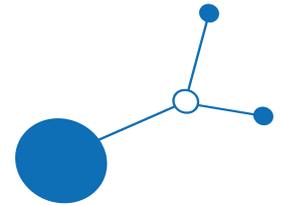
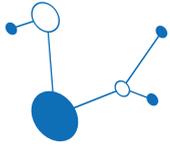


## D.3.2.1 Action Plan for Improving Accessibility of Tourism in the Transborder Tourism Region (SI, HR, HU)



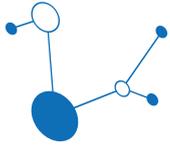
February 2026





## Table of Contents

1.	Introduction and scope of the Action Plan.....	2
2.	List of Actions.....	4
2.1.	Slovenia .....	4
2.2.	Croatia.....	7
2.3.	Hungary .....	22
3.	Integration of results.....	29
3.1.	Common priorities across regions .....	29
3.2.	Expected impacts .....	30
3.3.	Long-term cooperation and follow-up actions .....	31



## 1. Introduction and scope of the Action Plan

This deliverable presents **three regional Action Plans** developed within **WP3** of the CE-Spaces4All project, covering the pilot regions of:

- **Pomurje (Slovenia),**
- **Međimurje County (Croatia), and**
- **Zala County (Hungary).**

This Action Plan operationalises the CE-Spaces4All Joint Strategy at local, regional or national level. It translates the strategic objectives, priorities, and recommendations of the Joint Strategy into concrete, region-specific actions for improving the accessibility of tourism. The overall aim of the activity is to build future new partnerships and prepare follow-up projects for long term cooperation of cross sectoral stakeholders in the 3 project regions for further joint development of accessible tourism.

The Action Plan builds explicitly on the barriers identified within WP1 (Accessibility Catalogue).

Optimally, the Action Plan should be taken up by PPs and APs and integrated into municipal, regional and national-level strategic documents.

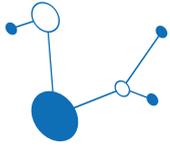
The Action Plans were developed through a **participatory, bottom-up process**, initiated in WP1 and continued through WP2 and WP3, involving:

- persons with disabilities and their representative organisations,
- local and regional authorities,
- tourism organisations and service providers,
- development agencies and sectoral stakeholders.

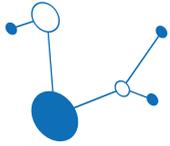
The participatory methodology was designed to ensure that Action Plans are grounded in real needs, local capacities, and institutional responsibilities. The process combined structured stakeholder workshops, targeted consultations with persons with disabilities and service providers, and iterative feedback loops to co-design measures that are both inclusive and implementable. By aligning lived experience with policy and planning perspectives, the methodology aimed to translate accessibility principles into concrete, territorially adapted actions.

This approach ensures:

- meaningful involvement of PWD as **drivers of change**,
- cross-sectoral integration of accessibility into **territorial development planning**, and
- strengthened **multi-level and cross-border governance**.



The Action Plan provides a **practical roadmap** for integrating accessibility into tourism and territorial development in the Pomurje-Međimurje-Zala transborder region. By strengthening governance, fostering inclusive participation, and leveraging tourism as a driver of accessibility investments, the Action Plans contributes to **balanced, sustainable, and inclusive development** of Central European rural border regions.



## 2. List of Actions

### 2.1. Slovenia

#### Name of the action

Pomurje Accessible Tourism Standards

#### Description of the action

Establish a regional programme that helps tourism providers publish reliable, standardised accessibility information and improve basic service readiness. Activities include:

- a minimum accessibility information checklist (mobility, hearing, visual, cognitive; transport/parking; toilets; entrances; assistance; quiet spaces; contact person),
- templates for website pages and PDFs (easy-to-read structure, pictograms, clear language),
- short training sessions for providers and TIC staff on communicating accessibility and welcoming PWD,
- a PWD validation step (“verified by users”) and an annual re-check/update cycle,
- integration into regional tourism channels (TICs, DMO websites, booking/itinerary pages).

This addresses the key challenge observed during testing: missing/unclear accessibility info and uneven provider preparedness, which limits independent trip planning.

#### Main target group(s)

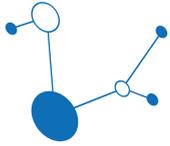
PWD & companions, tourism providers, DMOs, local authorities, visitors with temporary limitations, seniors.

#### Related WP1 barrier(s)

Informational barriers and digital barriers (lack of clear, accessible, trustworthy information), plus attitudinal/service readiness aspects.

#### Related WP2 pilot action / lesson learned

Testing and regional activities highlighted that accessibility improvements must be paired with clear, accessible information and provider training; the pilot communication outputs already included accessibility elements (e.g., subtitles), showing the direction and feasibility.



## Stakeholders involved

Lead: Regional DMO / local authority (or RCMS as coordinator).

Supporting: TICs, local DMOs, key tourism providers (accommodation, attractions, gastronomy), development agencies, digital accessibility expert.

Role of PWD / PWD organisations: co-design checklist, validate listings, participate in annual review.

## Alignment with existing strategies and policies

This action plan directly operationalises the CE-Spaces4All Joint Strategy “Territorial Planning for Accessible Tourism in Rural Regions of Central Europe” (Deliverable D.3.1.1, October 2025) by translating its guidance into a concrete regional mechanism for:

- (i) participatory governance with meaningful involvement of persons with disabilities,
- (ii) capacity building and training for service providers and decision-makers, and
- (iii) improved digital and data-based accessibility information (incl. standardised, reliable accessibility data for planners and visitors and promotion of digital tourism tools).

It aligns with the Strategy’s priorities on Inclusive planning and governance, Capacity building and skills development, Data-driven and digital innovation, and Communication and promotion, and supports its recommended measures such as stakeholder involvement, training, and better visibility of accessible services.

