

## PROJECT ELEVATOR NEWSLETTER

4 | November 2017

**LJUBLJANA, Slovenia** – This is the newsletter of project ELEVATOR, through which we inform you about the project's progress. This issue is devoted to the fourth international project meeting which took place in Ljubljana, Slovenia in October, 2017.

### PROJECT IN BRIEF

#### Aim:

- Enhance the quality, efficiency and relevance of education for accessible tourism
- Improve the access to education in accessible tourism for individual learners
- Raise the awareness about accessible tourism

#### Activities and outputs:

- Comparative analyses of tools and conditions for education in accessible tourism
- Learning material for tourist guides
- Accessible tourism pocket guide
- Transnational project meetings and workshops with target groups
- Final transnational project conference

#### Target groups:

- SMEs operating in tourism, tourist destinations management and staff, tourist guides, educational institutions, policy makers etc.

#### Partnership:

- Kazuist (Czech Republic)
- ENAT (Belgium, Greece)
- TANDEM (Italy)
- PREMIKI (Slovenia)

#### Period of implementation:

- 9/2015-8/2018

### PROJECT UPDATES

**ELEVATOR** is a project of partner cooperation, exchange of experience, good practice and mutual learning in the field of adult education in accessible tourism.

Within the partnership 3 new tools will be created to support adult education and vocational training in accessible tourism:

- **Comparative analysis of Accessible tourism training** - this output intends to inform about existing educational programmes, tools and conditions for accessible tourism training in partner countries of the ELEVATOR project. It will also include suggestions about relevant skills and competencies and how training on accessible tourism should be developed.
- **Open Educational Resource for Tourist Guides** - this will be informational and learning material enabling individual learners to improve their skills regarding how to guide people with specific access needs.
- **Accessible Tourism Pocket Guide** - this output will provide the answers to the most frequent questions about accessible tourism. It will have 3 parts focused on visitors, businesses and policy makers. They will find out how can they support development of accessible tourism in their destination.

ELEVATOR project has entered its third and last year in which you can also participate! If you would like to evaluate our outputs (so far only in English) and help us improve their content, please contact the project partner in your country.

Final outputs will be presented at the final conference in the Czech Republic in June 2018. They will be available in 5 languages— English, Czech, Greek, Italian and Slovenian language. More information on the project website — <http://www.accessibletourism.org/elevator>.



ELEVATOR project team on transnational project meeting in Ljubljana, Slovenia

## SHARING OF EXPERIENCES AND GOOD PRACTICES

Within the 4th transnational meeting a workshop was held focusing on

### **Trainings in accessible tourism and development of accessible destinations.**

The workshop was organised in Ljubljana on the 25<sup>th</sup> of October, 2017, with local representatives of universities, destination managers, managers of businesses, entrepreneurs etc.

Discussions and questions took place on training in accessible tourism —if there is a need of such a training and how can it influence development of accessible tourism — and general awareness about accessible tourism among different stakeholders in tourism.

The discussion was very productive and the following points were highlighted as being important recommendations to be brought forward in the ELEVATOR final outputs:

- Marketing of accessible tourism has to be more proactive in achieving business sector.
- There is a strong needs for marketing and reliable information on these issues.
- Good practices, that are financially sustainable on the longer term, should be presented to stimulate the tourism sector to adopt accessibility as a focus for improving quality and profitability.
- If the needs of the market are better understood, then the business sector will develop products.
- It is important to inform and influence politicians towards a complete recognition of accessible tourism.
- It is also necessary to focus on the implementation of accessibility in the whole destination — present good practices and analyses of destinations, how to create networks among service providers and policy makers, how to motivate tourist destination boards, which don't promote accessibility.
- It seems there is a lot of miscommunication between stakeholders (market and customers) and it has to be addressed in correct way, with information and evidence of what works.

Workshop with Slovenian participants



- Participants welcomed initiatives for training about accessible tourism at different levels; they also agreed that this is strongly needed.
- Training is necessary to maintain and improve the quality of the tourism offer.
- The training that is offered should be specific, addressing either specific target groups (particular access needs) or parts of the accessibility delivery chain (e.g. on marketing, hospitality).
- Training should be very practical, there should be interaction with people with disabilities during the training.
- Trainings courses should become part of curriculum at schools of tourism and hospitality. For this purpose there is also a need to train teachers and create modules for students.
- Businesses are ready to pay for different training courses, also about accessible tourism but it's important to market this in the correct way. Training has to stress that accessibility does not necessarily incur high costs but can lead to higher turnover and profitability.

