

Introducing the SITE project

LP – University of Trieste | Lorenzo Castelli

Webinar on Universal Design (UD)
applied to sustainable tourism

21 February 2025

SITE - SHAPING INCLUSIVE TOURIST EXPERIENCES

PROGRAMME	Interreg V-A Italy-Croatia, 2021-2027
PROGRAMME PRIORITY	Culture and tourism for sustainable development
SPECIFIC OBJECTIVE 4.1.	Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation
PROJECT DURATION	01/03/2024 – 31/08/2026, 30 months
TOTAL BUDGET	2.076.608,68 EUR

Interreg



Co-funded by
the European Union

Italy – Croatia



SITE Partnership

Lead Partner

University of Trieste

Project Partners

PP2: City of Šibenik

PP3: Dubrovnik Development Agency DURA

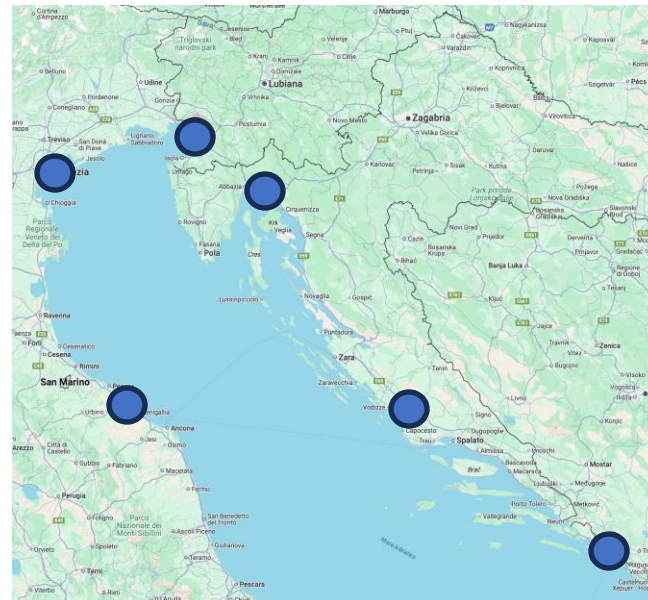
PP4: Dubrovnik Airport LTD

PP5: Central Marketing Intelligence, Trieste

PP6: Veasyt, Venice

PP7: Municipality of Fano

PP8: Faculty of Tourism and Hospitality Management, University of Rijeka



UNIVERSITÀ
DEGLI STUDI
DI TRIESTE



Grad Šibenik
Republika Hrvatska



DURA
Dubrovačka razvojna agencija
Dubrovnik Development Agency



ZRAČNA LUKA
RUĐER BOŠKOVIĆ
AIRPORT



CENTRAL
MARKETING
INTELLIGENCE

VEASYT



fano



SVISUČIŠTE U RIJECI UNIVERSITY OF RIJKA
FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPRTIJA, HRVATSKA CROATIA

SITE Partnership

Associated organisations

AO1: Croatian Union of Associations of Persons with Disabilities

AO2: Šibenik tourist board

AO3: Forum of Adriatic and Ionian Cities - FAIC



SITE - Aim of the project

- To **enhance the appeal of tourist destinations** in the Programme area, by promoting social inclusion, participation and sharing through **the culture of Universal Design**.
- To **diversify tourist flows** by promoting a more inclusive tourism ecosystem.



SITE - Motivations

1. Many people might have trouble getting around because they don't have the right information, services or facilities. **It is important to make sure that everyone can access the information, services and facilities they need.**
2. **The demand for accessible tourism is increasing, creating a significant business opportunity.**
3. Inclusive tourist destinations can attract a more diverse customer base, including families, children, the elderly, and people with disabilities, **helping to overcome seasonal fluctuations in tourist flows.**



Pilot sites and investments

The project will investigate four different aspects to make certain tourist destinations more accessible and inclusive according to the Universal Design paradigm

Pilot interventions	Location
Complete accessibility to historical monuments	Šibenik
Museums that are more child-friendly	Dubrovnik
Improved airport usability	Dubrovnik airport
Waterfront redevelopment	Fano

Visits of pilot sites

Pilot site	1st visit	2nd visit + public event + training
Fano	12-13 / 09 / 2024	5th Period (spring 2026)
Šibenik	17-18 / 10 / 2024	5th Period (spring 2026)
Dubrovnik	01-03 / 04 / 2025	5th Period (spring 2026)



Other events

Where	When	Why
Šibenik	15 / 05 / 2024	9° EUSAIR Annual Forum
Brussels	09 / 10 / 2024	EURegionsWeek2024 - #CROssingITA-SLOWly
Oslo	20 - 22 / 11 / 2024	UD2024 Conference
Ravenna	22 / 11 / 2024	Adriatic Sea Forum
Venice	26 - 28 / 11 / 2024	Internal training
Webinar	21 / 02 / 2025	Universal Design applied to sustainable tourism
Webinar	June 2025	Universal Design for communication
Trieste	Autumn 2025	Public event + Hackaton + external training
Opatija	Spring 2026	Final conference + external training

SITE solution

Universal Design principles for different locations, all leading to the same solution

Improved accessibility and inclusivity within the tourism sector

Shaping a sustainable, equitable, and resilient future for all (UD 2024)



Agenda of the day

9.00 - 9.10

Welcome and Introduction

Ms Silvia Comiati - Interreg Italy-Croatia Managing Authority

9.10 – 9.15

Icebreaking – Interactive session

University of Trieste

9.15 - 9.30

Project presentation – SITE: Shaping Inclusive Tourist Experiences

Lorenzo Castelli, University of Trieste

9.30 - 9.50

What is Universal Design

Barbara Chiarelli, University of Trieste



Agenda of the day

9.50 - 10.10

Universal Design principles

Valentina Novak, University of Trieste

10.10 - 10.20

Break

10.20 - 10.40

Market research about the potential of Universal Design for tourism

Caterina Vidulli, Central Marketing Intelligence, Trieste

10.40 - 11.00

Importance of development and branding of accessible and inclusive tourism offer

Jelena Đurkin Badurina, Faculty of Tourism and Hospitality Management, University of Rijeka



Agenda of the day

- | | |
|---------------|---|
| 11.00 - 11.10 | Interactive session
<i>University of Trieste</i> |
| 11.10 - 11.30 | Case study: Essential accessibility information about Travel Chains for everyone
<i>Merja Saarela, Häme University of Applied Sciences HAMK (Finland)</i> |
| 11.30 - 11.50 | Case study: Mountain natural environments and sustainable accessibility: the Ski-Ability Project
<i>Maria Chiara Bonetti, University of Brescia (Italy)</i> |
| 11.50 - 12.00 | Q&A and Conclusions |



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Contacts

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Interreg VI A Italy - Croatia 2021-2027

Joint Secretariat

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<https://www.italy-croatia.eu/web/site>

