

”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 – 09:45
- **Apostolos Tzitzikostas:** Commissioner Sustainable Transport and Tourism – European Commission - Brussels, Belgium. (video message).
 - **Gianmarco Mazzi:** Italian Ministry of Tourism – Rome, Italy (message TBC).
 - **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 – Liguria Region – 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.
 - **Mario Alberto Battaglia:** President FISM (Italian Multiple Sclerosis Foundation) and CEO AISM (Italian Multiple Sclerosis Society) – Genoa, Italy.

- **Anna Galleano:** Head of External Relations, Press and Tourism - Genoa, Italy.
- **Giuseppe Costa:** President Costa Edutainment – Genoa, Italy.

KEYNOTE SPEECH

- 09:45 – 10:00
- **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.

- 10:00 – 11:10
- **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.**

11:10 – 11:25 **Quick Coffee Break**

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

- 11:25 – 12:50
- **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 – Liguria Region - Genoa, Italy.
- **Pablo Ortega:** Network Promotion Manager - Department of tourism of the Government of Catalonia - Barcelona, Spain.
- **Dejan Ristić:** Project Manager - Ljubljana Tourism – Ljubljana, Slovenia.

12:50 – 13:00 **Questions and Answers**

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 – 15:15
- **Maria Grazia Filetici:** former Director of the Ministry of Culture and Accessibility Designer for Archaeological Areas - Accessible Roman Forum – Rome, Italy.
 - **Elena Di Giovanni:** Scientific coordinator of accessibility, Arena di Verona Opera Festival – Verona, Italy.
 - **Christian D’Angiò:** project coordinator Ravenna Mosaics for All and UNESCO Monuments Accessibility Advisor - Archdiocese of Ravenna-Cervia - Ravenna, Italy.
 - **Francesca Paola Leon:** New Media Manager and expert in accessibility projects for cultural heritage - ETT Dedagroup – Genoa, Italy.

15:15 – 15:25 **Questions and Answers**

15:25 – 15:40 **Quick Coffee Break**

CLOSING SESSION – ROUND TABLE

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

- 15:40 – 16:40 **Arguments**
- **Accessible Destinations**
 - **Tourism businesses embracing accessibility**
 - **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.
- **Pablo Ortega:** Network Promotion Manager - Department of tourism of the Government of Catalonia - Barcelona, Spain.
- **Gianmaria Patti:** Head of Concept & Customer Assistance - Alpitour World – Torino, Italy.
- **Edoardo Colombo:** President - Turismi.ai, Association for Artificial Intelligence in Tourism – Rome, Italy.

16:40 – 16:50 **Questions and Answers**

CONFERENCE CONCLUSIONS – TOP TAKEAWAYS

16:50 – 17:00 **Conclusions for the day**



PARTNERS

With the participation of:



In cooperation with:



With the endorsement and contribution of:



Liguria Region

With the contribution of:



Municipality of Genoa



Camera di Commercio
Genova

Genoa Chamber of Commerce



Banqueting & Catering
Genova Gourmet



Accessiway