



Project: **CARE** – *Città accessibili delle regioni europee*
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PARMA – Three days of meetings (Thursday 7th – Friday 8th and Saturday 9th) at Hotel Villa Ducale for the partners of the EU project C.A.R.E., the acronym of “Città accessibili delle Regioni Europee”. An opportunity to review the pioneering experience of the Province of Parma and to visit the Po Valley around Parma, where the new accessibility measurement method named “CARE” was field-tested. The goal is to offer relevant information to people with special nutritional and physical requirements or having permanent or temporary mobility problems or allergies. In particular, “the goal is to make ‘the hospitable cities’ grow through the development of specialist service networks, from leisure to urban landscaping. Accessibility, then, as a key component of a city’s liveability, of better life standards, accessibility as a development and tourist promotion factor”.

In addition, a handbook was presented, which suggests the right practices to communicate accessibility.

“The goal of this important work- told us manager Gabriele Favagrossa – is certainly to provide a relevant common tool to all the people living and working in the accessible tourism world so that it will spread a culture that asserts the right of anyone with special needs to find on the market high-quality tourist offers, that really fulfil their needs and aspirations.”

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