



**EU.FOR.ME project**

Tourist training for a wider target

# Dissemination plan



## Tourism for All Concept

**EVERYONE SHOULD BE ABLE TO TRAVEL TO THE COUNTRY, WITHIN THE COUNTRY AND TO WHATEVER PLACE, ATTRACTION OR EVENT THEY SHOULD WISH TO VISIT.**

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## 1. Introduction

The communication and dissemination activity of EU.FOR.ME project is an important and integral part of the project. For this reason the related activities are aimed essentially to:

1. Divulge the project, the interim and final results in and out the datum territory;
2. Create the basic conditions to let other interested groups take the EU.FOR.ME. approach to manage their own projects, initiatives and services.

The project divulgation, particularly, also aims at awakening and involving the economical and social actors.

### 1.1 Target groups

There are various target groups for this project:

- a) students of vocational training
- b) undergraduate or graduate students
- c) Universities, Tourism high schools, training centres
- d) people with disabilities, tourists with disabilities
- e) tourism associations
- f) disability associations
- g) financial and business operators
- h) institutions

We are dealing on one side with groups that are interested in gaining new skills either for educational or for professional purposes. On the other side we deal with people who will be better off joining the new services and products for an accessible tourism.

The partnership is formed of groups coming from different areas (from tourism, to education, from the world of NGOs to associations of disabled people). Every partner has got a heritage of contacts and links to people and organisations that will be interested (at every level) in the actions and the products of the project. It will be of great importance to share these contacts for a broader dissemination.

### 1.2 Dissemination Phases

In every phase of the project there will be key aspects that need to be pointed out and need to emerge in the dissemination.

In the first phases, in which the partners will formulate the training project and will “train the trainers”, the dissemination action will focus on

- spreading information about the objectives of the project
- getting the stakeholders involved.

In the last phases, in which the training modules will be tested, the priorities for dissemination will be

- meeting the media,
- promoting the outcomes of the project (the training courses)
- promoting the communication tools we have (a forum in the project web site to give information and receiving feedbacks from possible users, trainees, trainers..).

## 2. Main Rules

On the base of a timetable shared by the whole partnership, every partner should:

1. Prepare its own organisation's logo and all the references that are useful for the dissemination activities (i.e. who is responsible for this particular action, his e-mail address...);
2. Prepare its own website to receive a section dedicated to the EU.FOR.ME project (see *infra* 3.5, 3.6 and 3.7 points);
3. In all material used for dissemination it is very important that all the references (logos, images, contact person, links, bibliography and so on) must be shared and uniformed with the coordination of a central coordinator;
4. all the relative material will be available in electronic format directly from the restricted partners' area of the official project's website.

## 3. Communication Media

### 3.1 Brochures

#### **Objective:**

To communicate shortly and effectively the project's main issues and information about the partnership.

#### **Target:**

Public attending to seminars and meetings

#### **Level of interest of target group to the project**

High

#### **General Aspects**

On the base of one common master, every country draws-up a version in its own language, and one in English;

The format of the brochure is the same for all partnership.

#### **Contents**

EU Commission logo; on the front page

"Education" logo; on the front page

Partner logos; on the last page

Project logo;

Activities photos and images,

Project introduction on the base of the following topics:

- Environment analysis;
- Overall objectives of the project;
- Project purpose;
- Activities carried on;
- Results and products gained;
- Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.)

Web site and contact e-mail;

Partnership addresses

### **Number of activities**

200 copies

### **Timing**

For Seminars and other relevant events

### **Report material**

One per report

### **Site**

Where the seminars and/or other relevant events take place.

### **Indicators**

Number of copies delivered.

## **3.2 Press releases**

### **Objective**

To involve press and, by means of it, a large public in the knowledge of the events linked to the topic activities of project. Last, but not least, to acquire public to the events.

### **Target:**

Undifferentiated public

### **Level of interest of target group to the project**

Low

## **General Aspects**

Every hosting events partner, draws-up the press release and send it to the principal local and (if possible) national newspaper at least three days before the event. The day after of the event the final press release will follow. All the press releases will have links to the project's website.

## **Contents:**

### *Ex ante press release*

A standard introduction to the project, to the main partners and information about the public;

A clear description of the event, with particular emphasis on the links between the project activities and the referring territory.

### *Ex post press release*

A standard introduction to the project, to the main partners and information about the public;

A brief and really clear description of the event and of decision undertaken;

Update referring to the next meetings or project events.

## **Number of activities**

4/6 Press releases (2/3 ex ante and 2/3 ex post)

## **Timing**

Before and after all relevant events during the project's life.

