

Interreg



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INTERREG ITALY-CROATIA PROGRAMME 2021-2027

Universal Design
and Sustainable Tourism

Webinar

21st February 2024, 9:00 – 12:00

Final Agenda

In cooperation with the Interreg Italy-Croatia Programme, the University of Trieste (Italy), as Lead Partner of the SITE project, is organising an interactive webinar to explain what Universal Design is and the potential of its application in sustainable tourism.

Time	Session
9.00 - 9.10	Welcome and Introduction <i>Ms Silvia Comiati - Interreg Italy-Croatia Managing Authority</i>
9.10 – 9.15	Icebreaking – Interactive session <i>University of Trieste</i>
9.15 - 9.30	Project presentation – SITE: Shaping Inclusive Tourist Experiences <i>Lorenzo Castelli, University of Trieste</i>
9.30 - 9.50	What is Universal Design <i>Barbara Chiarelli, University of Trieste</i>
9.50 - 10.10	Universal Design principles <i>Valentina Novak, University of Trieste</i>
10.10 - 10.20	Break
10.20 - 10.40	Market research about the potential of Universal Design for tourism <i>Caterina Vidulli, Central Marketing Intelligence, Trieste</i>
10.40 - 11.00	Importance of development and branding of accessible and inclusive tourism offer <i>Jelena Đurkin Badurina, Faculty of Tourism and Hospitality Management, University of Rijeka</i>
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 <i>University of Trieste</i>

