



The Island That Welcomes

Sardinia Without Barriers



An evolving project for excellence in
inclusive tourism.



SARDINIA



The Island That Welcomes All

Born from four pilot projects in Alghero, Orosei, La Maddalena and Carloforte, The Island That Welcomes is an initiative of the Sardinia Region, promoting sustainable and inclusive tourism through the Design for All approach. Building on the results achieved, the project aims to expand to 20 coastal municipalities, ensuring full access to the sea and the territory for all.





Objectives: Inclusive Hospitality



360° ACCESSIBILITY

Creating safe, fully accessible pathways for everyone through walkways, JOB beach wheelchairs and equipped facilities, ensuring a barrier-free experience.



INNOVATION AND SAFETY

Developing multisensory, multilingual information systems that guide visitors throughout their stay, while making access to healthcare and tourism safety services immediate and straightforward.



A NEW CULTURE OF HOSPITALITY

Promoting staff training so that inclusive hospitality becomes a strategic driver of quality and competitiveness.



DEDICATED SPECIALIST SUPPORT

Introducing qualified professionals, such as ABA technicians, to address behavioural challenges and support people with autism, ADHD and sensory disabilities.



BUILDING TOGETHER: THE HEART OF PARTICIPATION

The Island That Welcomes grows from the genuine involvement of people. Users, families, and operators actively take part in building an inclusive model of hospitality.



GENUINE EMPOWERMENT

People with disabilities become key players, guiding the development of services through their lived experience..



A SUPPORT NETWORK

Caregivers, social and healthcare professionals, and representative associations are actively involved, from the design phase through to the testing of interventions.



CO-DESIGN

Public institutions, social enterprises, Third Sector organisations and local communities work side by side, creating synergies that ensure effectiveness and professional quality in every action.



WORKPLACE INCLUSION

We promote self-representation by creating job and internship opportunities in tourism for people with disabilities, allowing them to put into practice the sensitivity and skills gained through their own experience.



THE NETWORK: WELCOMING MUNICIPALITIES

1. Pilot Projects

Alghero – S.T.A.L. system, accessible hospitality network, Accessibility Charter, specialised support and employment inclusion.

La Maddalena – Accessible beaches and integrated urban and cultural routes.

Orosei – P.E.B.A., inclusive bathing facilities and specialised relational support staff.

Carloforte – Accessible port and beaches, inclusive nautical services and in-water assistance.

2. Services in Development

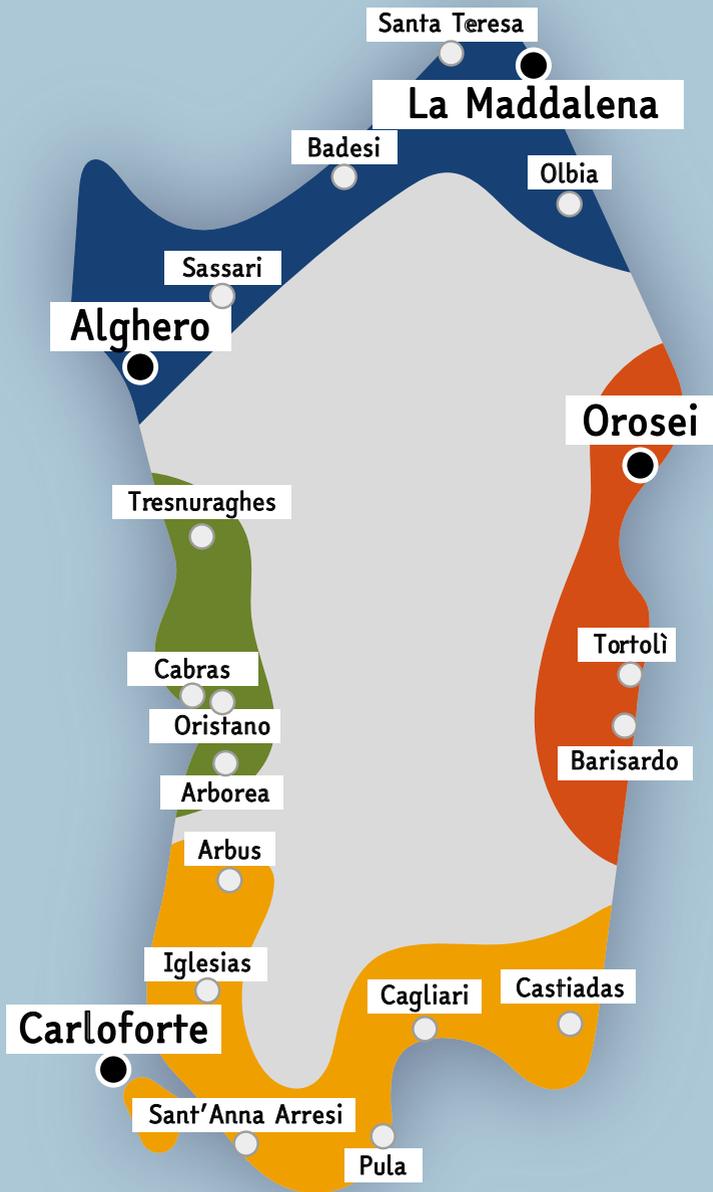
Objective – Extension to 20 municipalities (including Sassari, Olbia, Cagliari, Oristano).