## **Report material**

Copies of newspapers or magazines involved.

## **Site**

Spain, Luxembourg and Italy.

## **Indicators**

Number of press releases realised within the project.

## **3.3 Articles on press**

The articles are conceived to be published whether for newspapers or magazines addressed towards undifferentiated public or for newspapers and magazines closer to the themes of project (tourism and disability).

All articles and news taken from newspapers and magazines will be collected in PRESS REVIEWS to add to every report of our activity. If a goal of our actions is exposure, proves of exposure will give more weight to our project.

### **a) Undifferentiated press articles**

**Objective:**

To spread the project's description and some topic aspects of the activities.

**Target:**

Undifferentiated public

**Level of interest of target group to the project**

Low

**General Aspects**

The articles should be short, sharp and easy understanding, because aimed to non-competent public.

**Contents:**

Topic points project presentation;

Focusing on activities relevant aspects or results gained by the project at that moment;

Information about the main partners of project;

Web and e-mail addresses of project and partnership.

**b) *Specialised (about project's themes) press articles*****Objective:**

To spread concrete indications and all the best practices out coming from the project's activities.

**Target:**

Public involved on project themes (tourism and disability).

**Level of interest of target group to the project**

Very high

**General Aspects**

The articles are aimed to communicate to a public of "experts" about the themes of the project. The language and the treated arguments are very specific.

**Contents:**

Analytical description of the project and the problems treated;

Individuation and punctual description of a best practice coming from the project activities;

Description of partnership and of the financial instruments utilised within the project;

Web and e-mail addresses of project and partnership.

**Number of activities**

1 or 2 articles aimed to undifferentiated press,

1 or 2 articles aimed to specialised press

**Timing**

Within the whole project.

**Report material**

Copies of newspapers or magazines involved.

**Site**

In all participating countries.

**Indicators**

Number of press articles realised within the project.

### 3.4 Staff internal meetings

**Objective:**

Condivision and diffusion of methods, techniques and experiences of the project.

**Target:**

Project's partner representatives.

**Level of interest of target group to the project**

Very high.

**General aspects:**

These are internal/technical meetings to which the project's actors attend, therefore the utilised materials are the technical materials normally present in every kind of project (reports, evaluation grids, monitoring sheets and so on)

**Contents:**

The project development;  
Met problem and proposed solution adopted;  
Intermediate reports

**Number of activities**

2 meetings;

**Timing**

Middle and end of project,

**Report material**

Pictures and reports

**Site**

In all participating countries.

**Indicators**

Meetings table of presence, reports.

### 3.5 Official Project Website implementation and Discussion

#### Forum

**Objective:**

To reach the widest possible range of public, at low costs and stimulate discussions using the open Forum.

**Target:**

Generic public and expert public

**Level of interest of target group to the project**

Medium

**General aspects:**

Website will be implemented, within the project's life with the contribution of each partner. A moderator/coordinator will help the coordination of updating. The work language will be english. The web site language will be Italian and English.

The official project's website URL will be connected with the main search engines on the web (i.e. goggle, AltaVista, yahoo and so on).

A discussion forum will introduce in the project comments, ideas, adjustments and observations about the project's activities.

**Contents:**

Home page and site map;

EU Commission logo;

"Education" logo;

Partner logos;

Project logo;

Activities photos and imagines,

Project introduction on the base of the following topics:

- Environment analysis;
- Overall objectives of the project;
- Project purpose;
- Activities carried on;
- Results and products gained;

- Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.)

Open discussion forum coordinated by an E-moderator.

Web site and contact e-mail;

Partnership addresses;

Items from the project activities, modified and adapted to be present in a website (i.e. Didactical material; monitoring and evaluation reports, official documents and so on)

Links with the official partner's websites;

Other interesting and useful links with (i.e.) EU commission, national authorities, NGOs, and so on;

Customer questionnaire;

Counter of contacts.

### **Number of activities**

Several

### **Timing**

Within the whole project. First draft on Jan 31<sup>st</sup> 2005.

### **Report material**

Reports and all the relevant activities within the whole project. Updated issues.

### **Site**

Web.

### **Indicators**

Implementation plan of website; contacts.

## **3.6 Project's description in partnership's web sites**

### **Objective:**

To spread the knowledge of project and the related activities to public interested in the activities carried on by the project's partner.

### **Target:**

Undifferentiated public, but localized in the partner's country.

### **Level of interest of target group to the project**

Medium

### **General aspects:**

A brief text, easy reading.

