HIKE4ALL

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# Building More Accessible Tourism: Diverse Perspectives and Inspiring Initiatives

Troyes, 5 November 2026

Speakers (in alphabetical order)



**SIBYLLE BERTAIL-FASSAERT**

Vice-President of the Aube Departmental Council in charge of education, citizenship, and sports

Elected departmental councilor of Aube in 2004, and then vice-president since 2015, Sibylle Bertail-Fassaert is currently co-chair of the education, citizenship, and sports committee. She has also long been committed to children's welfare, disability issues, community associations, and local dynamism. Founder of the School for Sick Children of Aube and of the Federation for the Education of the Sick at Home and in Hospital ; municipal councilor and then deputy mayor of Troyes for nearly 20 years ; she is also president of the Aube Commission for the Rights and Autonomy of Disabled Persons, president of the "Youth for Tomorrow" association, and head of the youth center.



**LUCA BRUSCHI**

Director of the European Association of the Via Francigena Ways (AEVF), he holds a degree in Cultural Heritage and a Master's in Tourism Economics. Since 2004, he has been actively involved in the development of the Via Francigena and European walking routes. He has collaborated with the Council of Europe's Cultural Routes Programme, coordinates the technical working group for the Via Francigena's UNESCO World Heritage nomination and is a registered journalist.

TEMPLARS HERITAGE ROUTE
ROUTE DU PATRIMOINE TEMPLIER

Aube en Champagne
LE DÉPARTEMENT

Handi Sport
COMITÉ DÉPARTEMENTAL Aube

Parc naturel régional de la Forêt d'Orient

Valentin HAÜY
Avec les aveugles et les malvoyants
Agir pour l'autonomie



**VALERY DENIS**

As President of the Templars Route European Federation (ThREF), Valéry Denis works to promote the European Cultural Route of the Templars and to enhance the visibility of historical and cultural heritage at European level. He is also Vice-President of the European Association of the Via Francigena Ways. Actively involved in public affairs in the Aube region, he holds positions within the Aube Departmental Council and the City of Troyes.



**ELENA DUBININA**

Head of International Projects and International Relations at the European Association of the Via Francigena Ways (AEVF), she specialises in European cooperation, cultural routes and sustainable tourism development. She coordinates international partnerships and EU-funded initiatives, including HIKE4ALL, DETOUR and rurAllure, fostering cooperation among institutions, local stakeholders and tourism professionals. Her work focuses on innovation, accessibility, sustainable tourism and strengthening the role of cultural routes in local development.



**MARTINA JANOCHOVA**

Martina Janochová has been involved in regional development, cultural heritage, and cultural tourism for more than twenty years. After working for the Zlín Region (2003–2013) in the Press Department, the Governor's Office, and the Strategic Development Department, she joined the International Association European Cultural Route of Saints Cyril and Methodius in 2014. She works as a Project Manager, focusing on communication, project management, event organisation, and financial management. She is particularly interested in cultural heritage, cultural tourism, and the contemporary use of the Glagolitic script.

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**PEGGIE PAPA**

Peggie Papa takes part in sporting challenges where pushing personal limits goes hand in hand with solidarity and inclusion. She notably participated in the Marathon des Sables alongside Enzo, sharing this sporting and human adventure with him.

More recently, on 26 September 2026, she accompanied Arsène in a Joëlette all-terrain wheelchair during the 100 km de Millau, enabling him to take part in this iconic race. Through these experiences, Peggie Papa promotes a vision of sport that is accessible to everyone and demonstrates how sharing the effort, solidarity and the determination to push beyond one's limits can help overcome many obstacles.



**PIERRE SOYER**

Passionate about sport since childhood, Pierre Soyer has practised numerous sports before turning to running and marathon races. In 2004, following an accident that left his wife paraplegic, he discovered adapted sports as a powerful way to help people with disabilities maintain their independence and enhance their well-being. In 2007, together they established a wheelchair handball team, which later evolved into wheelchair basketball.

In 2009, he founded the Aube Departmental Handisport Committee, which he has chaired ever since. Since then, he has been actively committed to developing disability sports across the Aube region, promoting new sporting opportunities and raising awareness among a wide range of audiences. He continues to champion the belief that sport is a powerful tool for inclusion, sharing and social connection.



**SIMONA SPINOLA**

Communication Manager at the European Association of the Via Francigena Ways (AEVF), she oversees communication activities for national and European projects and promotes the Via Francigena. With over 15 years of international experience in business and project development, she has been coordinating press relations, communication, promotion and networking since 2021, with a strong focus on innovation, inclusion and creating new opportunities for local communities and territories.

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**Nathan Suana (SWAA Coach)**

Sports Coach Committed to Adapted and Inclusive Sport

Having obtained his BPJEPS qualification in Physical Activities for All in 2021, Nathan Suana, known as SWAA Coach, is a sports coach specialising in adapted physical activity. After gaining four years of experience working in a specialised residential care facility (MAS) with people with disabilities, he now provides personalised sports support aimed at improving mobility, independence, self-confidence and the enjoyment of physical activity.

As a content creator, he also shares his experience with over 157,000 followers on Instagram and 100,000 on TikTok. He uses his online presence to raise awareness of disability, promote inclusion and demonstrate that sport should be accessible to everyone, regardless of their abilities.



**ILGIN TUFAN**

Ilgın Tufan is a Project Coordinator at Culture Routes Society in Türkiye, where she works on European projects focusing on cultural routes, sustainable tourism, social inclusion and rural development. With a background in arts and culture, including an MA in Arts and Heritage Management, she is particularly interested in exploring how cultural routes can become platforms for artistic and cultural projects, connecting cultural heritage with contemporary creative practices and local communities. She has over 15 years of experience in the cultural sector, spanning museum and exhibition programming, arts education, and cultural project management.



**GURO VISTAD**

Guro Vistad is a senior adviser at the National pilgrim centre of Norway, and secretary for the Association for the Cultural route of St. Olav Ways.

She holds a Master's degree in the sociology of religion, focusing on the modern revival of pilgrimage. Since 2014, she has worked with the development and management of the St. Olav Ways, both nationally in Norway and as part of the wider international cultural route network along this crossborder route. Her experience includes trail management, cultural heritage, stakeholder cooperation, and route development. Her areas of expertise include pilgrimage governance, pilgrimage development, and international cooperation.

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