

Accessibility conferences: „Travels beyond distances: How online guiding can bring culture closer to people that can not travel”

November 24, 2025, Alliance INFONET has organized an online conference within the series „Accessibility conferences”. The subject of the day: „**Travels beyond distances: How online guiding can bring culture closer to people that can not travel**”

Guest Expert: **Tatiana Lupascu** is a World Federation of Tourist Guide Associations (WFTGA) tour guide and trainer, with expertise in developing accessible cultural experiences through online tours. She is the founder of the company “Tourism Journey”, where she promotes inclusive and community-oriented tourism models. She is also the co-creator of the “ABC of Online Guided Tours” course, approved by WFTGA, dedicated to training guides to deliver digital tours adapted to various public categories. She collaborates with organizations and professionals from several countries to facilitate cultural access for people who cannot travel and to integrate online guiding into cultural inclusion and participation initiatives.

The presentation “*Traveling beyond distances*” explains how online guiding can create cultural access for people who cannot physically travel. Tatiana Lupascu, tour guide and WFTGA trainer, shows that physical, sensory, economic or social barriers leave many people outside of cultural experiences, and technology is becoming a solution for inclusion. Online tours – interactive, live and adapted to different needs – allow patients, people with special needs, seniors, people in detention, rural communities or diaspora to participate in the cultural life. In this process, the tour guide plays an essential role, interpreting the heritage and providing context, emotion and understanding, while technology facilitates access through images, videos, 360° materials, subtitles or adapted pace. The presentation provides concrete examples of tours for patients, seniors or people with various impairments (e.g. hearing impairments) and highlights the importance of the active involvement of vulnerable people, who can contribute as narrators, content creators or workshop facilitators. NGOs are encouraged to identify audiences with limited access, choose appropriate themes and collaborate with tour guides specially trained to work with vulnerable audiences. The central message is: online tours do not replace physical visits, but they take culture where people cannot reach it, transforming cultural accessibility into a social responsibility and a real space of inclusion.

This activity is part of the project “Strengthening Civic Participation in Azerbaijan”, co-funded by the European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

For additional info: Victor Koroli, Project director +373 69252453, vkoroli@gmail.com

The project "Consolidation participation citizenship in Azerbaijan is co-financed by the Union European Union (EU) and the German Federal Ministry for Cooperation Economical and Development (BMZ) and is implemented by the Cooperation Agency German International Cooperation Agency (GIZ). The partner project is Association The " NFONET Alliance ", which implements the project " Consolidation capacity organizations civil society in Azerbaijan and the Republic of Moldova through exchange of experience, lessons learn and good practice in field inclusion social rights of people with disabilities ".