### **Contents:**

Brief description of project;

Tables, work schedules, images and so on;  
Photos of activities;  
Link with official project website.

### **Number of activities**

One for each partner's website.

### **Timing**

Within the whole project. First draft on Jan 31<sup>st</sup> 2005.

### **Report material**

Web page

### **Site**

Web.

### **Indicators**

Implementation plan of website; contacts.

## **3.7 Creation of a EU.FOR.ME. website links**

### **Objective:**

The objective is double.

1. To connect and to make visible the issues of project to the people visiting the partner's web site, the institutional organisations' website, etc.
2. To make visible the partner's body or organisation and his activities to the people visiting the project website.

### **Target:**

Undifferentiated public, but localized in the partner's country, at European level, at specialized/trade websites

### **Level of interest of target group to the project**

Medium

### **General aspects:**

It's a simple hypertextual connection.

### **Contents:**

Project logo on partner's website, and partner's logo on project's website, with a hypertext link.

### **Number of activities**

9 links at least and more to other websites, if relevant.

### **Timing**

When the project' official web site will be ready with the Partners' links, implementation during the whole project duration.

### **Report material**

List of links

### **Site**

Web.

### **Indicators**

Implementation plan and contact numbers.

## **3.8 Seminars and Tradefairs**

### ***a) Organisation of specific seminars***

#### **Objective:**

To spread and to sharing with expert bodies, associations and enterprises all the best practices and relevant experiences coming from the project.

#### **Target:**

An expert public

#### **Level of interest of target group to the project**

High.

#### **General aspects**

Every partner who will organise a seminar on the issues dealt by the project, using his own relationship network, at local, national and transnational level, will take advantage to present the aims and results of EU.FOR.ME.

The dissemination could be realised also to introduce the project within participation to other meetings within other kind of projects and/or whenever a partner is invited as speakers to a conference/congress.

The effective modalities to organize the information spreading will be decided and evaluated by every partner itself.

#### **Contents:**

Presentation of project and partnership by slides (i.e. power point);

Brochures and other information material delivery (See pp.1 and 7);

If possible, direct evidences from project's activities users (i.e. tourist operators; NGO's and association's representatives, and so on.)

### ***b) Participation to tradefairs and conventions***

#### **Objective**

To spreading and to sharing with bodies and associations working in the sector, best practices and project's experiences, and, finally, to acquire other experiences and expertise to the project activities.

**Target:**

Public working in the project sector, i.e. tourist operators, NGOs, associations and so on.

**Level of interest of target group to the project**

High

**General aspects**

The participation to tradeshows and events related to the sector will be planned in autonomy by every national partner, using its own relationship network, at local, national and transnational level.

**Contents:**

Posters, pictures, and brochures imagines illustrating the main issues related to the project, like:

Partner logos;

Project logo;

Activities photos and imagines,

Project description;

Activities carried on;

Results and products gained;

Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.);

Web site and contact e-mail;

Links with the official partner's websites;

Other interesting and useful links with (i.e.) EU commission, national authorities, NGOs, and so on; (see also pp. 1,7)

**Number of activities**

2, according to the partner plans

**Timing**

During the whole project.

**Report material**

Brochures, pictures, PPT slides; reports, any useful documentation.

**Site**

Locally and nationally.

**Indicators**

Meeting's table of presence, reports.

### 3.9 Realisation and delivery of a CD Rom

**Objective:**

To spread the project's experience through a media delivery consisting in an interactive CD Rom.

**Target:**

Project partnership and other organisation interested to the project's themes.

**Level of interest of target group to the project**

Very high.

**General aspects:**

With the aim to optimize the resources, the CD will be structured in the same graphic scheme of web site. CD will be delivered on the basis of a mailing list of interested organisations found and gathered under the responsibility of the dissemination plan coordinator and with the support of partnership.

**Contents:**

EU Commission logo;

"Education" logo;

Partner logos;

Project logo;

Activities photos and imagines,

Project introduction on the base of following topics:

- Environment analysis;
- Overall objectives of the project;
- Project purpose;
- Activities carried on;
- Results and products gained;
- Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.)

Web site and contact e-mail;

Partnership addresses;

Items from the project activities, modified and adapted to be present in a website (i.e. didactical material; monitoring and evaluation reports, official documents and so on)

Links with the official partner's websites;

Other interesting and useful links with (i.e.) EU commission, national authorities, NGOs, and so on;

Customer questionnaire.

**Number of activities**

100 copies of cd rom.

**Timing**

At least 60 days before project's end.

**Report material**

Cd rom and list to which are sent and delivered.