The action plan also aligns with the Pomurje Regional Development Programme 2021-2027, especially in the part where the Programme is stressing the inclusive and socially responsible paradigm of regional development.

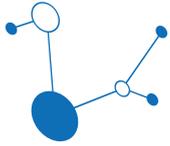
In part, this action plan also aligns with the Murska Sobota Strategy of Sustainable Tourism 2023-2028 which is emphasising the high-quality digital infrastructure and the importance of accessible city centre of Murska Sobota.

## Timeframe

Start-end: 0-12 months for setup + first cohort; then annual repetition (ongoing).

Short term to launch; long term for maintenance and scaling.

## Estimated cost



Low-medium (coordination, training delivery, templates, small provider support; optional vouchers for minor digital fixes).

### Potential funding sources

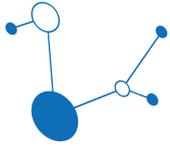
Municipal/regional tourism budgets, recovery/resilience & tourism calls, sponsor packages, Interreg follow-up projects.

### Expected impacts

- Increased ability for PWD to plan visits independently,
- Reduced “surprises on site” and complaints,
- Improved provider competence and consistent service quality,
- Stronger regional reputation and market reach for accessible tourism.

### Monitoring and evaluation

- Providers enrolled / # validated accessibility pages published,
- % of listings updated annually,
- PWD user satisfaction score (survey),
- Website analytics: visits/clicks on accessibility info,
- reported issues and resolution time.



## 2.2. Croatia

### Name of the action

Improving accessibility of key tourist routes and facilities in Međimurje County

### Description of the action

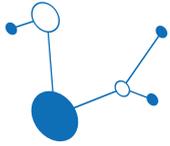
The action aims to improve independent travel of persons with disabilities by systematically addressing concrete physical barriers identified in the pilot area of Čakovec and then scaling up solutions to other key routes and locations in Međimurje County. In line with the WP2 Process plan, the action follows a stepwise approach: (1) focus on four initial barriers (Old Castle Čakovec passage, a non-accessible pedestrian crossing near Macanov dom, the entrance to restaurant Trattoria Rustica, and the entrance to the Tourism Board Čakovec); (2) apply the Entrance Accessibility Improvement Toolkit to jointly analyse each entrance/crossing and develop feasible technical solutions; (3) implement small-scale infrastructural improvements; and (4) use the experience to extend similar interventions to other locations in Čakovec, Prelog and Sveti Martin na Muri. The action is complemented by awareness-raising and capacity building for public and private stakeholders using the Empathy Simulation Toolkit (“In the Shoes of Persons with Disabilities”) and the Inclusive Tourism Accessibility Guide, so that entrance and route improvements are embedded in a long-term culture of accessible tourism in Međimurje.

### Main target group(s)

- Persons with disabilities (especially wheelchair users and persons with visual impairments) travelling in the SI-HR-HU pilot region and within Međimurje County.
- Local and regional authorities, tourism boards, and owners/managers of tourist and hospitality facilities (restaurants, hotels, attractions) located along main tourist routes.

### Related WP1 barrier(s)

The main physical barriers identified include the non-accessible Old Castle Čakovec passage as a surface and level barrier on a key tourist route, a non-accessible pedestrian crossing in a frequently visited area near Macanov dom in Čakovec, a non-accessible entrance to restaurant Trattoria Rustica including the lack of an accessible entrance to its terrace, and a non-accessible entrance to the Tourism Board Čakovec; in addition, field mapping showed further barriers such as steep or inadequate ramps (e.g. at Hotel Park), narrow or poorly marked parking spaces for persons with disabilities, lack of adapted toilets in otherwise accessible facilities, and steep slopes as well as loose gravel or



cobblestone surfaces on important routes, for example towards Marina Prelog, the Goričanec excursion site and Mlinarska kuća.

### Related WP2 pilot action / lesson learned

- Pilot testing in Međimurje County using QFIELD/QGIS showed that many key tourist locations already attract visitors but are not fully accessible for persons with disabilities, mainly due to relatively “small” but critical barriers (single steps, missing toilets, steep ramps, surface issues).
- The pilot confirmed that combining on-site mapping with involvement of wheelchair users and other persons with disabilities provides practical, location-specific guidance for targeted investments in accessibility along tourist routes.

### Stakeholders involved

Stakeholders: Međimurje County, Public institution REDEA, City of Čakovec, City of Prelog; Municipality of Sveti Martin na Mur, Tourist Board of Međimurje County and local tourist boards; owners/managers of tourist and hospitality facilities, DOSTI - Međimurje County Association of persons with physical disabilities and other disability organisations.

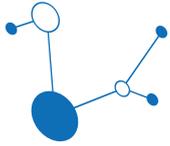
### Alignment with existing strategies and policies

The action is aligned with Croatian spatial planning and construction legislation, which requires removal of architectural barriers and adaptation of public buildings, spaces and infrastructure for persons with disabilities. It directly contributes to the Međimurje County Development Plan until 2027 by supporting smart and sustainable towns and villages and ensuring accessibility of indoor and outdoor public spaces. The action also operationalises elements of the CE-Spaces4All joint strategy and the concept for improving mobility of persons with disabilities, which emphasise accessible tourism, independent travel and cross-border cooperation in the SI-HR-HU pilot region.

### Timeframe

Short term (2026-2027): implementation of the Čakovec pilot process - detailed assessment using the Entrance Accessibility Improvement Toolkit, stakeholder meetings, and infrastructural improvements at the four initial barrier locations; first series of awareness-raising events and empathy workshops for public and private stakeholders.

Medium to long term (2028 onwards): replication of the same process model (mapping → joint planning → small-scale interventions → evaluation) on additional routes and facilities in Prelog and Sveti Martin na Muri and other parts of Međimurje County.



### Estimated cost

The initial pilot in Čakovec is expected to require low to medium investment, mainly for small-scale construction works at entrances, crossings and surfaces, plus costs for organising workshops and public events. Scaling up to further locations and more complex barriers (e.g. major redesign of crossings or extensive surface works) will require medium to higher investments, to be specified in cooperation with municipalities and facility owners during technical planning.