New Vulnerabilities – Interventions for people with low vision, blindness and neurodiverse conditions.

Specialised Support – ABA technicians for behavioural needs.

Employment Inclusion – Internships and pilot programmes for people with disabilities.

Co-design – Strengthened collaboration with the Third Sector and local communities.



● Pilot Projects ● Services in Development



THE ACCESSIBILITY CHAIN

In tourism, accessibility is not defined by a single facility, but by the continuity of the entire travel experience. It is the quality of the tourism chain - from information and arrival to mobility and accommodation, through to access to the territory and the sea - that determines truly inclusive hospitality. The Accessibility Chain lies at the heart of The Island That Welcomes: an integrated system of services, expertise and relationships that connects every part of the holiday experience, ensuring usability, safety and freedom of choice at every stage of the stay.

Developed through the pilot projects in Alghero, La Maddalena, Orosei and Carloforte, the network builds on already established practices and is now expanding to new territories, supporting operators and local communities in a shared path of growth. Accessibility thus becomes a cultural value, a development opportunity and a driver of quality, capable of strengthening local identity and broadening the tourism offer.

The Accessibility Chain takes concrete shape in the four active pilot projects in Alghero, La Maddalena, Orosei and Carloforte, territories that have launched structured initiatives that are already operational.



In Alghero, the S.T.A.L. system (Local Accessible Tourism System) has given rise to a true Accessible Hospitality Network, supported by the Accessibility Charter and a specialised information and assistance service. The project also includes the In.La.Di group, dedicated to workplace inclusion, reinforcing the link between social inclusion and tourism development.

La Maddalena has focused its efforts on improving accessibility to the beaches of the archipelago, particularly on La Maddalena and Caprera, alongside the creation of integrated urban and cultural-tourism routes designed to ensure continuity and safety in the use of the territory.

In Orosei, the adoption of the P.E.B.A. (Plan for the Elimination of Architectural Barriers) has guided a series of physical interventions for inclusive bathing, complemented by the involvement of staff specialised in relational activities to support the viWebsiter experience.

Carloforte has taken a targeted approach to accessibility in the port and along the beaches, overcoming barriers related to nautical activities through dedicated services for mooring, boarding and disembarking from boats, as well as in-water physical assistance, making the sea



genuinely accessible.

The new phase of the project foresees expansion to 20 coastal municipalities, including Pula, Sassari, Cabras, Sant'Anna Arresi, Barisardo, Tortolì, Cagliari, Arborea, Arbus, Tresnuraghes, Oristano, Santa Teresa di Gallura, Castiadas, Badesi, Iglesias and Olbia. This geographical expansion goes hand in hand with a qualitative enhancement of services.