**Site**

National training agencies, Labour offices, national and regional institutions, other bodies interested.

**Indicators**

Number of cd rom delivered.

### 3.10 Delivery of all documents/products to the European Commission

**Objective:**

On one hand, the consignment of project's products to the European Commission is a specific duty for the applicant within activities.

On the other hand the project's products sharing with the European Commission helps the diffusion of the project and a wider knowledge of its own main issues.

**Target:**

European Commission, Education and Culture – Joint Actions

**Level of interest of target group to the project**

Very high/institutional

**General aspects:**

All the products realised within the project work packages will be gathered and sent to the European Commission within the scheduled deadlines.

**Contents:**

Issues coming from monitoring and evaluation activities,  
Didactical material;  
Diffusion products (brochures, posters, cd rom and so on)

**Number of activities**

One, at the end of project

**Timing**

At least 60 days before the project's end

**Report material**

Project issues gathered and report

**Site**

European Commission

**Indicators**

Report

### 3.11 Panel group meetings

**Objective:**

Sharing the project's experience and best practices among the NGOs representatives and private witness/participants within the project

**Target:**

Representatives of Panel Group.

**Level of interest of target group to the project**

Very High

**General aspects:**

All the issues coming from the project activities will be used to plan and carry on the diffusion within the Panel Group.

**Contents:**

Presentation of the project

Issues coming from monitoring and evaluation activities,  
Didactical material;

Diffusion products (brochures, posters, cd rom and so on),

Public discussion carried on with a moderator, report of discussion,

Pictures and whatever necessary to reach the aim of action.

**Number of activities**

Meetings plan.

**Timing**

During the whole project

**Report material**

Reports

**Site**

Wherever planned in the project

**Indicators**

Pictures, all the material used within the meetings, reports.

### 3.12 Mailing list and newsletter

**Objective:**

To punctually reach specific bodies and organisations directed interested to the project's aims and issues. Direct communication with the responsible of each body involved.

**Target:**

Bodies, organisations and other bodies directly interested to the project.

**Level of interest of target group to the project**

Very high.

**General aspects:**

Sharing a mailing list of all people and organisations we may contact for our purposes. We will organize it through the web site. In the partners' area there will be a tool to get all the addresses we may communicate to.

Four newsletters will be delivered to the project's mailing list, at the conclusion of every phase of the project or at the end of particular events. The newsletter will be held in English and Italian (and translated by the other partners in their own languages at their own expenses). Every newsletter will be written with the support of all partners and coordinator.

**Contents:**

EU Commission logo;

"Education" logo;

Partner logos;

Project logo;

Activities photos and imagines,

Project introduction on the base of following topics:

- Environment analysis;
- Overall objectives of the project;
  - Project purpose;
  - Activities carried on;
  - Results and products gained;
  - Addresses of main institutional referents (i.e. EU Commission, Ministries involved and so on.)

News and events from the project;

Results gained at that moment;  
Web site and contact e-mail;  
Partnership addresses.

**Number of activities**

Several within the project

**Timing**

Within the whole project.

**Report material**

Texts of e-mail and newsletters sent.

**Site**

All the countries involved in the project.

**Indicators**

Number of e-addresses gathered, number of newsletter delivered.

## 4. Dissemination Activity Report

All programmed activities for dissemination must be reported and processed in a database. This database can be questioned chronologically and it must show all details of each activity.

All the collected information will form an exhaustive and dynamic archive of the dissemination activities, and it will be a good reference for other activities to take place in every partners' country.

The forms can be filled in directly through the web site, and there the database of all activities can be questioned. In order to optimize the queries and results, all records should be submitted in English. Additional documentation such as invitations, programmes, presentations etc. should be attached in the original language.

Here we have a prototype of Dissemination Activity Report:

EU.FOR.ME Dissemination Activity Report	
DATE	
COUNTRY	
PLACE	
PARTNER	
INITIATIVE	
ROLE IN THE INITIATIVE	<input type="checkbox"/> organizer <input type="checkbox"/> speaker <input type="checkbox"/> other...
AREA OF THE INITIATIVE	<input type="checkbox"/> tourism <input type="checkbox"/> education/training <input type="checkbox"/> disability <input type="checkbox"/> others...
INTEREST for EU.FOR.ME	
NUMBER OF CONTACTS	
USEFUL CONTACTS	
HOW TO REACH USEFUL CONTACTS	
COST OF INITIATIVE FOR THE PARTNER	
COST PER CONTACT	
LINKS TO INTERNET WEBSITES	
WHAT HAS BEEN DONE FOR/DOWNLOADS	
NOTES	

