

PROJECT ELEVATOR NEWSLETTER

5 | July 2018

OSTRAVA, Czech republic – Through the newsletter we regularly inform you about the progress of the ELEVATOR project. This last issue is devoted to the final project conference and project outputs. Previous issues of the newsletter can be downloaded from the project website <http://www.accessibletourism.org/elevator>.

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.

Final phase of the project was focused on completion of project's outputs, which are 3 new tools to support adult education and vocational training in accessible tourism:

- **Accessible tourism training Report**
- **Open Educational Resource for Tourist Guides**
- **Accessible Tourism Guide**

Outputs are freely downloadable on the project website and on individual partners' websites. They are available in electronic version in 5 languages - in English, Czech, Greek, Italian and Slovenian.

More detailed information about each output can be found within the newsletter. Moreover, in this issue you will read also about the final conference, which took place in June in Ostrava. Project partners presented at the conference not only their experience in the field of accessible tourism but also examples of good practices from their countries.

There is also traditional part of the newsletter in this issue devoted to the sharing of experience and good practice, that was part of each partner meeting. This last "sharing" took place in the Czech R. (Ostrava, June 2018) during the final conference. Partners presented at the conference not only the findings of the project implementation, but also their long-term experience in the field of accessible tourism and examples of good practice from their countries.



Final conference of the ELEVATOR project in Ostrava

SHARING OF EXPERIENCES AND GOOD PRACTICES

Sharing of experiences and good practices took place at the final conference of the project, dedicated to the project outputs and the topic of accessible tourism. To the Czech participants were presented mostly examples from abroad.

What was also said and showed at the conference?

- Accessible tourism is universally designed tourism for All, which makes environments, venues and services suitable for the range of customers.
- Accessible tourism is not a niche, but it is a part of every kind of tourism offer. It is about human rights, ethics and business.
- Accessibility in tourism is based on 4 essentials: accessible information, accessible transport, accessible infrastructure and accessible services offered by trained staff.
- Accessible tourism generates more than €780 billion gross turnover in Europe, but only 9% of European Tourism Suppliers have “accessible” offers.
- **Pantou.org** - good example of a promotional tool for accessible tourism suppliers and a search tool for visitors who are looking for accessible services.
- **Good examples of National Tourist Boards and destinations supporting accessible tourism by their activities and actions** - VisitEngland, Flanders, Barcelona, Portugal, Ljubljana
- **Good examples of tourism businesses initiatives** - Premiki (the first travel agency for accessible tourism in Slovenia), accessible accommodation facilities in Slovenia
- **Good examples of training courses and training tools** - T-Guide (training course for tourists guides focused on guiding visitors with intellectual disabilities or learning difficulties), App Tour You (the first accessible tourism MOOC, a self-learning App to make access statement)

All the presentations are available for download on the project website. More information on accessible tourism and examples from practice brings project outputs.



PROJECT OUTPUTS

Accessible Tourism Training Report

This output focuses on the analysis of the supply, demand and conditions for education of SMEs in accessible tourism in Europe, and on how to improve the situation. It responds to the need to encourage the development of education in accessible tourism, to integrate it into a mainstream education and curriculum in initial education (preparation for future occupation in schools) and in further education (training of working adults) and "standardize" it, to a certain extent.

Objective: To provide end-users with guidance on how to integrate the theme of accessible tourism into curricula and education strategies, how to make education in this area more efficient and harmonize it with market needs, explain why to promote education in accessible tourism.

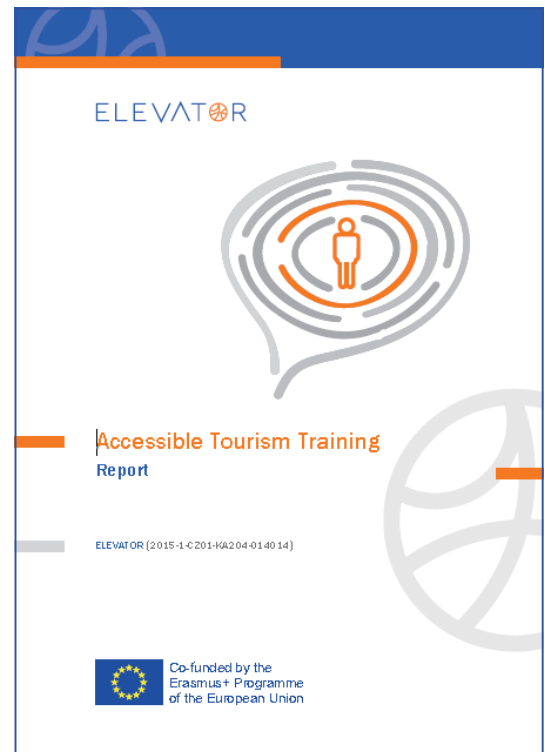
End-users of the output: training providers, curriculum designers, policy makers, teachers and learners who want to develop (their) skills in accessible tourism, etc.

Content: In its first part report evaluates the current state of adult education in accessible tourism in Europe, based on the gathered information and long-time experience of partners. The analysis deals with:

- the importance and need for education in accessible tourism, the attitude of SMEs in tourism towards training of staff, the awareness of accessibility and accessible tourism market the SMEs have, their access to education in accessible tourism, the supply-side drivers of training initiatives, what is the demand for education in this area and what could improve it, who is the most common provider of the training, how is training financed and promoted, who are the target trainees, what is the training, and so on.

