that the reproducing pens can read, offering detailed audio explanations and empowering blind and visually impaired experience.

## TARGET GROUPS

---

Visitors with visual impairments, general visitors interested in interactive exploration as well as museum staff and caregivers/operators who assist and support these visitors.

## INGREDIENTS

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### MULTISENSORY

Tactile labels combined with audio output for more engaging experience.

### CREATIVITY

Innovative use of technology to enhance accessibility.

### COMMUNICATION

Easy-to understand instructions and labels to facilitate use.

## TEAM

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Recipe co-created by:

- Municipality of Trogir
- Trogir City Museum
- Cedra Split
- Association of people with disabilities TOMS
- Regional Blind people Association Split

### For information:

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#### City of Trogir - Department of Social Affairs

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# HISTORICAL VIDEO STORY ON-SCREEN

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Recipie #8



## SITE

---

The Museum of the City of Trogir.

## BIAS

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The museum attracts a wide range of visitors, but deaf or hearing-impaired visitors miss significant auditory information shared by guides, limiting the understanding of its rich historical content.

## GOALS

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### **Enhance Accessibility**

Make the museum's tour guide more understandable for hearing-impaired visitors.

### **Foster Inclusivity**

Let all visitors, regardless of hearing abilities, fully and independently access museum's exhibits and learn from its rich historical content.

### **Evolve attractiveness**

Exploit technologies to provide immersive experiences that are enjoyable for everyone.

## DESCRIPTION

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The recipe introduces a solution that combines an on-screen video with clear narration and synchronized subtitles, providing detailed storyboards that guide the visitors in exploring the museum exhibits and history. The educational room located on the ground floor is specifically equipped with high-quality screen for interactive displays and educational experiences.

## TARGET GROUPS

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Visitors with hearing impairments, general visitors interested in interactive exploration as well as museum staff and caregivers/operators who assist and support these visitors.

## INGREDIENTS

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### LANGUAGE

Accurate and synchronized subtitled narration to ensure all information is accessible to all.

### CREATIVITY

Engaging storytelling and visual effects in the video.

### COMMUNICATION

Clear and effective sub-titles matching the video content.

## TEAM

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Recipe co-created by:

- Municipality of Trogir
- Trogir City Museum
- Cedra Split
- Association of people with disabilities TOMS
- Regional Blind people Association Split

### For information:

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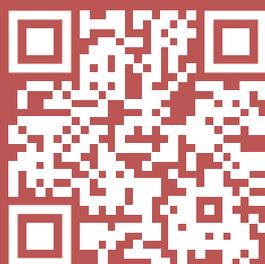
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Discover more about CReAIT

