

# THE PROMOTION AND ENHANCEMENT OF SNOW SPORTS THROUGH DISABILITY

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# ACCESSIBLE TOURISM FOR THE DISABLED (4ALL)

A CASE HISTORY IN FOLGARIA - TRENTO - ITALIA  
UNDER THE SUPERVISION OF SNOWSPORTS ACADEMY SAN MARINO



# ACCESSIBLE TOURISM IS NOT ONLY A REASON FOR SOCIAL AWARENESS, BUT ALSO A REMARKABLE BUSINESS OPPORTUNITY

IT INVOLVES OVER 60 MILLION PEOPLE IN  
EUROPE AND MANY MORE AROUND THE WORLD  
(DISABLED, FAMILIES, STAFF, ETC.)



# WHAT DOES ACCESSIBLE TOURISM MEAN?



- ACCESSIBLE TRANSPORTATION TO/FROM LOCATIONS
- ACCESSIBLE HOTELS, HUTS AND RESTAURANTS
- ACCESSIBLE ROAD TO LIFT ACCESS
- ACCESSIBLE LIFTS
- DISABLED SNOW SPORTS EQUIPMENT
- RIGHT ATTITUDE TOWARDS DISABILITIES



AND, MOST OF ALL .....



• SPECIAL SNOW SPORTS INSTRUCTORS



20/11



**FOR MANY YEARS ACCESSIBLE TOURISM HAS  
MEANT FULLY CAPABLE SNOW SPORTS  
INSTRUCTORS TEACHING TO DISABLED**

**THE NEW FRONTIER INVOLVES  
DISABLED SNOW SPORTS INSTRUCTORS  
TEACHING TO DISABLED LEARNERS**



# WHY?



- A MORE EMPHATIC FEELING (I AM WITH YOU AND "AS" YOU)
- A DIRECT LEARNING (I AM TELLING YOU TO DO THINGS THAT I MYSELF DO)
- THE INSTRUCTOR IS THE LIVING EVIDENCE THAT THE MOUNTAIN AND THE SNOW ARE FRIENDLY



# HOW?

## MAURO BERNARDI'S HISTORY



# MAURO BERNARDI'S HISTORY

## THE TRUCK ACCIDENT IN 2005





# THE CREATION AND THE TRAINING OF THE SPECIAL INSTRUCTOR

UNDER THE SNOWSPORTS ACADEMY SAN MARINO PROTOCOL

(IN COOPERATION WITH THE ITALIAN SKI FEDERATION  
AND ITALIAN SNOW SPORTS INSTRUCTOR ASSOCIATION)



# 1° LEVEL:

- injuries, disabilities and correlated medical theory
- basic psychology and pedagogy
- methodology and teaching skills for beginners (bronze level) according to the "zero accident theory"
- special equipment approach
- lifts approach
- management of the special assistant
- level tests



## 2° LEVEL:

- eurosécurité, mountain environment dangers, bls,
- marketing and customer care, first approach
- advanced psychology for management of complex relationship
- methodology and teaching skills for advanced skiers (silver level)
- independent lifts approach
- independent individual skiing
- level tests



## 3° LEVEL:

- tourist marketing and customer care, advanced
- tax, legal, admin and management background
- training psychology and pedagogy
- methodology and teaching skills for skilled skiers and racers (gold level)
- final tests



# MAURO BERNARDI ACHIEVED THE 3° LEVEL SNOW SPORTS SITTING SPECIAL INSTRUCTORS AWARD ACCORDING TO SAS

Originally born in Lombardy, in 2013 he filed a formal request to be admitted to Lombardy Snow Sport Instructors Association

As best practice example of cooperation between Countries we know that the Italian Authorities are working to overtake the limits that are still underlying the old regulations and which do not consider a disabled person willing to become a snow sports instructors



# THE SET UP OF A SKI SCHOOL AROUND THE DISABLED PERSONS

**SCIE DI PASSIONE - SNOW 4 ALL ®**

IN FOLGARIA - TRENTO - ITALY

AVERAGE SNOW SPORTS INSTRUCTORS' AGE = 28 YEARS



# PROMOTION OF SCIE ALSO THROUGH MAURO'S PECULIAR ROLE



- disabled associations
- rehab centers
- disabled tourism fairs



L'OBIETTIVO PRIMARIO DI SCIE DI PASSIONE E' QUELLO DI TRASMETTERE ATTRAVERSO LA TECNICA E IL DIVERTIMENTO LA PASSIONE PER LO SCI E I VALORI DELLO SPORT

UNO STAFF GIOVANE E DINAMICO PROPONE UN NUOVO MODO DI VIVERE LO SCI E LA NEVE

SCIE DI PASSIONE OFFRE LA POSSIBILITA' A TUTTI DI VIVERE LA MONTAGNA IN AUTONOMIA



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SCIE DI PASSIONE®: dove la disabilità è normalità