### 5.1 Short presentation of the project

#### EU.FOR.ME Project - Formazione turistica per un'utenza ampliata

##### Context

Tourism is a primary necessity for all but it is also a very strong form of exclusion for people with specific needs because the tourism system:

1. is not adequate to the demand of tourists with disabilities
2. doesn't consider the economic opportunities involved in welcoming such a target
3. doesn't have the necessary skills to design adequate products

while **mainstream education system**, in Italy as well as in other countries of the European Union ( Institutes for tourism, graduation courses and masters on tourism) is not prepared to:

1. train students and professionals to the issues of a tourism system enlarged to include an offer tailored to the needs of clients with specific needs
2. understand and evaluate technically the needs of the people with disabilities, in order to design adequate tourist packages
3. train to the correct welcoming and customer care of his target of clientele

The same situation is found also in many vocational or specialization training courses organised by local, regional, national bodies in the field of tourism .

##### Objectives

Project EU.FOR.ME aims at focusing on equal opportunities and the right to mobility for people with disabilities.

Young people, in particular, should be able to acquire, through international exchange experiences, study visits, training activities a wider autonomy, self determination and self assessment of their human and social reality.

Tourism represents, in the project, the means and the system identified to guarantee a highly social integration capacity.

The development of the project's activities foresees the creation of a training system which will allow:

1. to identify **the needs and requirements** of a disabled tourist through the creation of a Panel of young disabled people coming from the countries participating in the project and which will cooperate with the project for its whole duration.
2. to design and develop, based on the elements identified in the Panel and on the need analysis, developed by the partnership, a **Training for Trainers** which will define a vocational profile specialized in the issues of accessible tourism, to make

use of these competencies in the teaching activities and in the courses for qualification and re-qualifications on tourism; the objective being that of creating vocational figures able to answer to the demand for tourism for all.

3. to develop **training modules (Project Works)** on the issues of accessibility of the tourist product, the welcoming of a tourist with disabilities, the planning of products adequate to the identified target, to be delivered to private and public bodies ( High schools , Specialized school for tourism, Universities, Training centres for post graduation and/or vocational specialization. These Project Works will be designed by the participants to the Training for Trainers courses, will be long distance tutored by the European partners of the project and will be tested in the different training courses planned by the Centro Studi sul Turismo di Assisi.

A **Panel of young disabled people** will follow all Project's activities, identifying the needs of a person with disabilities when travelling and monitoring all the project's phases

The presence of the Panel will allow to approach directly the problems and needs of the target, to include in the training plans the ideas, perspectives and expectations which are brought forward by young people with more enthusiasm and awareness of their own rights , if compared with more mature people, regardless of their physical, cultural and social conditions.

The **cultural dimension** of the project is twofold:

- a) on one side the realization of training activities which deal with a specific issue – tourism for clients with disabilities – and which will be included in the mainstream education systems, will contribute to a substantial cultural growth from the point of view of social inclusion and anti-discrimination
- b) on the other side tourism activities are themselves cultural growth and, to the extent they will be more accessible to a target insofar largely discriminated, will allow all categories, even those at risk of exclusion, to enjoy tourism in its widest opportunities.

## 5.2 Example of a Dissemination Activity Report

EU.FOR.ME Dissemination Activity Report	
DATE	1/30th/2005
COUNTRY	ITALY
PLACE	FLORENCE
PARTNER	TANDEM
INITIATIVE	CONFERENCE – "ITALIA PAESE PER TUTTI: LA QUALITA' DEL SERVIZIO TURISTICO DEI CIENTI CON BISOGNI SPECIALI" – "ITALY A DESTINATION FOR ALL: THE QUALITY OF TOURIST SERVICE FOR PEOPLE WITH SPECIAL NEEDS"
ROLE IN THE INITIATIVE	0 organizer <b>X</b> speaker 0 other...
AREA OF THE INITIATIVE	0 tourism <b>X</b> education/training 0 disability 0 others...
INTEREST for EU.FOR.ME	TRAINING COURSES ON TOURISM FOR ALL
NUMBER OF CONTACTS	50
USEFUL CONTACTS	4
HOW TO REACH USEFUL CONTACTS	MICHELA VALENTINI – <a href="mailto:sl_a@iol.it">sl_a@iol.it</a> ROBERO VITALI – <a href="mailto:r.vitali@katamail.com">r.vitali@katamail.com</a> GABRIELE GUGLIELMI – <a href="mailto:guglielmi@ebinet.it">guglielmi@ebinet.it</a> ; <a href="mailto:gabrieleguglielmi@filcams.cgil.it">gabrieleguglielmi@filcams.cgil.it</a>
COST OF INITIATIVE FOR THE PARTNER	0
COST PER CONTACT	0
LINKS TO INTERNET WEBSITES	
WHAT HAS BEEN DONE FOR/DOWNLOADS	PRESENTATION – DOWNLOAD IT
NOTES	WOULD LIKE TO BE UPDATED WITH THE PROJECT'S ACHIEVEMENTS