### Potential funding sources

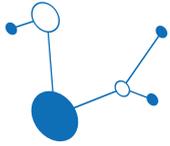
Implementation can be supported by municipal and county budgets for infrastructure and public space improvements, national funds and programmes for accessibility, inclusion and tourism, and EU funding schemes such as Interreg and other cohesion policy instruments that support accessible tourism and cross-border cooperation. Private co-financing from owners and operators of restaurants, hotels and attractions is expected for adaptations on privately owned facilities, especially when using the Entrance Accessibility Improvement Toolkit as a step-by-step guide.

### Expected impacts

The action will lead to the removal or mitigation of concrete barriers at the four initial locations in Čakovec and improve the continuity and safety of accessible routes through the historic centre and surrounding tourist points. It will create a tested process model for collaborative barrier removal, supported by practical toolkits that can be transferred to other locations in Međimurje and to other regions. In the longer term, the action is expected to increase independent travel opportunities and satisfaction for persons with disabilities, strengthen the image of Međimurje as an accessible destination, and motivate further voluntary improvements by public and private stakeholders exposed to empathy-based training and clear technical guidance.

### Monitoring and evaluation

Output and outcome indicators will cover the number of barriers removed or reduced at the four pilot locations, the number of entrances and crossings improved using the Entrance Accessibility Improvement Toolkit, the number of additional facilities and routes addressed after 2027, and qualitative feedback from persons with disabilities on the usability and continuity of tourist routes in Čakovec and other parts of Međimurje County.



## Name of the action

Developing accessible information and digital tools for independent travel of persons with disabilities in Međimurje County

## Description of the action

The action aims to turn the detailed accessibility data collected in Međimurje (via QFIELD/QGIS mapping and pilot work) into clear, accessible and regularly updated information and digital tools that support independent travel of persons with disabilities. It will: (1) consolidate and standardise existing accessibility data on routes, entrances, toilets, surfaces, slopes, crossings and parking into a regional accessibility database; (2) develop or integrate a digital solution (e.g. an accessible web-based map or a dedicated accessibility section within the county tourism website) that enables users to plan trips based on real accessibility conditions; and (3) prepare accessible information materials (web content, downloadable guides, and, where relevant, printed materials) using the principles and recommendations of the Inclusive Tourism Accessibility Guide.

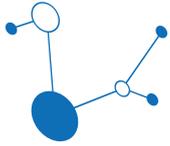
The action will also ensure that accessibility information is systematically published online, in particular through official tourism channels such as the Visit Međimurje website of the Tourist Board of Međimurje County and other municipal and regional websites, so that persons with disabilities can find up-to-date and reliable information in one place. In cooperation with tourism and hospitality providers (accommodation, gastronomy, attractions, transport), partners will encourage and support them to regularly publish accurate accessibility information on their own communication channels, thus enabling persons with disabilities to plan and undertake independent trips to and within Međimurje County. Persons with disabilities and their organisations will be involved throughout the process (co-design workshops, user testing) to ensure that the tools and information formats meet their requirements for independent travel (clarity, level of detail, navigation, accessibility of formats).

## Main target group(s)

- Persons with disabilities who need reliable, detailed information to travel independently in Međimurje County.
- Tourism and hospitality providers, tourist boards and local authorities who need practical guidance on how to present and improve accessibility of their services.

## Related WP1 barrier(s)

In addition to physical barriers, the mapping and fieldwork in Međimurje highlighted information barriers: visitors with disabilities often lack consistent, detailed and



trustworthy information about accessibility of entrances, toilets, surfaces, slopes, parking and public transport around key tourist locations (e.g. Old Town Čakovec area, Marina Prelog, Sveti Martin thermal complex and surrounding points of interest)

### **Related WP2 pilot action / lesson learned**

The WP2 Concept and Process plan showed that systematic accessibility data collection with QFIELD/QGIS, combined with on-site testing by persons with disabilities, provides a robust knowledge base for independent travel. WP2 also developed a Toolbox of services and tools, including the Inclusive Tourism Accessibility Guide and examples of digital tools that present accessibility information in an understandable way, demonstrating that well-prepared guidance and digital solutions are key to turning raw data into practical support for travellers with disabilities.

### **Stakeholders involved**

Tourist Board of Međimurje County and local tourist boards (integration into destination promotion and visitor information); DOSTI and other disability organisations (co-design of content and testing); IT developers or GIS experts (technical development of digital tools); cities and municipalities (data provision and validation); Međimurje County (as a regional government) and PI REDEA (regional coordinator).

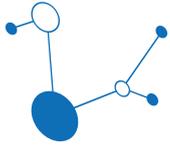
### **Alignment with existing strategies and policies**

The action supports the digitalisation and accessibility goals of the Međimurje County Development Plan and national policies promoting equal access to information and services for persons with disabilities. It also follows EU and international frameworks that emphasise accessible information as a core component of accessible tourism and independent travel, and directly builds on the CE-Spaces4All methodology for collecting and using accessibility data.

### **Timeframe**

2026-2027: design and testing phase - consolidation of data, co-design of the information structure with PWD, development of the first version of the digital tool and key information materials, pilot testing on selected routes and locations (Čakovec, Prelog, Sveti Martin na Muri).

2028 onwards: maintenance and expansion - regular updating of data, extension to additional locations, possible integration with cross-border tools in the SI-HR-HU region.



### **Estimated cost**

Low to medium: mainly related to data processing, IT development (web module or application), preparation of accessible content (translations, alternative text, easy-to-read formats) and stakeholder workshops/testing.

### **Potential funding sources**

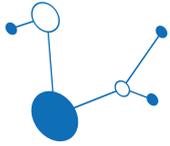
County and local budgets for digitalisation and tourism promotion, national programmes for e-services and accessibility, Interreg and other EU funds supporting digital tools for accessible tourism, and possible partnerships with private sector (e.g. tourism platforms, tech companies).