## STUDY VISIT TO THE SLOVENE ETHNOGRAPHIC MUSEUM AND CITY OF LJUBLJANA

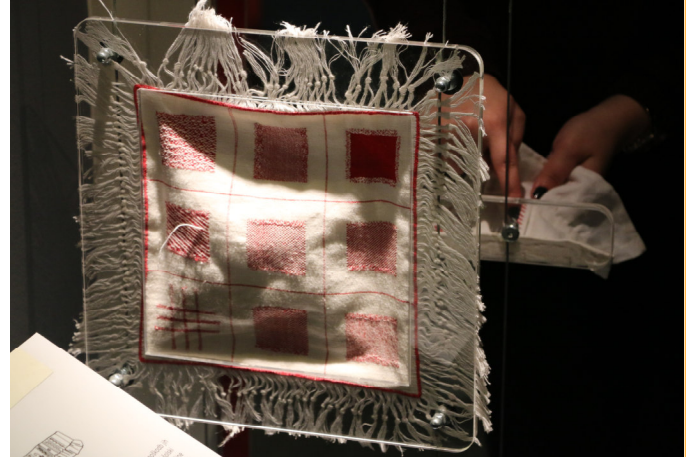
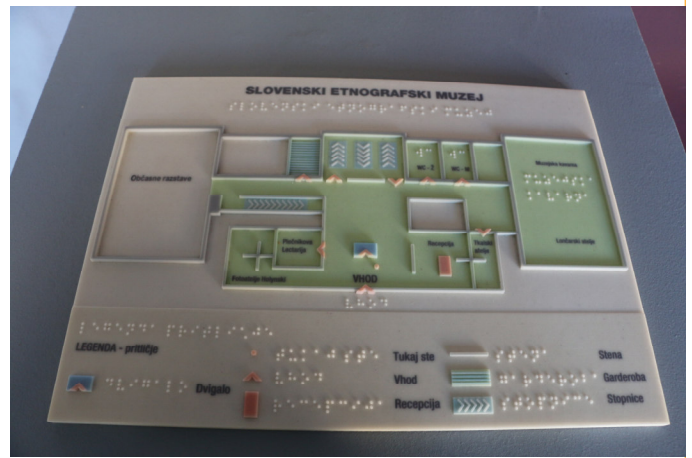
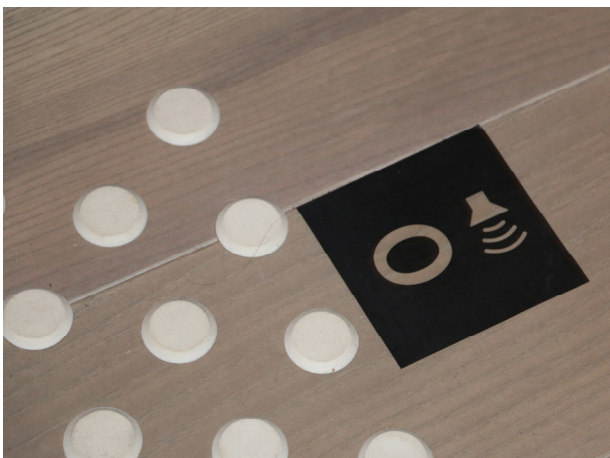
The project team visited the Slovene Ethnographic Museum (SEM) and City of Ljubljana.

**Slovene Ethnographic Museum** was a lead partner in a unique project in Slovenian environment called “Accessibility of the Slovenian Museum to the disadvantaged groups” (2013-2015). Six Slovenian Museums cooperated in the project. The main outputs of the projects were guidelines on how to make exhibitions accessible to different target groups, different programs, and exhibitions adjusted to the needs of specific target groups, training on guides in museums – work with visitors with specific needs.

SEM is accessible to visitors with various specific access needs. The Museum meets architectural design standards of accessibility for persons with reduced mobility (ramps, elevators, toilets) and has features that enable navigation and provide information for people with sensory impairments. It also carries out programmes for persons with learning difficulties at communicative level using descriptions and object that may be touched.

**Technical equipment in SEM:** tactile 3D floor plans of exhibition spaces, induction loop in exhibition rooms, magnifying glasses, copies of selected museums objects as tactile didactic aids, tactile marks on the floor leading visitors from one object to another, audio description in several languages and with a short text in large print, Audio-visual guide etc.

**Accessible website:** <http://www.etno-muzej.si/>. The website allows users to increase the font size and to select contrast. It contains a good search engine, a clear and short menu, a site map. There are no flash animations, rotating banners, ads etc. It provides information in alternative formats (text, video in sign language or audio description). Accessibility information is highlighted on a special subpage, which is easy to find. The website is optimised for mobile devices.



Accessibility elements in Slovene ethnographic museum: audio guide, tactile plan, tactile marks and aids



## Guided tour through the City of Ljubljana

Ljubljana won the bronze **Access City Award in 2015** and **second place in the 2018 edition**.

Most important changes made in Ljubljana to improve accessibility:

- City centre closed for the vehicles, tactile paths, dropped crossings, filled in gaps between granite cobblestones
- Elevators to the public garages and up to the castle (most visited tourist attraction)
- Accessible public toilets
- Tactile model of the city and of the castle
- Accessible tourist information offices, tours for people with mobility difficulties
- Free transport service by electric vehicles in the city centre
- Accessible public transport network (vehicles and infrastructure)
- Mandatory training on meeting the needs of disabled and older passengers for all bus drivers
- On-demand transport service for people with disabilities
- Free travel in the city for disabled residents and those travelling with them
- Open days - meetings with the mayor every month to listen to people's suggestions for improvement inc. accessibility
- Direct involvement of older and disabled people in city policy-making through mayoral advisory bodies which offer advice on priorities for access improvements both to the city authorities and to private sector providers
- Action plans for improving accessibility with clear deadlines and concrete objectives

References: Access City Award 2015 Examples, Examples of best practice for making EU cities more accessible

**Access City Award** is the European prize awarded since 2010 to cities of over 50,000 inhabitants for their effort and work to remove barriers in key aspects of everyday life and make cities more inclusive and accessible to all. The award covers 4 key areas of accessibility:

- built environment and public spaces,
- transport and related infrastructure,
- information and communication, including new technologies,
- public facilities and services.



Project team during the guided tour through the centre of Ljubljana