

”INCLUSIVE AND SMART TOURISM DESTINATIONS: STRATEGIES FOR INNOVATION”

International Conference - Genoa - Italy
18 June 2026



View of Genoa - Photo courtesy of Regione Liguria

Aquarium of Genoa

Area Porto Antico - Ponte Spinola 16
Genoa - Italy

Hybrid Event

Official Languages: English – Italian

Mandatory Registration at www.inclusivedestinations.org/registration



With the participation of

UN Tourism



**EUROPEAN CAPITALS
OF TOURISM**

DRAFT PROGRAMME

The international conference “Inclusive and smart tourism destinations: strategies for innovation” brings together institutions, tourism professionals and experts to share strategies, best practices and visions for developing inclusive and accessible destinations.

THURSDAY, JUNE 18 2026

Aquarium of Genoa

Area Porto Antico - Ponte Spinola 16 – Genoa

How to reach: www.inclusivedestinations.org/howtoreachus

08:30 – 09:00 Participants' arrival and registration.
Video projection

OPENING MESSAGES

Chaired by: Ivor Ambrose - Managing Director - ENAT (European Network for Accessible Tourism) - Brussels, Belgium.

- 09:00 – 09:30
- **Gianmarco Mazzi:** Italian Ministry of Tourism – Rome, Italy (Invited).
 - **Alessandra Locatelli:** Italian Ministry of Disability – Rome, Italy - (video message).
 - **Luca Lombardi:** Councillor for Tourism, Territorial Marketing, Agency in Liguria, Leisure, Digital Transition and Information Technology – Regione Liguria – Genoa, Italy.
 - **Tiziana Beghin:** Councillor for Commerce, Tourism, Territorial Marketing, Pro Loco, CIV, Traditions, European Projects – Municipality of Genoa, Italy.
 - **Igor Stefanovic:** Ethics and Social Responsibility Programme – UN Tourism - Madrid, Spain.
 - **Victoria Petrova:** Senior Expert MOVE.A5 Tourism - European Commission - Brussels, Belgium - (online).
 - **Anna Grazia Laura:** President ENAT – Brussels, Belgium.
 - **President AISM:** President AISM (Italian Multiple Sclerosis Society) – Genoa, Italy.

KEYNOTE SPEECH

- 09:30 – 9:50
- **Inmaculada Placencia Porrero:** Senior Expert on Disability at DG Justice and Consumers - European Commission – Brussels, Belgium and Member of the UN Committee on the Rights of Persons with Disabilities (UNCRPD) - (online).

SESSION 1: SMART AND ACCESSIBLE CITIES

In cooperation with European Capitals of Tourism (*)

Chaired by: Ivor Ambrose - Managing Director - ENAT (European Network for Accessible Tourism) - Brussels, Belgium.

- 09:50 – 11:20
- **Heli Jokela:** Marketing and Communications Director - Visit Tampere - Tampere, Finland - **2026 European Capital of Smart Tourism.**
 - **Ana Hrnić:** Head of Administrative Department for Tourism and Sports - City of Dubrovnik - Dubrovnik, Croatia - **2026 European Green Pioneer of Smart Tourism.**
 - **Francesca Sibilla** (Head of Product Development Department, Turismo Torino e Provincia) and **Sara Piana** (Tourism Department Officer, Consulta per le Persone in Difficoltà) - Torino, Italy - **2025 European Capital of Smart Tourism.**
 - **Sandra Torre:** Director Tourism Department - Genoa Municipality - Genoa, Italy – **2026 Shortlisted European Capital of Smart Tourism.**

(*) The former European Capital & Green Pioneer of Smart Tourism competitions have been merged under the unified title **European Capitals of Tourism.**

SESSION 2: DESTINATION MANAGEMENT (NTOs and DMOs)

Chaired by: Marco Pizzio - Head Tourism, Accessibility and Events - AISM / Board Member - ENAT / National Expert Italy - Accessible EU – Genoa, Italy

- 11:20 – 13:00
- **Teresa Ferreira:** Director Tourism Development Department - Turismo de Portugal – Lisbon, Portugal.
 - **Vesna Ferenčak Brodarić:** Expert Adviser, Specialist, Sector for Sustainable Development - Ministry of Tourism and Sport of Republic of Croatia - Zagreb, Croatia
 - **Elena Magni:** Manager of the Sustainable Tourism and Tourism Enterprises Sector - Regione Liguria - Genoa, Italy.
 - **Marta Pedrico and Cristina Llagostera Pàmies:** Catalan Tourist Board - Barcelona, Spain.
 - **Alessia del Bianco:** Promo Turismo Friuli Venezia Giulia – Trieste, Italy (TBC).

- **Dejan Ristić:** Project Manager - Ljubljana Tourism – Ljubljana, Slovenia.

13:00 – 14:00 **NETWORKING LUNCH**

SESSION 3: ACCESSIBLE CULTURAL HERITAGE

Chaired by: Katerina Papamichail - Board Member - European Network for Accessible Tourism – Athens, Greece. Architect, Expert on Accessibility and Universal Design

- 14:00 – 15:30
- **Gabriel Zuchriegel:** Director - Archeological Park of Pompei – Pompei, Italy (TBC)
 - **Elena Di Giovanni:** Scientific coordinator of accessibility, Arena di Verona Opera Festival – Verona, Italy
 - **Maria Grazia Filetici:** Accessible Roman Forum – Rome, Italy (TBC)
 - **Francesca Paola Leon:** New Media Manager and expert in accessibility projects for cultural heritage - ETT Dedagroup – Genoa, Italy

15:40 – 16:00 **QUICK COFFEE BREAK**

CLOSING SESSION – ROUND TABLE

Chaired by: Igor Stefanovic - Ethics and Social Responsibility Programme – UN Tourism - Madrid, Spain.

- 16:00 – 16:45 **Arguments**
- **Accessible Destinations**
 - **Torino Manifesto**
 - **Accessible Tourism Observatory**

Participants

- **Ivor Ambrose:** Managing Director - ENAT (European Network for Accessible Tourism) - Brussels, Belgium.
- **Teresa Ferreira:** Director Tourism Development Department - Turismo de Portugal – Lisbon, Portugal.
- **Speaker on behalf of DMOs (Destination Management Organizations)**
- **Speaker on behalf of Private Sector**

Questions and Answers



CONFERENCE CONCLUSIONS – TOP TAKEAWAYS

16:45 – 17:00 **Conclusions for the day**