### **Expected impacts**

The action will also ensure that accessibility information is systematically published online, in particular through official tourism channels such as the Visit Međimurje website of the Tourist Board of Međimurje County, as well as other municipal and regional websites, so that persons with disabilities can find up-to-date and reliable information in one place. In cooperation with tourism and hospitality providers (accommodation, gastronomy, attractions, transport), partners will encourage and support them to regularly publish accurate accessibility information on their own communication channels, thus enabling persons with disabilities to plan and undertake independent trips to and within Međimurje County.

### **Monitoring and evaluation**

Monitoring will track: the number of locations and routes covered by the accessibility database; the number of users of the digital tool or accessibility pages; and the number of providers whose accessibility information is standardised and published. User feedback from persons with disabilities (surveys, focus groups) will be used to assess the clarity, usefulness and completeness of the information and to guide further improvements and updates.



### Name of the action

Capacity building and governance for accessible tourism in Međimurje County

### Description of the action

The action aims to strengthen the capacities and coordination of key stakeholders in Međimurje County to systematically plan, implement and maintain accessibility in tourism and mobility for persons with disabilities. It will combine regular training and awareness-raising activities for public and private stakeholders with the establishment of a county-level coordination mechanism that oversees accessibility improvements and integration of accessibility into strategic and spatial planning. Trainings and workshops will use tools such as the Empathy Simulation Toolkit (“In the Shoes of Persons with Disabilities”) and the Inclusive Tourism Accessibility Guide to simulate real experiences of persons with disabilities and provide concrete guidance for improving services and infrastructure. The coordination mechanism will ensure that lessons from WP1 and WP2 (mapping, process plans, toolbox) are translated into ongoing practice and follow-up projects in Međimurje.

### Main target group(s)

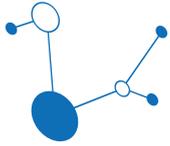
- Public stakeholders: representatives of Međimurje County, cities and municipalities, spatial planners, transport authorities, and tourism boards.
- Private stakeholders: tourism and hospitality providers (hotels, restaurants, attractions, transport operators) and other service providers in the tourism value chain.
- Organisations of persons with disabilities, who act both as key beneficiaries and as experts and co-trainers in the capacity-building process.

### Related WP1 barrier(s)

WP1 showed that, alongside physical and information barriers, there are attitudinal and knowledge barriers among service providers and decision-makers, including limited understanding of accessibility requirements, inconsistent consideration of PWD needs in planning and investments, and lack of structured involvement of disability organisations in tourism development.

### Related WP2 pilot action / lesson learned

WP2 pilot activities in Međimurje demonstrated that joint fieldwork and co-design processes (e.g. QFIELD mapping with wheelchair users and DOSTI, process plan meetings in Čakovec) significantly increase awareness, trust and willingness to address barriers



among local stakeholders. The Toolbox underlined that structured tools like the Empathy Simulation Toolkit and the Inclusive Tourism Accessibility Guide are effective instruments for building empathy, knowledge and practical skills among tourism professionals and local authorities and can be replicated and adapted for different settings in Međimurje.

### Stakeholders involved

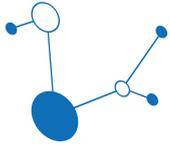
- Lead organisation: Međimurje County (overall governance and integration into regional strategies).
- Key implementing partners: REDEA (coordination, methodology, link to CE-Spaces4All); Tourist Board of Međimurje County and local tourist boards (mobilising tourism providers, hosting trainings); DOSTI and other disability organisations (co-facilitation of trainings, co-design of content, monitoring of outcomes).
- Other stakeholders: cities and municipalities (Čakovec, Prelog, Sveti Martin na Muri and others), tourism and hospitality providers, transport operators, education and training institutions.

### Alignment with existing strategies and policies

The action supports the implementation of national and county policies on social inclusion, equal opportunities and accessibility for persons with disabilities, and contributes to the accessibility and smart development goals of the Međimurje County Development Plan. It also operationalises the CE-Spaces4All joint strategy and the concept for improving mobility, which emphasise participatory governance, capacity building and cross-sectoral cooperation as key conditions for accessible tourism in the SI-HR-HU region.

### Timeframe

- From 2026 onwards: establishment of the county-level coordination mechanism (e.g. working group on accessible tourism and mobility) and development of an annual training plan.
- 2026-2028: implementation of regular trainings and workshops using the Empathy Simulation Toolkit and Inclusive Tourism Accessibility Guide in pilot areas and at county level, integration of accessibility topics into existing events and planning processes.
- Beyond 2028: continuation and institutionalisation of the coordination mechanism and training programme as a permanent part of county tourism and development governance.



### **Estimated cost**

Costs are expected to be low to medium, covering preparation and adaptation of training materials and toolkits, facilitation and logistics of workshops and meetings, and limited coordination staff time. In-kind contributions from partners (venues, staff time and equipment) can reduce direct financial needs.

### **Potential funding sources**

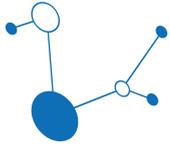
County and local budgets for capacity building, tourism development and social inclusion; national programmes supporting training and inclusion of persons with disabilities; and EU programmes (e.g. Interreg or other cooperation and capacity-building funds) that support governance and skills for accessible tourism.

### **Expected impacts**

The action will increase knowledge, empathy and practical skills of key stakeholders in Međimurje regarding accessibility and the needs of persons with disabilities in tourism and mobility, leading to more informed decisions and better-designed projects. It will establish a stable coordination structure that systematically monitors accessibility issues, follows up on WP1 and WP2 findings, and promotes the use of CE-Spaces4All toolkits, contributing to a sustained improvement of accessible tourism in Međimurje County.

