



## PARTNER SEARCH: TOURISM AND ACCESSIBILITY FOR ALL

<p>OUTLINE</p>	<p><b>Riberaturisme is a public local entity placed in the Region of Valencia involving 47 municipalities</b> characterised by touristic potential in the cost and inland side. Riberaturisme boosts the application of new methodologies and planning criteria, as well as the management and promotion of the tourist and cultural products of the region.</p> <p><i>Main activity lines:</i></p> <ol style="list-style-type: none"> <li>1. Creation, promotion and distribution of touristic product based on culture, nature and ethnology.</li> <li>2. Strategic management of tourism according to two specific guidelines: tourism management and professional qualification, quality and sector awareness.</li> <li>3. Specialization of the tourist destination by adapting the infrastructures and provisions to tourist visits.</li> </ol> <p>Riberaturisme has experience in EU projects in the field of tourism and cultural heritage. Riberaturisme intends to submit this project as Lead Partner and is looking for potential partners in the EU.</p> <p>The objective of this project proposal is <b>to set up an Accessible Tourism Destinations Network that offer integral accessible tourist products and services at European level.</b> The Network will</p> <ul style="list-style-type: none"> <li>➤ <b>Enhance the excellence, quality and diversity of the actual offer.</b></li> <li>➤ <b>Provide right and adequate guidance to SMEs</b></li> <li>➤ <b>Design a proper Marketing and promotion plan</b></li> <li>➤ <b>Design specific skills for training people</b></li> </ul> <p>The Network will contribute to <b>exploit transnational tourism</b> focused in the tourist products for disabled people and people with special needs.</p> <p>It has to ensuring the visibility and promotion of services and products offered.</p> <p>The itineraries are also intended to raise awareness of <b>the importance of quality</b> in all the service. <b>The diversity of the products offered will be strength of the network.</b></p> <p>There are more accessible destinations and products that aren't know in Europe because of the poor marketing and promotion. In all territories we have lodgements, itineraries; transports adapted to people with special needs but they aren't integrated in the mainstream distribution channels.</p> <p>A good marketing and promotion plan will be designed taking into account all the stakeholders and will be addressed to specific public; the use of the social media will have a strong participation.</p> <p>Tourist products and <b>itineraries that will include in the network will accomplish with a specific criteria agreed by all partners.</b> These criteria will be based on existing guides and rules and will also include new ones.</p>
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	<p>Beneficiaries: people with disabilities, people with limited mobility (elderly, travellers carrying heavy luggage, people on crutches, parents pushing prams, etc.), local touristic services, disable stakeholders, tour-operators.</p> <p>Expected results:</p> <ul style="list-style-type: none"> <li>• <b>Sustainability:</b> the establishment of partnerships will ensure the maintenance of tourism flows in all seasons.</li> <li>• <b>Socio-economic strengthens</b> thanks to the potential consumers; local tourism would ensure its commercial activity linked to accessible destinations.</li> <li>• <b>Development of an “Accessibility Standardization Certificate”</b> to ensure a production linked to accessible tourism.</li> </ul>
<b>CALL</b>	<a href="#">Design, Implementation, Promotion and Marketing of Accessible Tourism Itineraries 102/G/ENT/PPA/13/511</a>
<b>DURATION</b>	18 months
<b>PARTNERS INVOLVED</b>	<p><u>Lead partner:</u> Riberaturisme</p> <p><u>Partners:</u> we look for Small and Medium Sized enterprise - acting in the tourism sector operating on the market for at least 2 years and has to act in one of the following fields:</p> <ul style="list-style-type: none"> <li>• tourist accommodation</li> <li>• catering</li> <li>• travel agencies and tour operators</li> <li>• attractions</li> <li>• leisure</li> <li>• tourism related transport</li> <li>• other tourism related fields if their relevance for the project proposal is duly justified by the applicant</li> </ul> <p><b>DEALINE: 15 October</b></p>
<b>FINANCIAL ASPECTS</b>	125.0000€ (EU financing rate 75%)
<b>CONTACTS</b>	<p>RIBERATURISME  Name: <b>Graciela Olivert</b>  Email: turisme@riberaturisme.es  Phone: +34 96 241 41 42  Web: www.riberaturisme.es</p>

