

PROJECT ELEVATOR NEWSLETTER

1 | June 2016

TŘINEC, Czech republic – This is the newsletter of the project ELEVATOR, through which we will inform you bi-annually about the project's progress. This issue is devoted to the first international project meeting which took place in Třinec at the end of April 2016.

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. The project title represents the effort to raise the quality of human resources and services in tourism to a higher, more competitive level. It responds to the lack of awareness about the importance of accessibility and due to the relatively passive attitude of tourism stakeholders and training facilities to this issue.

Up to now it is evident that the project partners are confronted with similar problems and needs associated with the development of accessible tourism in their countries. The most common ones are:

- People link accessibility with wheelchair users (people with disabilities) or with affordable (social) tourism. Accessibility should be understood as a means of improving tourism and as an economic opportunity, contributing to higher quality, hospitality, safety, comfort for all and sustainability.
- Accessibility is understood by the tourism sector as an expensive, unprofitable investment for a small segment of clients. However, European Commission studies show that accessibility is very important for all of us and that 64% of tourists with access needs are people over 65 years, creating a big, growing market. Accessibility is not only about physical access but includes sensory, health and other issues.
- There are no mandatory courses on accessible tourism in formal education. Schools (high schools, universities) don't see accessibility as an important issue to be included in curriculum (or it is only of peripheral importance).
- Training courses on private bases are of different quality, are organized sporadically, discontinuously and without bigger interest of the tourism sector. It is necessary to look for new, innovative ways of learning.
- National strategies and systematic approaches to accessible tourism are lacking. It is important to continue with international projects and networking.



SHARING OF EXPERIENCE AND GOOD PRACTICE

Within the first transnational meeting a workshop was held focusing on the importance and status of accessible tourism and education in partner countries. Many interesting tools for non-formal education and learning, information resources and projects were presented.

ENAT

www.accessibletourism.org



- European network for accessible tourism
- The main source of information about accessible tourism, events and projects
- Information is accessible also in audio format thanks to the ReadSpeaker Company's technology

APP TOUR YOU

<http://www.apptouryou.eu/>



- Erasmus+ project focused on accessible tourism, led by TANDEM (Italy)
- It responds to the low ability of SME tourism staff to follow face-to-face training courses and develops innovative accessible tourism training (Massive Open Online Course) through self learning and a self-assessment mobile app.
- It supports collaboration and networking of tourism sector operators in Europe



PANTOU

www.pantou.org



- The European Accessible Tourism Directory for registering accessible tourism suppliers (over 600 suppliers in over 70 types of services already registered)
- Connects visitors and suppliers, stimulating business growth and development, source of inspiration
- Free of charge, each registered supplier has its own profile page

ITALY - OPEN FOR EVERYBODY

<http://www.italia.it/en/useful-info/accessibility.html>

- Short promotional video of Italian National Tourist Board and Ministry for Cultural Heritage and Activities and for Tourism
- Good example of the involvement of public sector in accessible tourism promotion
- Accessibility is presented as part of hospitality

ROADS TO UNDERSTANDING

<http://www.kazuist.cz/cz/pristupny-cestovni-ruch/>

- Training materials for high schools in Czech language
- Content: methodical guide and workbooks on topics Accessibility in tourism, Leisure time ac-

T-GUIDE

www.accesstraining.eu/t-guide

- Training program (project) for tourist guides focused on guiding people with intellectual disabilities and learning difficulties
- The course is accredited by the European Federation of Tourist Guide Associations and ENAT
- It includes online training, two-days face-to-face training and a real guided tour with intellectually disabled visitors



PREMIKI

<http://premiki.com/>



- Slovenian social enterprise operating as travel agency
- Provider of accessible tourism training
- The 2011 UNWTO Ulysses Awards winner for Innovation in NGOs for development of accessible tourism in Slovenia

- Activities in accessible tourism, Accessible tourism in practice
- Available free of charge





SPOTLIGHT ON TĚŠÍN SILESIA

The first transnational project meeting took place in the region of Těšín Silesia - the easternmost tourist region of the Czech Republic which is renowned for its traditional wooden architecture, folklore, a living tradition of handicrafts, spa and for the Beskydy mountains - a popular destination for holidays and day trips. In 2013 Těšín Silesia advanced to the national finals of the European Commission competition European destinations of excellence (EDEN), which was devoted to accessible tourism and thus to the destinations implementing successfully tourism offer based on an overall approach to accessibility for all. Good examples of accessible tourism in this region and at the same the proof that **where there is a will, there's a way**, are the Museum of Těšín and Zamek (Castle) Cieszyn.

MUZEM TĚŠÍNSKA

Museum of Těšín located in Český Těšín was founded in 1948. It is a contributory organisation of the Moravian Silesian region. Museum has 10 branches and exhibition halls. Its activities are focused on the rich history, natural science and geography of the region Těšín Silesia.

Since 2008 organizes one temporary exhibitions per year accessible for people with visual impairments. Preparation of such an exhibition is time consuming and has to comply with several principles: guiding system, the exhibits must be in one plane, equipped with caption in Braille and large black prints etc.

The hardest task is the preparation of tactile exhibits. Original exhibits not always can be provided for this purpose and so the haptic exhibits have to be produced in collaboration with students, sculptors and other artists. Museum cooperates also with organizations providing services to people with visual disabilities.

Exhibitions are held in rooms with wheelchair access. Some additional information is available also in audio format. Invitations to the exhibitions are issued in Braille. The exhibitions are prepared with the goal to be transferable also to another museums. This year's exhibition will be focused on furniture art.



ZAMEK CIESZYN



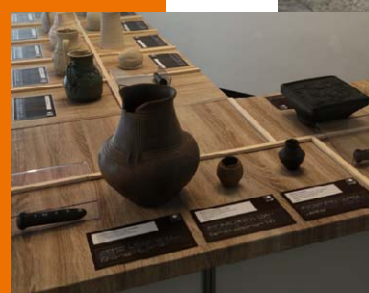
zamek cieszyn

Zamek Cieszyn is the Polish design centre located in Cieszyn. It promotes design as the key to the regions development. They are convinced that design is an effective tool for increasing the competitiveness of businesses, institutions, towns and regions.

They organize exhibitions, workshops and conferences to help implement designs to improve quality of life and the public space. Zamek Cieszyn takes part in processes of designing social innovations. It combines design, business, public sphere, as well supporting activities inspired by craft and tradition.

Zamek Cieszyn is a great promoter of the idea of Design for All, which is closely related to accessible tourism. In 2010 the Michał Ozmin Institute of Design for All was opened here. The Institute promotes the concept of Design for All, exchanges good practices and experiences.

Zamek Cieszyn is a member of European network EIDD Design for All Europe.



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