### **Monitoring and evaluation**

Monitoring will record: the number of trainings and workshops held, the number and types of stakeholders trained, and the use of the Empathy Simulation Toolkit and Inclusive Tourism Accessibility Guide in events. Outcome monitoring will look at qualitative changes in stakeholder attitudes and practices (e.g. self-reported application of accessibility measures) and at the number of new or improved accessibility initiatives and projects that explicitly build on the coordination mechanism and trainings in Međimurje County.



### **Name of the action**

Development of accessible tourism programmes and packages for persons with disabilities in Međimurje County

### **Description of the action**

The action aims to design, test and promote accessible tourism programmes and packages in Međimurje County that combine accessible routes, facilities, transport options and information into coherent offers for persons with disabilities and their companions. Building on the removal of key physical barriers (Action 1), improvements in accessible mobility (Action 2), and the development of accessible information and digital tools (Action 3), partners will identify suitable combinations of attractions, accommodation, gastronomy and activities that meet accessibility requirements for different groups of persons with disabilities. Using approaches and examples described in the CE-Spaces4All Concept and Toolbox (e.g. accessible tour design, good practices from SI-HR-HU and other regions), these programmes will be co-designed and tested with persons with disabilities, then promoted via official tourism channels (e.g. Visit Međimurje) and through cooperation with travel agencies and tour operators.

### **Main target group(s)**

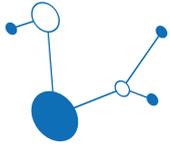
- Persons with disabilities (mobility, visual, hearing and other impairments) and their companions, looking for organised or self-organised accessible trips in Međimurje.
- Tourism providers (accommodation, attractions, gastronomy, transport, travel agencies) interested in developing and marketing accessible offers.

### **Related WP1 barrier(s)**

WP1 showed that, even where individual elements (e.g. certain hotels, routes or attractions) are relatively accessible, the overall travel chain often remains fragmented due to missing links in accessibility along routes, at entrances, crossings, toilets and transport points. This limits the possibility to create complete, barrier-reduced tourism experiences for persons with disabilities.

### **Related WP2 pilot action / lesson learned**

WP2 highlighted, especially in the Hungary section, the importance of creating accessible tour packages by identifying suitable locations, checking accessibility of accommodation, transport and programmes, and involving disability organisations in testing. The CE-Spaces4All Concept and Toolbox present examples and steps for accessible programme



design and show that integrating accessibility information and services into concrete offers makes destinations more attractive and usable for travellers with disabilities.

### **Stakeholders involved**

Lead organisation: Tourist Board of Međimurje County (coordination of product development and promotion).

Cities and municipalities (Čakovec, Prelog, Sveti Martin na Muri); tourism and hospitality providers (hotels, restaurants, wellness centres, museums, natural attractions); transport providers; travel agencies and tour operators; DOSTI and other disability organisations (co-design, testing).

### **Alignment with existing strategies and policies**

The action contributes to regional and national tourism strategies that aim to diversify tourism products, extend the season and promote inclusive and sustainable tourism, as well as to disability and accessibility policies that promote participation of persons with disabilities in cultural and leisure activities. It also operationalises CE-Spaces4All objectives on accessible tourism products and independent travel in the SI-HR-HU pilot region.

### **Timeframe**

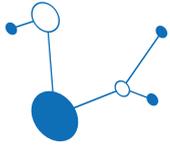
2026-2027: identification of accessible components (routes, facilities, services), co-design of at least one pilot accessible tourism programme/package in Međimurje, and testing with persons with disabilities.

2028 onwards: refinement and scaling up - development of additional variants (e.g. weekend packages, thematic routes) and integration into regular destination marketing and sales channels.

### **Estimated cost**

Medium: costs for product development workshops, testing (including participation of persons with disabilities), adaptation and packaging of services, promotional materials and campaigns; additional costs may arise from small improvements requested by providers to meet accessibility requirements.

### **Potential funding sources**



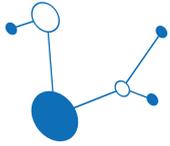
Tourism development funds at county and national level, Interreg and other EU programmes supporting innovative and inclusive tourism products, and private investments by tourism providers and tour operators participating in the packages.

### **Expected impacts**

The action will result in concrete accessible tourism programmes and packages that make it easier for persons with disabilities to choose Međimurje as a destination and to experience the region with fewer barriers. It will strengthen cooperation among tourism providers around accessibility, increase the visibility of accessible services in Međimurje, and potentially lead to higher tourism income and longer stays from this target group

### **Monitoring and evaluation**

Monitoring will include the number of accessible programmes/packages developed, the number of providers participating in them, and the number of bookings or users from target groups. Feedback from persons with disabilities on the accessibility and overall experience of the programmes will be collected and used to improve and further adapt the offers.



### **Name of the action**

Promotion and communication campaign for accessible tourism in Međimurje County

### **Description of the action**

The action aims to design and implement a targeted promotion and communication campaign that informs persons with disabilities and their organisations, as well as the wider tourism market, about new accessible routes, facilities, information tools and tourism packages in Međimurje County. Building on the accessibility improvements (Action 1), mobility measures (Action 2), accessible information and digital tools (Action 3) and accessible tourism programmes (Action 5), the campaign will use official tourism channels (e.g. Visit Međimurje website and social media), cooperation with disability organisations and specialised accessible tourism platforms, as well as on-site events and media work to present Međimurje as an accessible destination. The campaign will highlight authentic stories and experiences of persons with disabilities (e.g. as ambassadors), provide clear links to accessibility information and digital tools, and promote specific accessible tourism packages and services developed in the county.

### **Main target group(s)**

Primary: persons with disabilities and their companions in Croatia and neighbouring countries who are interested in accessible rural and spa tourism offers.

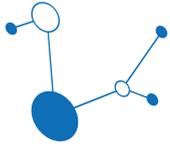
Secondary: tourism and hospitality providers, travel agencies, media and the general public, to raise awareness that Međimurje offers accessible services and to encourage further improvements.