Vivi un'esperienza unica scoprendo la montagna e divertendoti in totale libertà e sicurezza assieme ai maestri di SCIE



# MAURO'S SPECIFIC TASKS:



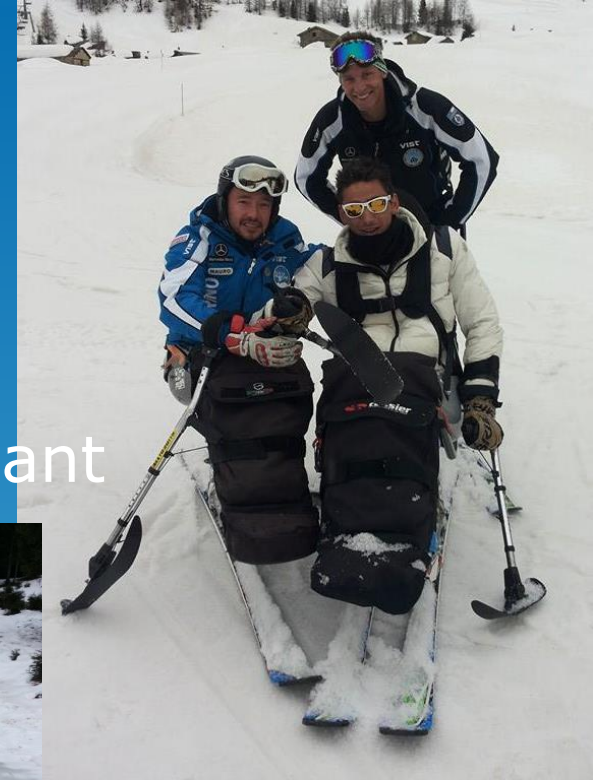
- special training to the snow sports instructors of the "sitting" department
- supervision and organization of the "sitting" equipment warehouse
- beginner's slope supervision and organization
- resort and lift accessibility supervision and certification
- resident sitting snow sports instructor
- itinerating sitting snow sports instructor





# TODAY'S SCIE FIELDS OF ACTION:

- Fully capable TO Fully capable
- Fully capable TO Disabled
- Disabled TO Disabled
- Disabled + Fully capable special assistant TO Disabled



# SCIE DI PASSIONE - SNOW 4 ALL



## SCI ALPINO

### SITTING

Attraverso l'utilizzo di attrezzature specifiche permettiamo a persone con ridotto residuo motorio (o addirittura nullo) di praticare lo sci alpino



Con i nostri Monoski e Dualski la persona disabile scia con il supporto e la supervisione dei maestri specializzati di SCIE. In funzione della disabilità posseduta può arrivare anche alla completa autonomia



### STANDING

Con i nostri maestri possono sciare le persone in possesso di un residuo motorio (o cognitivo - relazionale) tale da consentire loro di praticare lo sport in piedi



### BLIND

Il disabile sensoriale - visivo (non vedente - ipovedente) può sciare guidato dai maestri di SCIE, utilizzando l'attrezzatura specifica



## SCI NORDICO

Le emozioni che offre il nostro centro fondo sono a disposizione delle persone con disabilità, grazie alle attrezzature messe a disposizione dalla scuola sci e alle competenze dei maestri di SCIE



## SNOWBOARD

La montagna accessibile a 360°: dalla stagione 2013 - 2014 Scie di Passione si arricchisce della presenza di maestri di snowboard specializzati nell'insegnamento della disciplina alle persone disabili.

Il tutto reso possibile grazie all'utilizzo del B.A.S.S., una tavola adattata che consente all'allievo disabile di provare l'emozione dello snowboard



**SCIE DI PASSIONE: dove la disabilità è normalità**  
da noi trovi attenzione e cura nei confronti delle disabilità motorie, sensoriali e cognitivo - relazionali

# RESULTS OVER 3 YEARS



1<sup>st</sup> YEAR: 5% OF LESSONS TO DISABLED CUSTOMERS

2<sup>nd</sup> YEAR: 10% OF LESSONS TO DISABLED CUSTOMERS

3<sup>rd</sup> YEAR: 18% OF LESSONS TO DISABLED CUSTOMERS



THE RECOGNITION OF  
THE SPECIAL SNOW SPORTS INSTRUCTOR  
SHOULD BE A TARGET FOR THE WHOLE ISIA



AS IT IS A VERY IMPORTANT MEANS FOR  
"THE PROMOTION AND ENHANCEMENT OF SNOW SPORTS"



THEREFORE

**SNOWSPORTS ACADEMY SAN MARINO  
WILL STRONGLY SUPPORT**

ANY EFFORT TO SHARE, CREATE, DEFINE

**THE SPECIAL SNOW SPORTS INSTRUCTOR**



