

21-23 NOV 2007
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Workshop Conclusions

- **Area 1 : Touristic Regions and Cities as Examples of Accessibility** (Rapporteur: **Monica Guy**)
 - **INDIVIDUAL CITIES & REGIONS vs NATIONAL & INTERNATIONAL SCHEMES**
 - Shining examples of Ávila (Spain), Genoa & Liguria (Italy), Flanders (Belgium) and Öresund & Skåne (Sweden)
 - All with their own **separate** ideas.....and their own **separate** labels, codes and standards.
 - Can we **extend** these ideas and schemes to the rest of the country/Europe?
 - Can we **collaborate** with each other?

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- **ECONOMICS – COST or OPPORTUNITY?**
 - An enormous – and growing – **market potential** in accessible tourism...
 - ...especially in Malta: ageing population and 40% of economy is tourism.
 - But **who invests? Government & local councils, like Ávila? Non-profit social organisations, like Liguria's La Cruna or Sweden's Tourism for All? Or private business?**
 - Examples show we need ALL!
- **INFORMATION – HOW DO WE INFORM...?:**
 - Tourist industry: handbooks, local training courses & fact sheets
 - Tourists: Local websites, databases, guidebooks, tourist information offices and info-points
 - How do we guarantee **reliability**?
 - Do we need an **integrated approach** eg Europe for All?

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- WHAT'S REASONABLE?
 - How do we implement **national regulation** on a **local** level?
 - Malta experience: Optimum **accessibility** must take account of **cost**
 - Flanders experience: We need to support holiday care for advanced special needs
 - Huge **disagreement** about **what's reasonable** at a local level.

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- **Area 2: Accessible Tourism as a key factor in quality** (Rapporteur: **Richard Wynne**)
 - Defining accessibility – the need for a multidimensional approach
 - Dualistic systems which define premises as being accessible or not miss out on premises which are only partly accessible. A system which differentiates accessibility in terms of user profiles (e.g. mobility impaired, visually impaired, hearing impaired) allows for more complexity and better targeting of specific groups
 - Comprehensive implementation methodologies are needed and available
 - Implementation methodologies for improving accessibility are needed and exist. They should incorporate a project management approach, networking with stakeholders and a set of support tools.

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- Issues associated with self assessment and 3rd party assessment of accessibility are reflected in information systems
 - The accuracy and reliability of information provided by self assessment and 3rd party audits of accessibility are well known. Different web based systems adopt different approaches to this issue.
- Volunteers can provide a resource for accessible tourism
 - Volunteering may provide a significant extra resource to help promote and enhance the accessibility of tourist destinations.

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- **Area 3: Towards Design for All on Beaches and in Green Areas** (Rapporteur: Aliko Kossyvaki)
 - Making tourism for all is good, letting everybody know is better
 - Brochures, leaflets, cd roms, www (WAI), accessible tourist offices, staff training, tourist guide (Braille), awareness raising, campaign, congresses
 - Nothing about us without us
 - Define of the needs, solutions, priorities, standards, sensibilisation of the decision makers, end-users auditing, follow up
 - Accessibility chain
 - Information, transport, arrival, circulation, usability
 - Accessibility and nature compatibility
 - Solutions for all, not dedicated solutions

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- **Area 4: Culture and Leisure as a Way to Improve Quality of Life** (Rapporteur: **Claudia Marchini**)
 - **Sports and leisure time activities are extremely important in the life of every person**
 - they enhance both physical and mental well-being,
 - improve health and a positive state of mind;
 - they help socialise and be more open.
 - **This is even more true for people with disabilities,**
 - that see the fact of practising a sport as a challenge,
 - a real boost for their self-confidence.
 - It greatly improves their social inclusion, health and well-being,
 - and even the possibility to find a new or a better job!
 - **Sports are a good way to integrate people! And they should be done by disabled people in the most possible « normal » environment.**

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- Disabled people CAN and WANT to practice sports and leisure : so that is really a business opportunity, and also an opportunity to create more and more qualified jobs in the tourist and sports industries;
 - As the example of the 2004 Olympic Games held in Athens shows, the fact that disabled people like – and have the right to! – watch the games and have also their Paraolimpic Games, can result in the end in better service for the whole population! In fact, the administration of the city had to work hard on improving the accessibility of the city.
- Accessible services do not only benefit disabled citizens / tourists, or people with reduced mobility, but the whole population.

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- **Area 5: Technology for Marketing Purposes**
(Rapporteur: Cléon Angelo)
 - **New technology... new opportunities for tourism for all**
 - Orientation, localisation, information, planning of itinerary, evaluation of distance, announcing obstacles, emergency ... on your mobile phone
 - Tourism information and accessibility information with bluetooth
 - **Tourism for all and Internet... a love story ?**
 - W3C, hotel web site, Fly & Booking companies, Don 't lose the market ?
 - **Database about accessible venues**
 - How to see, how to measure, personalisation, localisation

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- **Area 6: Good Practices and Touristic Guidelines for an Inclusive Tourism for All** (Rapporteur: Andrew Daines)
 - **“Services and facilities for Accessible Tourism”**
 - One of three studies being prepared as part of the ENAT project, to be published December 2007. The study highlights numerous good practice case studies intended to disseminate learning and provide inspiration.
 - Uses an accessible tourism chain model, focusing on three key attributes: 'get there' / 'get in' / 'use it' and a potential market of circa. 134 million people throughout Europe
 - Highlights the blurred definitions of accessibility: accessible in what way?
 - Focuses not just on physical facilities but also on non-physical services including information, communication, company policies etc.

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– **Accessibility in Facilities and Services of Conferences and Fairs**

- Conference Tourism is a growth market in Spain, however little attention has been given to accessibility aspects of this sector
- Predif, through the creation of a Technical Guide, has developed a tool highlighting 100 aspects which can be addressed by conference organisers, conference venues, etc.
- The guide has been produced by Predif, but with input and in collaboration with other organisations in Spain
- Sensory as well as physical access requirements have been taken into account

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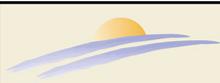
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“**Accessible Tourism – a collective approach**”

- Highlighted the number of people (in the UK) who suffer from sight loss, but emphasised that only 4% have no light perception
- Whilst only 5% can read Braille, 57% can read large print
- RNIB's extensive partnership working:
- With Association of British Travel Agents (ABTA)
 - » UK Government, Tourism For All UK, Tourist Information Centres in the UK, VisitBritain
- Have produced a UK Hotels Guide based entirely on hotels recommended by RNIB members; guide identifies weaknesses as well as positives at the hotels, hotels are comfortable with this because of the good publicity from being in the guide.
- Information provision is seen as a key role for RNIB:
 - » Help with accessible websites, Awareness training, Accessible environments, Map For All concept, ‘See It Right’ – simple steps guide for businesses, Overall aim: To highlight issues, To offer practical tips

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Workshop Conclusions

- **“Adaptive Environments”**

- Universal Design = a framework for the design of places, things
- The definition of sustainable design = environmental sustainability + economic sustainability + social sustainability
- Demonstration of the accessibility of Boston, MA:
 - » Subway, Buses, Elevators, Places to Visit, Maps available showing accessible subway stops near to popular attractions, What each subway stop offers in terms of accessibility



Workshop Conclusions

- **Accessibility in Brazilian Tourism: Results of an Exploratory Research**

- Presentation of research regarding the demand for accessible tourism and the availability of suitable facilities in Brazil
- Research showed similar demand patterns across Brazil of circa. 10% demand
- Supply side varied throughout different Brazilian regions from circa. 8% - 29% accessible products