The focus increasingly shifts towards emerging needs, with targeted interventions for people who are partially sighted or blind, as well as for individuals with autism spectrum disorders or ADHD. The project also introduces specialised professionals, such as ABA technicians, to support the management of behavioural challenges in both adults and children. Further experimentation focuses on workplace inclusion, through internships and employment pathways, alongside strengthened co-design with the Third Sector to ensure effective, sustainable and locally rooted services.



-  Information
-  Travel
-  Arrival and Departure
-  Accommodation
-  Food & Dining
-  Activities & Sports
-  Services
-  Entertainment
-  Visits / Excursions
-  Guestbook & Loyalty



THE ACCESSIBILITY CHARTER

The Accessibility Charter is a shared tool that guides regions and tourism operators toward a more accessible, reliable, and high-quality approach to hospitality. It is not a set of formal rules, but a strategic vision that places inclusion at the center of tourism planning in Sardinia. Its goal is to ensure that every viWebsiter can enjoy a travel experience that is autonomous, safe, and well-informed throughout all stages of the stay. In this way, the Charter helps make accessibility a recognizable mark of quality, reinforcing the identity of Sardinia's tourism offer.

The Charter is based on key principles that guide participating organizations.

The first is universal accessibility, or Design for All, promoting spaces, services, and information that can be used by the widest possible range of people, without physical, sensory, or cultural barriers.

The second principle is informational transparency: clear, reliable, and verified information allows visitors to plan their trip with confidence, avoiding uncertainty or surprises.

The Charter also emphasizes co-design, involving the



Third Sector, local communities, and representative associations, to create services that truly meet real needs.

Finally, ongoing training for tourism operators strengthens the quality of hospitality, enhancing professional and relational skills to respond even to complex requirements.



CONTACTS AND ASSOCIATIONS

Regione Autonoma della Sardegna

- Contact: **Angela Maria Dedola**
- Email: amdedola@regione.sardegna.it
- Phone: 070 6067261
- Contact: **Emanuele Lo Giudice**
- Email: elogiudice@regione.sardegna.it
- Phone: 070 6067220
- Contact: **Simona Argiolas**
- Email: siargiolas@regione.sardegna.it
- Phone: 070 6064690

Sardegna Accessibile

- Contact: Alfio Uda
- Phone: 347 330 2122
- Email: sardegnaaccessibileodv@gmail.com
- Facebook: Sardegna Accessibile
- Mission: promotes access to trails, beaches, and public spaces, ensuring that everyone can enjoy them safely and comfortably.

UILDM di Sassari – Casa Vacanze for Disabled Visitors in Platamona

- Contact: Gigliola Serra
- Phone: 335 824 9431
- Email: uildmsassari@tiscali.it
- Website: uildm.org
- Mission: provides inclusive holiday



experiences that welcome people with disabilities and support their full participation.

Fondazione PeterPan

- Contact: Barbara Brendolan, architect specialized in accessibility
- Phone: 340 608 0627
- Email: abbrendolan@gateengineering.it
- Website: fondazionepeterpan.eu
- Mission: develops projects to foster social inclusion and accessibility; Barbara Brendolan combines her expertise in inclusive design with a personal commitment to care.

ANMIC Sardegna

- Contact: Chiara Cortese
- Phone: 338 158 6190
- Email: anmic.sardegna@gmail.com
- Website: anmicsardegna.com
- Mission: supports and safeguards the rights of people with disabilities, promoting dignity and equal opportunities.
- Associazione RP Sardegna OdV ETS
- Contact: Giuseppe Martini, presidente
- Phone: 371 465 0142
- Email: rpsardegnaonlus@gmail.com
- Mission: represents and assists people with visual impairments, fostering social inclusion and providing supportive services to blind, partially sighted, and visually impaired individuals across Sardinia.



**Join the Accessible Hospitality Network.
Transform hospitality into a universal value.**



*Presidenza del Consiglio dei Ministri
Dipartimento per le politiche in favore delle persone con disabilità*



SARDINIA