SESSION 13 – ACCESSIBLE TOURISM BUSINESS

Moderator: Ivor Ambrose

Speakers: Daniela Broglio, Małgorzata Tokarska, Luca Pozzato, Eoin O'Herlihy

The session "Accessible Tourism Business" explored different approaches and best practises in developing and managing accessible tourism enterprises across Europe. Moderated by **Ivor Ambrose, Managing Director of ENAT**, the discussion brought together four professionals whose experiences reflected the diversity of accessible tourism — from public governance and local development to entrepreneurship and consultancy.

Daniela Broglio, Director of ISITT – Istituto Italiano per il Turismo per Tutti, presented the long-standing experience of the Piemonte Region in promoting inclusive travel, tracing the evolution from the Turismabile project to the establishment of ISITT as a national reference point for Tourism for All. She illustrated the creation of accessible itineraries across Langhe, Roero, and Monferrato, a UNESCO World Heritage site, emphasising that accessibility is not an add-on but the foundation of tourism quality.

Małgorzata Tokarska, founder of Accessible Poland Tours, shared her journey as an entrepreneur and traveller with a disability, offering insights into the operational challenges of inclusive tourism in Central Europe. She described her work designing tailor-made tours for people with mobility impairments and underlined the importance of information accuracy, reliable transport, and accessible accommodations. Her testimony illustrated how accessible travel functions as both social rehabilitation and personal empowerment.

Luca Pozzato, Director of GAL Montagne Biellesi, presented Mëséntèt, an inter-territorial cooperation project developed by several Local Action Groups (GALs) in Piemonte, which promotes accessible tourism in mountain areas. The project integrates training, communication, and event promotion through a shared brand and ethical code, positioning accessibility as a driver for local development, community engagement, and sustainable innovation.

Finally, **Eoin O'Herlihy, founder of OHAC Accessibility Consultants** in Ireland, provided a methodological perspective on embedding accessibility within organisations. He proposed a strategic framework based on leadership, governance, and continuous

improvement, outlining practical steps such as benchmarking, inclusive procurement, training, and annual reporting. O'Herlihy emphasised that accessibility must be integrated into every aspect of management — from human resources to customer service — to ensure real and lasting change. The session concluded with a reflection on the business value of inclusion: accessibility is not a marginal issue but a sign of professionalism, quality, and competitiveness in the modern tourism industry.

Watch Session 13 on YouTube. (run time 1:32:10)