### **Related WP1 barrier(s)**

WP1 and fieldwork indicated that, even when some accessible services exist, they are often invisible to potential users because information about them is fragmented, not clearly communicated or not actively promoted to persons with disabilities and their organisations. This lack of visibility and proactive communication is an information and attitudinal barrier that limits the use and further development of accessible tourism offers.

### **Related WP2 pilot action / lesson learned**

WP2 highlighted the importance of communication and awareness-raising activities and workshops for both public and private stakeholders and showed that well-presented examples of accessible services and tools can inspire replication and scaling. The Toolbox illustrates how toolkits such as the Inclusive Tourism Accessibility Guide and Empathy



Simulation Toolkit can be embedded in events and campaigns to make accessibility tangible and understandable, and that showcasing good practices helps to position a destination as inclusive.

### Stakeholders involved

Lead stakeholder: Tourist Board of Međimurje County (overall coordination of the campaign, content and channels).

Key partners: Međimurje County (political support and integration into regional promotion), local tourist boards, tourism and hospitality providers and travel agencies (content and offers), disability organisations such as DOSTI and national/regional PWD associations (co-creation of messages, ambassador roles, dissemination through disability networks).

### Alignment with existing strategies and policies

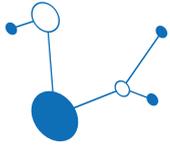
The action contributes to regional and national tourism strategies that aim to contribute raising the recognition of Međimurje County as a destination for high-quality and affordable tourism, as reflected in the Međimurje County Development Plan until 2027, PC 1.3. Sustainable, Innovative, and Resilient Tourism. Furthermore, this includes the CE-Spaces4All Joint Strategy, which further defines the strategic direction towards accessible tourism and raising awareness among all key stakeholders as well as the general public.

### Timeframe

- 2026: preparation of the communication strategy and key messages, development of campaign materials (including accessible formats), selection of ambassadors and partners, and alignment with launch of first accessible tools and programmes.
- 2027-2028: implementation of the campaign in waves (online promotion, social media, events, study trips, press activities), with a focus on promoting newly accessible routes, facilities and packages as they become available.
- From 2029 onwards: integration of accessible tourism promotion as a regular and permanent element of destination marketing for Međimurje County.

### Estimated cost

Low to medium: costs for preparation of communication strategy and materials (including accessible formats such as captions, alternative text and easy-to-read summaries), online and offline promotion, organisation of media and stakeholder events, and possible support



to ambassadors with disabilities (e.g. travel costs). Synergies with existing marketing budgets and campaigns of the Tourist Board and partners can reduce additional costs.

### **Potential funding sources**

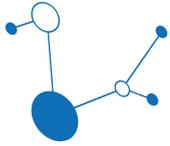
Tourism promotion budgets of the Tourist Board of Međimurje County and Međimurje County, national tourism and inclusion programmes, and EU programmes (e.g. Interreg and other cooperation or destination marketing initiatives) that support promotion of sustainable and inclusive tourism. Private co-financing from tourism providers and travel agencies participating in the campaign (e.g. joint promotional actions) is also possible.

### **Expected impacts**

The campaign will increase awareness among persons with disabilities that Međimurje offers concrete accessible routes, facilities, tools and packages, leading to higher interest and more visits from this target group. It will also encourage tourism providers and authorities to further improve and communicate accessibility, strengthen the image of Međimurje as an accessible and inclusive destination, and support the uptake and sustainability of results from other actions in the Action Plan.

### **Monitoring and evaluation**

Monitoring will track the number and type of communication outputs (campaign waves, posts, articles, events), the reach and engagement of online content (website visits to accessibility pages, social media metrics), and participation in campaign events. Where possible, the campaign will also monitor the number of visitors with disabilities reached through disability networks and collect feedback from them and from tourism providers on how the campaign influenced their travel decisions and accessibility initiatives.



## 2.3. Hungary

### Name of the action

Establishment of a regional governance and monitoring framework for accessible and sustainable tourism

### Description of the action

This action aims to strengthen the governance, coordination and long-term planning capacity for accessible and sustainable tourism. Building on the results of the Spaces4All project, including the Web Accessibility Viewer and pilot actions, the action focuses on creating the institutional and methodological requirements for the integration of accessibility and sustainability into nature-based and rural tourism development.

The action focuses on strengthening cross-sectoral and cross-border cooperation between regional authorities, tourism organisations and organisations of persons with disabilities, with a specific focus on nature-based and cycling tourism corridors.

Rather than focusing on infrastructure investments, the action addresses governance gaps, lack of knowledge, insufficient data and limited capacities that currently hinder the mainstreaming of accessible tourism in regional development and tourism planning.

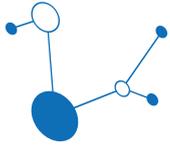
Key activities include:

- setting up a regional coordination group for accessible and sustainable tourism,
- creating then testing and adapting sustainability and accessibility indicators (building on a methodology),
- integration of accessibility and inclusivity factors into regional tourism planning,
- preparation of follow-up cooperation initiatives and project concepts building on the results of Spaces4All.

### Main target group(s)

- regional and local authorities
- tourism organisations and destination management organisations
- development agencies
- tourism service providers
- persons with disabilities, seniors and their representative organisations

### Related WP1 barrier(s)



- informational barriers,
- attitudinal barriers,
- governance and coordination gaps,
- lack of monitoring and data for accessibility and sustainability.

### Related WP2 pilot action / lesson learned

Lessons learned from Spaces4All pilots show that sustainable accessibility improvements require integrated governance models, cross-border coordination and capacity building, rather than isolated infrastructure investments.

- Accessibility assessment and promotion of nature-based tourism routes tested in Hungary,
- importance of structured indicators and coordinated governance for scaling up pilot actions.

