

Interreg



Co-funded by  
the European Union

IPA Greece – North Macedonia

# Project Presentation

Accessibility and inclusion for all  
to public tourism assets and  
tourism services (TX4ALL)

Oct 10, 2025





# accessibility

a common problem



When it comes to enjoy a walk in the city, an escape to nature, a visit to an archaeological site, some of us meet significant **obstacles** and **barriers**



# TX4LL

a shared vision

‘Tourism experiences **for all**’ is a project designed to “open the doors” to public tourism assets and tourism services across the Programme Area for everyone



# a (social) need



no matter our origins,  
no matter our size,  
no matter our disability,  
no matter the circumstances,  
we **all** deserve to be treated right





# an (institutional) obligation



The UN Convention on the Rights of Persons with Disabilities explicitly states that access to tourism is a right that must be guaranteed by the organized state.

The Greek National Strategy for the Rights of Persons with Disabilities 2024-2030, *"A Greece with all, for all"*, in Pillar 2 *"Independent living in the community"*, includes objective 2.8 ***"Ensuring equal access to culture, sports and tourism"***.

The same applies to North Macedonia, which in 2023 adopted its National Strategy for the Rights of Persons with Disabilities 2023-2030, including an Action Plan 2023-2026.



# an (economic) opportunity



At least 257 Million tourists are looking for accessibility.

Within the European Union, more than 70% of the 80 million persons with disabilities can afford to travel and enjoy tourism (this figure reaches 130 million when including senior citizens and their travel companions).

In Asia and the Pacific, the potential market size is of 690 million people and in Latin America and Caribbean this figure reaches 85 million people.

Developing accessible tourism is a must to penetrate these markets (which also carry particularly attractive characteristics).

# from quantity to quality

Covid showed the fragility of mass tourism and placed a new focus on the kind of tourism we want.

The aim today is to be more responsible, good for local communities, sustainable and resilient.

Instead of focusing only on numbers and growth, it has become more aware of the quality of tourism offers and experiences.

Accessible tourism is a model for the future development of quality tourism: supporting sustainable businesses, destinations and communities, offering quality experiences for all.



# accessibility & mobility innovation

TXT4ALL focuses on installing state-of-the-art solutions for supporting visitors with special access needs and preferences, both:

- ▶ prior their visit to the area, by making available reliable and useful information about destinations, tourism assets and services that are available in the region and can meet their needs/preferences, so that they can plan effectively their trips, and
- ▶ upon reaching an area of their choice, by making available novel information, wayfinding, mobility and transportation support resources, based on means designed for all and 'smart' solutions





# TX4ALL

# Planned actions

For improving access to public tourism assets through the installation of modern equipment and applications

- accessibility features
- mobility & transportation aids
- interactive navigation assistance
- tourist guidance and information
- universally accessible signage





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**TX4ALL**

# Planned actions

- ▶ to promote participatory design
- ▶ to educate stakeholders and tourism businesses/professionals
- ▶ to nurture business start-ups in the field of accessible tourism
- ▶ to generate employment opportunities and job placements for people with disabilities in tourism businesses





**TX4ALL**

# Planned actions

- ▶ accessibility autopsies
- ▶ destination profiling
- ▶ branding/marketing strategy
- ▶ inclusive tourism product promotion