## 5.3 Text of a presentation by Anna Grazia Laura

### Convegno "Italia paese per tutti: la qualità del servizio turistico dei clienti con bisogni speciali"

Firenze 20 gennaio 2005.

Intervento di Annagrazia Laura – Resp. Formazione e Rapporti Int.li CO.IN Onlus

#### Tema: Come specializzare le proprie competenze: il ruolo della formazione

Saluti, ringraziamenti e autopresentazione

In un convegno come questo, che da il via ad un intenso ed importante programma di formazione specialistica potrei immediatamente rispondere che il ruolo della formazione è di importanza strategica nel duplice aspetto:

quello 'personale' di ulteriore specializzazione delle proprie competenze in un campo ancora scarsamente considerato nei normali programmi di formazione professionale e quello 'pubblico' di miglioramento globale dell'offerta nei riguardi di un target di clientela che rappresenta una significativa opportunità economica.

Vorrei però aggiungere qualche altra considerazione:

Parliamo di Qualità: il termine più di moda degli anni 1990. Qualità dei servizi, qualità dell'accoglienza, qualità delle strutture alberghiere, marchi di qualità, qualità.... Nonostante il suo continuo utilizzo nelle conversazioni manageriali e in tutti i momenti in cui si effettuano delle scelte, è raramente definita.

Che cosa intendiamo realmente quando parliamo di qualità? Ci sono diverse definizioni che possono essere date ma, in generale, quando parliamo di qualità intendiamo quelle caratteristiche ed aspetti del servizio in grado di soddisfare al meglio i bisogni ed i desideri dei nostri clienti garantendo il raggiungimento di livelli di redditività / economicità di lungo periodo. In altre parole, si può dire che la qualità è la capacità di organizzare ed erogare un servizio in grado di soddisfare una molteplicità di esigenze espresse dai clienti, cioè i loro bisogni. Sia nell'uno che nell'altro caso **al centro di ogni attività ed iniziativa vi è sempre la capacità ed il grado di soddisfacimento dei bisogni del cliente.**

Nel corso degli ultimi anni, sulla base dei diversi studi sulla consistenza della domanda, sull'importanza numerica ed economica rappresentata dal segmento turistico delle persone con esigenze specifiche, sulle richieste di qualità del prodotto turistico offerto, l'industria turistica ha ricevuto continue sollecitazioni a considerare proprio questi aspetti per operare una sistematica diversificazione del proprio prodotto.

A fronte della timida, ma costante apertura del sistema turistico a realizzare prodotti 'accessibili', si è dato però per scontato **un elemento tutt'altro che trascurabile** nell'offerta di un prodotto di qualità: la capacità delle risorse umane che operano nel comparto turistico 'mainstream' a comprendere, utilizzare e gestire tutti gli elementi, tecnici e relazionali, che contraddistinguono un corretto rapporto tra il fornitore di servizi ed un cliente con disabilità.

Il segmento dei turisti con esigenze speciali non è a se stante, non richiede prodotti ed offerte ad hoc, non vuole essere isolato e ghettizzato: vuole al contrario essere partecipe, insieme a tutti i turisti, di proposte, programmi ed opportunità adatte alle singole esigenze 'di persona in vacanza', e quindi di giovani o anziani, di coppie in viaggio di nozze, di chi ama il viaggio di scoperta o di chi preferisce relax e tranquillità: la garanzia che le proprie specifiche esigenze siano garantite deve diventare un semplice 'fatto tecnico', una caratteristica del viaggio curata da specialisti esperti, un aspetto di cui, una volta accertato, potersi tranquillamente dimenticare. E tutto questo non è semplice.