### Stakeholders involved

Lead organisations:

- Regional development and tourism governance structures

Supporting stakeholders:

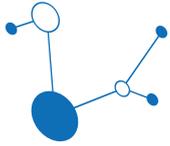
- Regional development agencies
- Tourism organisations and DMOs
- Municipalities
- Tourism service providers

Organisations representing persons with disabilities are involved as equal partners in co-design, testing, validation and evaluation of accessibility-related measures, ensuring that actions reflect real needs and lived experience.

### Alignment with existing strategies and policies

The action is aligned with:

- Spaces4All Joint Strategy for Improving Accessibility of Tourism in the Transborder Region
- National and regional tourism development strategies of Hungary
- EU policies on inclusive, sustainable and accessible tourism



- Regional development and spatial planning frameworks applicable in the Hungarian pilot region

### Timeframe

Short to medium term (2026-2028)

### Estimated cost

Low to medium. Costs relate primarily to coordination activities, capacity building, expert involvement and stakeholder engagement rather than infrastructure investments.

### Potential funding sources

- regional and national public funding
- Interreg and other EU cooperation programmes (as follow-up projects).

### Implementation and uptake

Implementation is coordinated at regional level through existing development and tourism governance structures. Regional development agencies and tourism actors play a central role in coordinating stakeholders, facilitating cooperation and integrating results into strategic documents.

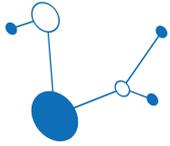
The action supports cross-border and transnational cooperation by preparing stakeholders for participation in future projects and by aligning regional approaches with common methodologies and standards developed at transborder level.

### Expected impacts

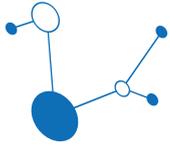
- improved governance and coordination for accessible tourism,
- better integration of accessibility and sustainability into planning,
- enhanced capacity of public authorities and service providers to address accessibility needs
- improved visibility and quality of accessible nature-based tourism offer.

### Monitoring and evaluation

Monitoring and evaluation are based on simple qualitative and quantitative indicators, including:



- Number of stakeholders involved in activities
- Number of tourism services or routes assessed using accessibility and sustainability indicators
- Integration of accessibility criteria into regional or local planning documents
- Feedback from persons with disabilities and stakeholder satisfaction surveys
- Evidence of follow-up actions or project initiatives building on the Action Plan



### Name of the action

Permanent Local Forum for Accessible Tourism Development in the Hungarian pilot region

### Description of the action

The proposed permanent local forum (local network) formalises a regular cooperation between organisations representing persons with disabilities and key territorial development and tourism actors in the Hungarian pilot region. The forum aims to ensure that accessibility considerations are integrated into tourism and territorial development processes through early consultation, dialogue and mutual learning.

The forum provides a space where the persons with disabilities can share experiences, needs and priorities, while development and tourism actors can present planned or ongoing initiatives, limits and opportunities.

The action foresees regular meetings (one to two times per year) combined with thematic workshops and networking sessions. These meetings connect organisations of persons with disabilities with municipalities, tourism service providers, destination management organisations and development agencies.

### Main target group(s)

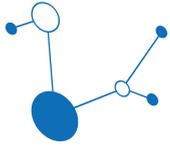
- persons with disabilities and their representative organisations
- regional and local authorities
- tourism organisations
- development agencies
- tourism service providers

### Related WP1 barrier(s)

- Attitudinal barriers
- Governance and coordination gaps
- Lack of systematic stakeholder involvement
- Informational barriers related to real user needs

### Related WP2 pilot action / lesson learned

WP2 pilot actions confirmed that early and continuous involvement of persons with disabilities significantly improves the relevance and usability of tourism services and



routes. The pilots demonstrated that informal but structured cooperation formats are effective in bridging gaps between user needs and planning constraints, especially in rural and nature-based tourism contexts.

### Stakeholders involved

Lead organisations:

- Zala County Government

Members and participants:

- Organisations representing persons with disabilities
- Municipalities
- Tourism service providers
- Destination management organisations
- Other relevant civil and sectoral organisations

### Alignment with existing strategies and policies

- Spaces4All Joint Strategy, particularly priorities on inclusive governance and stakeholder participation
- National and regional tourism development strategies in Hungary
- EU principles on participatory, inclusive and sustainable territorial development

### Timeframe

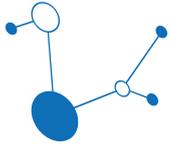
Short to long term, with permanent character (starting 2026)

### Estimated cost

Low. Costs are mainly related to coordination, facilitation of meetings and basic organisational activities.

### Potential funding sources

- Regional and national public funding
- Small-scale support schemes for civil-public cooperation
- European cooperation and capacity-building programmes



## Implementation and uptake

The forum operates as a permanent cooperation mechanism embedded in existing regional development and tourism governance practices. Participation is voluntary, and the forum's recommendations are non-binding but documented and fed into planning and development processes.

The action strengthens horizontal and vertical linkages by connecting organisations of persons with disabilities with municipalities, service providers and development actors, and by creating regular opportunities for dialogue and trust-building.

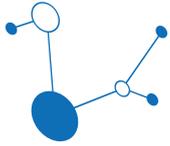
## Expected impacts

- Involvement of persons with disabilities in tourism and territorial development
- Improved mutual understanding of needs, constraints and opportunities
- Better alignment between accessibility needs and development priorities
- Reduced risk of ineffective tourism investments
- Strengthened local networks supporting accessible tourism development

## Monitoring and evaluation

Monitoring and evaluation are based on simple indicators, including:

- Number of forum meetings organised per year
- Diversity of stakeholders participating in meetings
- Number of development or tourism initiatives discussed within the forum
- Qualitative feedback from participating organisations
- Evidence of accessibility considerations reflected in planning processes



## 3. Integration of results

This chapter outlines how the regional Action Plans may complement each other beyond the project lifetime and how the achieved results could be further utilised through voluntary cooperation among partners and stakeholders.