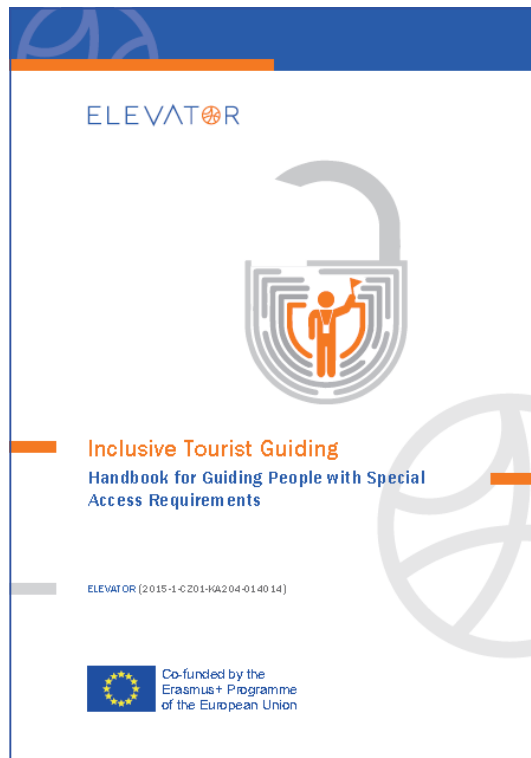
In the next part, the state and conditions of education in the partner countries (CR, Italy, Greece, Slovenia) are compared by the SWOT analysis. It implies that the situation in partner countries is more or less similar - the offer is very limited, offered courses are disparate, demand for education is poor. There is not one key feature differentiating Member States from one another. At the same time, similar barriers and challenges seem to be relevant to all countries.

The final, proposal part is thus applicable in all project countries, respectively EU. It contains recommendations in relation to education. It explains why is training needed, who should provide it, who should participate in it (profession, job position), how long the education should last, what should be the aim and content, what methods to use, how to end the course, etc. The proposed curriculum of accessible tourism course for managers and staff of SMEs in tourism is seen as the minimum requirement to get enough knowledge and skills, that should be further developed on-the-job-procedures. It is based not only on the conclusions of the analytical part, but also on the knowledge of ENAT gained in the courses for hotel managers and staff within the pilot phase of the ENAT World Tourism for All Quality Programme, in which over 400 people were trained.



Inclusive Tourist Guiding

Handbook for Guiding People with Special Access Requirements



It is a learning material focused on guiding tourists with special access requirements. It was prepared on the basis of the demand of tourist guides for educational material that would help them to prepare for the work with people with access needs, especially with the elderly with whom they meet more and more often, and that is not available (educational material) on the market. On the creation of this output participated all project partners, as well as tourist guides from all partners' countries. In the initial survey, involving about 50 guides, they defined their needs and expectations from the handbook. At the final stage, they evaluated complete material.

The handbook can serve as self-learning material as well as supporting training material for training courses for tourist guides. Its aim is to promote the improvement of the quality of tourist guiding and its adaptation to the changes in the market, to raise awareness of the access needs of various client, to improve their ability to adapt the guided tour, program and interpretation to the target group, and thus make guiding services more accessible and

inclusive.

End-users of the output: Tourist guides and other professionals in tourism, who accompany tourists during their journey, create tourist programs, provide basic assistance, etc. The output is also intended for trainers in training courses for tourist guides.

Content: The content of the handbook was designed to comply with CEN European Standard EN 15565:2008 "Tourism Services – Requirements for the provision of professional tourist guide training and qualifications programmes", especially with its requirements for the provision of guiding services to specific groups of visitors.

The handbook contains:

- Visitors with access requirements - who they are, what are the most common access needs
- Preparation for an Inclusive Guided Tour - how to prepare for a tour and adapt it to the clients with access needs
- Inclusive Communication and Guiding - How to customize communication and guiding to clients with access needs
- Other situations and activities of the guide - providing information, tourist guiding on Bus Tours, Accommodation and Meals, Unforeseen Situations
- Evaluation of Guiding Services - how to evaluate provided services
- Test and case studies to verify the knowledge gained from the handbook

Accessible Tourism Guide

It is a "pocket-sized" guide to accessible tourism, Its aim is to briefly and comprehensibly explain the core and benefits of accessible tourism, thereby increase the interest of key actors in this issue. Brevity, practicality and comprehensibility are main aspects of this output, which differ it from a number of extensive and theoretical information al and promotional materials on accessible tourism.

To achieve the goal, the output was divided into 3 parts. Each part is intended for one of the "**VIP groups**" that play important role in the development of accessible tourism. These are **V**isitors, **T**ourism **I**ndustry and **P**olicy makers, where the last group includes not only politicians, but also public authorities, tourism boards and other "decision-makers" and potential coordinators of the development of accessible tourism in the region (tourist area).

Apart from VIP groups, this output is intended for anybody, who need to get basic information about this topic, get motivation to engage more in accessibility or seek inspiration how to implement accessibility to tourism services and environments. The content of each part is divided into 3 chapters, which answers the 3 key questions:

- What is accessible tourism?
- What can I / should I do to improve accessibility?
- What will bring me accessibility and what is my role in developing the accessibility of the tourist area?

Recommendations and explanations are accompanied by successful and inspiring examples from practice.