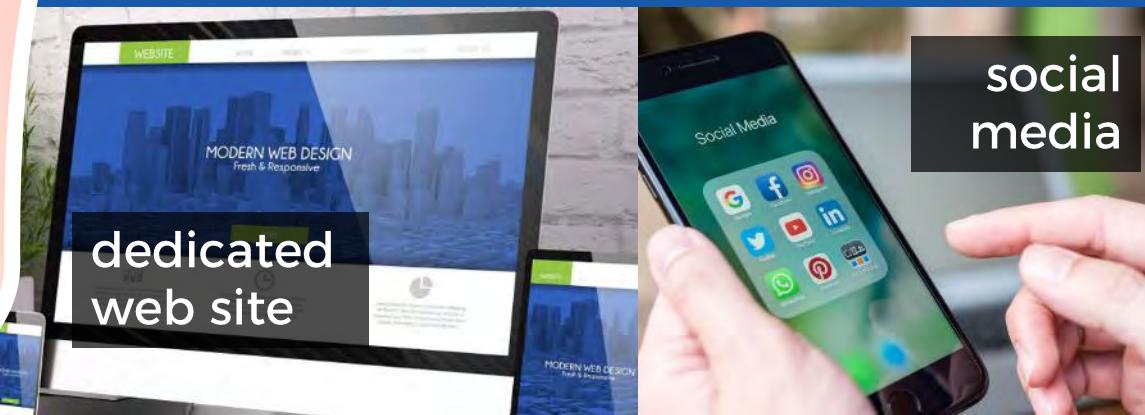


**TX4ALL**

# Planned actions

## Information & publicity

- ▶ Communication strategy and assigned manager
- ▶ project website (connected with project outcomes)
- ▶ social media (YouTube, Instagram, facebook, X)
- ▶ 2 videos (sign language, subtitles, audio) + photos
- ▶ posters, banners and publications
- ▶ 4 public events (awareness/engagement, results)
- ▶ promotional materials





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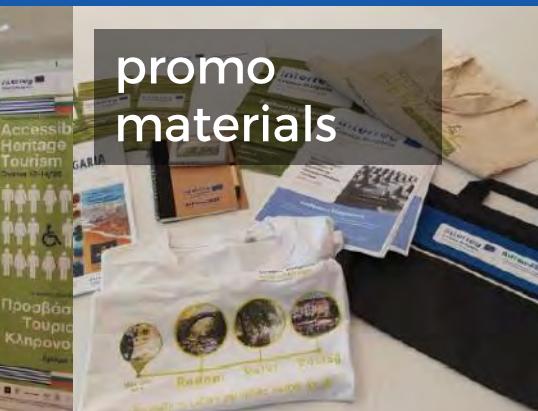
posters & brochures



public events



promo materials



press conferences





Through these initiatives, the TX4ALL project aims to transform the Southeastern – Central Macedonia cross-border area into a more inclusive and accessible tourism destination, ensuring that all visitors can fully enjoy its attractions





Opening the doors to public tourism assets and services across the CB area promises multiple benefits at various levels:

- ▶ attraction of new markets
- ▶ increase of incoming tourist flows, even in less known tourist destinations and during low seasons
- ▶ new opportunities for the local tourism stakeholders,
- ▶ promotion of equal tourism opportunities for social groups that are currently underserved
- ▶ unlocking of the potential of the tourism sector to offer new and better job opportunities to vulnerable groups, thus fostering social inclusion



## PROGRAMME

Interreg (VI-A) IPA CBC Programme  
“Greece – North Macedonia 2021 – 2027”

## POLICY OBJECTIVE

A more social Europe

## PRIORITY

Support and upgrade of  
Health and Social Services

## SPECIFIC OBJECTIVE

Enhancing the role of culture and  
sustainable tourism in economic development,  
social inclusion and social innovation

## INTERVENTION FIELD

Protection, development and promotion of  
public tourism assets and tourism services

4

3

4.6

165



## Beneficiaries from Greece

Institute of National Confederation of  
People with Disabilities and Chronic  
Diseases (IN-ESAmA)

[www.in-esamea.gr](http://www.in-esamea.gr)



Region of Central Macedonia (RCM)

[www.pkm.gov.gr](http://www.pkm.gov.gr)



## Beneficiary from North Macedonia

Centre for development of the  
South-East planning region  
(CDSEPR)

[www.southeast.mk](http://www.southeast.mk)



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## PROJECT

- **Accessibility and inclusion for all  
to public tourism assets and tourism services (TX4ALL)**

## BUDGET

- **1.385.108,68 €**

Project co-funded by the European Union and by National Funds of the countries participating  
in the Interreg (VI-A) IPA CBC Programme “Greece – North Macedonia 2021 – 2027”