Rather than introducing new obligations, the following elements describe recommended forms of coordination that could support continuity, mutual learning and gradual harmonisation of approaches to accessible tourism development in the pilot region.

### 3.1. Common priorities across regions

Although each pilot region addresses accessibility from a different operational perspective, the actions together form a coherent development logic:

- The Croatian action plan primarily focuses on removing specific physical barriers and identifying and presenting accessible locations.
- The Slovenian interventions concentrate on providing reliable, standardised accessibility information and improving the knowledge of service providers,
- while the Hungarian actions aim to establish governance, coordination and monitoring frameworks ensuring long-term functioning.

Together, these form a complete implementation cycle ensuring accessibility, its visibility and its systematic integration into planning and development processes.

Four key elements linked to the priorities of the joint strategy appear across the action plans.

#### **Inclusive planning and governance**

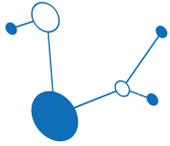
All Action Plans involve persons with disabilities as active contributors in testing, validation or consultation. Partners may therefore consider maintaining these participatory approaches in future initiatives, ensuring that accessibility remains grounded in real user experience.

#### **Evidence-based accessibility**

Mapping, indicators and user feedback are applied in different forms in each region. Over time, partners could explore aligning interpretation methods in order to make results more comparable, while keeping data collection systems region-specific.

#### **Capacity building instead of isolated investments**

The actions highlight that accessibility improvements depend not only on infrastructure but also on knowledge, communication and cooperation capacity. Continued exchange of training approaches and tools may support consistent quality of services across the border region.



### Rural and nature-based accessibility

In rural areas accessibility is determined by the continuity of experiences rather than by individual facilities. This shared understanding may guide future development projects towards integrated solutions addressing physical, informational and organisational aspects together.

The integration of the three Action Plans could be further operationalised through a light common implementation framework focusing on knowledge exchange and joint learning. For example, partners might organise periodic cross-border workshops where stakeholders review progress, discuss encountered barriers and identify transferable solutions.

Where relevant, a gradually aligned set of accessibility and governance indicators could be explored in order to support comparability of results and evidence-based planning. Data collection systems would remain region-specific, while interpretation principles could follow a shared methodological understanding developed during the project.

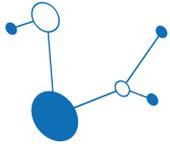
Partners could also consider maintaining a shared collection of tested practices, tools and communication approaches, enabling future initiatives to build on the project results beyond its lifetime.

### 3.2. Expected impacts

The combined implementation of the Action Plans may gradually influence tourism practices in the region over different time horizons.

- Short term (operational level): accessibility information becomes more reliable, service providers improve preparedness and visitors can better predict travel conditions. This may reduce uncertainty and improve visitor experience for persons with disabilities and other users with temporary limitations.
- Medium term: more independent travel becomes possible, trust of the target group towards the three destinations increases, and an inclusive approach appears in service provision. Accessibility becomes part of service quality.
- Long term: accessibility considerations may become integrated into planning and investment practices. Tourism and spatial development processes could routinely include consultation and accessibility assessment elements, contributing to more inclusive territorial development.

The integrated impact of the Action Plans may also be illustrated through indicative joint elements, such as comparable assessments, harmonised information approaches or participation in cross-border activities. These elements could support the transition from pilot experiences towards a more reproducible development practice.



The impacts appear at three levels:

- Target group/user level: independence and sense of safety increase, resulting in more equal access to tourism.
- Destination level: the quality and reliability of services improve, strengthening competitiveness and positive image.
- Decision-making and planning level: accessibility becomes a constant consideration, helping developments serve a wider range of users and reducing territorial disparities.

### 3.3. Long-term cooperation and follow-up actions

The aim of the interventions is to support the development of accessible tourism as a continuous cooperation process. The methods and partnerships established may contribute to continuity beyond the project period.

#### **Institutional cooperation**

The coordination mechanisms and consultation forums established during the project may support lasting connections among stakeholders. Organisations representing persons with disabilities could continue to participate in planning processes, contributing to more informed decisions and reducing the risk of inappropriate developments.

#### **Common methodological framework**

An approach based on assessment, feedback and consistent communication may enable coordinated development across the regions. Stakeholders plan and evaluate accessibility according to shared principles.

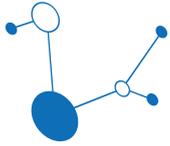
#### **Preparation of further developments**

The experiences gained may serve as a basis for preparing new cooperation initiatives and projects, particularly in nature-based and cross-border tourism areas.

Overall, the actions create a replicable approach that integrates accessibility into rural tourism development – from improvements in the physical environment through information provision to planning practices.

At the partnership level, to support the sustainability of results, consideration could be given to maintaining a light and flexible cooperation framework beyond the project duration.

The following voluntary practices could contribute to knowledge retention and further development:



### **Periodic exchange**

Partners may organise occasional cross-border meetings (for example once per year or aligned with existing events) to:

- review progress,
- share encountered barriers,
- exchange tested solutions.

These meetings could remain informal and rotate among regions.

### **Shared learning resources**

Partners could maintain a shared collection of methodologies, checklists and tested practices developed during the project. Such a repository may help future initiatives build on existing knowledge rather than starting from scratch.

### **Gradual alignment of monitoring approaches**

Where relevant, partners may explore using a small set of comparable indicators (e.g. number of assessed locations, validated information pages or stakeholder involvement activities). The aim would not be standardisation but improved interpretability of results across regions.

### **Preparation of follow-up initiatives**

The established partnerships may serve as a basis for preparing future cooperation projects, particularly in:

- nature-based tourism routes,
- accessible tourism services,
- capacity-building activities.

Participation would remain voluntary and dependent on partner interest and available funding opportunities.

In this sense, the Action Plans may function not only as implementation tools but also as preparatory frameworks for potential future joint projects.