



# CREAIT: CO-creating Recipes for Accessible and Inclusive Tourism

RECIPE: “Inclusiveness on the move”

SITE OF IMPLEMENTATION:

- Seafront and seaside of the Municipality of Fermo
- Fermo City center

Set of instructions

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### Brief Description of the site of implementation

The target site are Seafront and seaside of Municipality of Fermo and the City centre with the Museum.

### Identified needs

To promote AI Tourism activities, as well as social inclusion and the well-being of people with disabilities, by offering recreational activities that encourage interaction and integration with the community.

### Description of the Recipes

The experiential festival involves various stakeholders active in the field of services for people with disabilities and has two main objectives.

The first is to offer the community services and activities that are accessible to everyone, including those with specific needs and requirements. However, all proposed activities will be open to ensure integrated participation and be available to everyone.

The second objective is to create a network among businesses, associations, accommodation facilities, and public institutions to organize a pilot event that demonstrates the feasibility and replicability of the format.

### Identified Ingredients

- **Language:** in order to amplify the convey of information and fulfil the specific needs of persons with vision/hearing impairments when doing tourism (e.g., communication through images, ISL, augmented reality tactile markings, signs, labels, hearing augmentation-listening systems and audio cues for lifts and lights)  
#I-CatchOn
- **Multisensory:** in order to compensate for possible deficits thorough smells, music, food/taste, etc. and fulfil the specific needs of persons with vision /hearing impairments when doing tourism.  
#I-Feel
- **CREATIVITY:** in order to provide immersive experiences on tangible and intangible cultural traditions and fill the gap for the specific needs of persons with intellectual impairments when doing tourism.  
#I-Experiment



- **MOBILITY:** to detect how to overcome limitations with alternative routes/pathway and meet the specific needs of persons with mobility impairments when doing tourism.  
#I-Move
- **Communication:** in order to share the lived tourist experience and communicating the perceived feelings  
#I-Share

### Target Groups

People with motor and mental disabilities, as well as people without disabilities.

The activities are mainly aimed at members and beneficiaries of stakeholders involved in CReAIT project.

STEPS/activities for the implementation of the recipe/intervention

The events “Inclusiveness on the move” will take place over two days during the first weekends of September 2024 (the first feasible date is September 7-8).

The first day will feature two activities specifically designed for people with motor disabilities: a sea excursion with special sailing boats and an inclusive bike ride with special bikes specifically designed to enable outdoor activities for people with motor disabilities, reduced mobility, and cognitive disabilities.

The second day will include a visit to the Roman cisterns with an interesting tactile and constructive workshop. Afterwards, there will be a walk from the historic center of Fermo to



one the main water sources, with storytelling and the presence of an educator to ensure the maximum safety and tranquility of the participants.

#### ACTORS involved in the implementation of the recipe/intervention

- o Museums of Municipality of Fermo
- o “Psiche2000” Association
- o “Liberi nel Vento” Association
- o Discovery Marche

#### TIMING for the the implementation of the recipe/intervention

Inclusiveness on the move will take place during the first weekend of September 2024, with the most suitable dates for all stakeholders currently set for September 7-8.

The organization and coordination of activities will begin immediately to include this event in the summer program of the municipality of Fermo, ensuring appropriate promotion and communication.

#### BUDGET for the the implementation of the recipe/intervention

The total budget for the activation of the festival “Inclusiveness on the move”, in the first weekends of September, 2024, is approximately €5.000,00.

This budget covers the cost for the implementation of the activities: eg. museum tickets, labs, excursions, educational and coordination staff involved, buffets, transfers, photographer, etc.