Da oltre un decennio CO.IN affronta i temi complessi legati alla promozione, alla predisposizione ed all'offerta di prodotti turistici per tutti, adeguati cioè ad una clientela molto diversificata per quando riguarda esigenze e situazioni soggettive di difficoltà. Ci siamo inseriti nel processo di miglioramento dell'offerta in termini integrati con la creazione di un sistema di animazione e sviluppo di attività di rete, a livello locale e nazionale, a supporto delle imprese e delle aziende turistiche che vogliono incrementare la visibilità della propria offerta adeguandola alle esigenze di questo target di clientela, attraverso servizi di informazione e consulenza e nella formazione permanente, tesa ad intervenire sulla qualità dell'accoglienza ottimale per turisti con disabilità. La capacità di riuscirci, di saper accogliere un ospite, farlo sentire a proprio agio, saperlo ascoltare e sapergli fornire tutte le informazioni di cui ha bisogno sono condizioni minime che si trasformano in una immediata impressione positiva o negativa, nella decisione o meno di acquisto e di utilizzo dell'offerta.

E' la consapevolezza dell'importanza dell'accoglienza, in senso lato, che ha spinto molte catene alberghiere, così come molte destinazioni turistiche ad investire in attività di formazione e tecnologia per il personale di contatto, mettendolo in grado di assolvere al meglio questo importante compito.

### ***Esistono però anche dei problemi.***

Fino ad oggi si interviene quasi ed esclusivamente su ambienti professionali già formalizzati – il lancio di questo corso ne è un ulteriore esempio - che si aprono con convinzione ad un concetto di prodotto e servizio più ampio, allo sviluppo di strategie aziendali lungimiranti ed avanzate.

E' però quasi totalmente carente una seria programmazione di interventi nel curriculum formativo di figure professionali che stanno per essere immesse sul mercato del lavoro e **che costituiscono il 'futuro' della forza lavoro e della struttura dell' offerta**; mi riferisco ad interventi formativi inseriti nei normali percorsi di studio, sia a livello di istituti professionali per il turismo che a livello universitario, in sintesi in tutti gli ambiti educativi volti a creare risorse specializzate per questo comparto .

Credo infatti che, parallelamente alla specializzazione di chi già opera nel comparto turistico, sarebbe una strategia vincente quella di formare delle figure professionali che fin dall'inizio abbiano nel proprio bagaglio culturale, nel proprio DNA professionale, la concezione di un prodotto turistico che include ogni tipologia di clientela ...clientela cui è necessario dare un prodotto professionalmente "Completo" semplicemente perché a farci domande è un cliente, che paga il prodotto che ci richiede e che quindi ha il 'diritto' commerciale di pretendere servizio e qualità come risposta.

Qualcosa si sta facendo, e noi siamo stati coinvolti in progetti europei che si sono fatti carico di questo aspetto istituzionale, e che, con il sostegno di fondi comunitari hanno identificato dei percorsi formativi innovativi.

Vorrei farvi solo alcuni esempi:

#### Il progetto DILATT

DILATT sta per Distance Learning for Accessible Tourism Technicians, finanziato dal Programma Leonardo della Commissione Europea, e promosso dall' Istituto Professionale di Stato per i Servizi Alberghieri e la Ristorazione Ippolito Cavalcanti di Napoli.

Il progetto, concluso l'anno scorso ha avuto tre importanti ricadute positive:

- 1) Riconoscimento da Parte dell'Assessorato alla Formazione della Provincia di Napoli della figura professionale, per la quale possono quindi essere attivati corsi di formazione con il riconoscimento dei relativi crediti formativi
- 2) A seguito di ciò sono state immediatamente avanzate delle richieste per corsi autofinanziati, da parte dell'Aspic Counseling e Cultura di Napoli
- 3) Inserimento dei temi di formazione all'interno della terza area professionalizzante dello stesso Istituto alberghiero Cavalcanti. Questi corsi, obbligatori nel 4° e 5° anno rientrano nell'obiettivo di realizzare la cosiddetta "Passerella scuola-lavoro", percorso di specializzazione con la presenza di esperti esterni e stage aziendali.

Ci aspettiamo un risultato altrettanto positivo dal neonato progetto EU.FOR.ME Formazione Turistica per un'utenza ampliata, finanziato dalla Commissione Europea nell'ambito dell'iniziativa Azioni Congiunte'.

Nel bando il tema N° 1 riguardava l'Integrazione dei disabili, con l'obiettivo di mobilitare chi opera nel campo dell'istruzione, della formazione della gioventù e della cultura a dare un contributo di idee sulle pari opportunità per le persone con disabilità, a promuovere la completa integrazione nella società di giovani e adulti disabili.

Questo è stato il Tema che abbiamo scelto per EU.FOR.ME , cogliendone le indicazioni strategiche ed applicandolo ad un ambito, quale quello del turismo che ci ha visto costantemente protagonisti, in attività progettuali, di sensibilizzazione e di iniziative legate allo sviluppo del turismo per persone con esigenze specifiche.

L'ideazione e la realizzazione di questo progetto ci permette di fare un significativo salto di qualità: intervenire 'a sistema' e non per eccezione su quanti già operano nel settore turistico.

Vorrei solo focalizzare i tre elementi chiave che fanno di questo progetto – della sua implementazione - per meglio dire, e della disponibilità dei risultati che si prefigge, un fattore chiave di successo per agire sui percorsi formativi e di specializzazione in ambito turistico, inserendo 'costantemente' e a regime gli elementi didattici necessari a creare le competenze professionali necessarie per la predisposizione di prodotti turistici integrati , per offrire servizi turistici che considerino 'sempre e comunque' tutte le tipologie di clientela, conoscendone le esigenze, le richieste e le aspettative in termini di qualità del prodotto e dell'accoglienza, senza dover realizzare, come è stato fatto fino ad oggi, programmi e corsi 'paralleli' sul tema specifico. I risultati che il progetto si propone di raggiungere dovrebbero costituire un primo tassello per arrivare gradualmente ad una totale 'normalizzazione' della formazione sul turismo nei Paesi dell'Unione Europea e -

determinando una Buona Prassi - potenzialmente anche in tutti quei paesi più avanzati dal punto di vista della garanzia delle pari opportunità.

### 1) La dimensione culturale

La **dimensione Culturale** del progetto è duplice:

a) da un lato la realizzazione di attività didattiche che affrontano un tema specifico quale quello del turismo per clienti con disabilità e che saranno inseriti nei 'normali' circuiti educativi contribuisce ad una sostanziale crescita culturale in termini di inclusione sociale e non discriminazione

b) dall'altro le attività turistiche sono di per sé crescita culturale e , nella misura in cui saranno sempre più accessibili ad un pubblico finora largamente discriminato, permetteranno a queste categorie meno integrate di fruire del 'bene' turismo in forma sempre più completa.

### 2) L' intersettorialità

Il Progetto, grazie proprio alla possibilità offerta dal bando, ha potuto integrare, in una sola proposta, il concetto di sistemi formativi innovativi e di proposte prototipali, per quanto attiene ai contenuti ed alle forme di erogazione, alla pratica realizzazione di attività formative che permetteranno di validare in aula i moduli didattici sperimentali individuati (Project Works). Determinante sarà l'apporto dei giovani che, organizzati in un Panel di giovani persone con disabilità, seguiranno costantemente le azioni progettuali e forniranno input strategici per il suo sviluppo.

### 3) Inclusione

I destinatari finali sono rappresentati da tutte le persone che, per viaggiare liberamente ed in piena autonomia, necessitano di veder garantite alcune esigenze specifiche che rendono le loro possibilità di spostamento sicure, comode e piacevoli. Queste garanzie di qualità di prodotto prevedono, come si è detto, un aspetto tecnico (accessibilità fisica delle destinazioni a seconda delle diverse esigenze) ed un aspetto relazionale, di customer care, che solo operatori esperti, adeguatamente formati e consapevoli possono offrire. La significatività economica e sociale del target è ampiamente dimostrata da tutte le informazioni di tipo quantitativo che, a livello europeo, sono state rese disponibili nel corso delle varie iniziative della Commissione Europea. A questo deve essere collegata anche la sempre maggior consapevolezza delle persone disabili stesse, in particolare dei giovani, ad essere titolari di diritti e di pari cittadinanza nei riguardi di tutti gli aspetti della vita sociale e lavorativa, ivi compreso il godimento del proprio tempo libero.

Il Panel di giovani disabili rappresenta infatti lo snodo progettuale più significativo in termini di promozione delle pari opportunità e d'inclusione sociale .

I giovani disabili hanno qui la possibilità non solo di inquadrare le successive azioni del progetto alla luce delle loro esigenze e necessità, ma anche di ipotizzare percorsi di formazione per quanti come loro in Europa vogliono partecipare, fin dall'inizio e con la più ampia voce in capitolo a tutte le iniziative, le decisioni di politiche e di strategie che riguardano le persone con esigenze specifiche.

I risultati attesi quindi daranno risposta a tutti questi punti e consentiranno la creazione di un **sistema educativo di eccellenza, la trasferibilità** a livello europeo e, potenzialmente anche in settori economici e produttivi diversi (Universal Design), delle modalità formative sperimentate, e infine, ma sostanziale per il nostro gruppo, la potenziale ricaduta economica ed occupazionale per le persone con disabilità nel settore del Turismo.

Grazie per l'attenzione.