

Key Action: Partnerships for cooperation and exchanges of practices
Action Type: Cooperation partnerships in vocational education and training

Project Title

Outdoor activities and nature and adventure tourism for All

Project Coordinator

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MARSEILLE

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Project Information

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Partners PLATAFORMA REPRESENTATIVA ESTATAL DE DISCAPACITADOS
FISICOS ASOCIACION (ES) , Società cooperativa sociale Controvento
ONLUS (IT) , I AND F EDUCATION AND DEVELOPMENT LIMITED (IE) ,
Associazione Sportiva Dilettantistica Trekkify (IT) , ORGANISATION
INTERNATIONALE DU TOURISME SOCIAL (BE)

Topics Disabilities ; Physical and mental health, well-being ; Enterprise, industry
and SMEs (incl. entrepreneurship)

Project Summary

Background

According to a recent report conducted by the European Union in 2018 / <https://www.truenumbers.it/turismo-accessibile/> , the facilities accessible for people with disabilities are only 9% and Italy this data are even lower, considered insufficient, considering all the parameters of the accessible tourism sector.

According to the Tourism Manifesto alliance, a group of more than 60 public and private travel and tourism organisations and the voice of the sector in Europe, once the health situation allows it, it is crucial to restart tourism and leisure activities alongside re-establishing freedom of movement for EU citizens.

Identified needs to make SMEs in tourism value chain able to contribute to re-boost the sector the consortium strongly believe that accessible tourism can be a smart option for several reasons:

- necessity to make tourism value chain aware of the needs of tourists with disabilities;
- need to make tourism value chain able to develop accessible opportunities;
- need to make tourism value chain able to meet new market segments at local, regional, national, EU and international level;

In accordance with the Convention on the Rights of Persons with Disabilities, recognising that autonomy is an evolving concept resulting from the interaction between persons with disabilities and attitudinal and environmental barriers that prevent their full and effective participation in society on an equal basis with others, this proposal aims to contribute to the full and effective participation of persons with disabilities in society by emphasising their personal autonomy in enjoying leisure opportunities in the natural environment.

There is a strong need to make SMEs in nature/adventure tourism and outdoor activities able to design accessible products, services and processes.

The partner organizations actively work in tourism and/or promotion of the right of people with disabilities and they believe that the promotion of outdoor activities among people with disabilities is important for their empowerment, but for their inclusion in such activities, SMEs in nature adventure tourism and outdoor activities value chain must develop accessible products, services and processes.

Identified needs regarding people with disabilities:

- necessity to boost personal autonomy also in leisure activities;
- need to find accessible tourism offers;
- need to fully enjoy of nature/adventure tourism and outdoor activities without barriers.

For SMEs in tourism value chain:

- need to contribute to re-boost EU tourism sector;
- need to guarantee accessibility in nature/adventure tourism and outdoor activities for PWDs;
- need to open tourism to other market segments;
- need to contribute to inclusion of PWDs in nature/adventure tourism and outdoor activities.

For Partners:

Need to update knowledge, competences and skills of staff that support SMEs and to improve services for SMEs.

The proposal will contribute to meet these needs creating a suitable environment to re-boost tourism sector, most of all nature/adventure tourism and outdoor activities, increasing awareness of the importance of an "accessible transformation" of the entire value chain to gain new market segments at local, regional, national, EU and international level.

The proposal wants to stress the importance of re-thinking according to accessibility the nature/ adventure tourism and outdoor activities, enhancing the awareness on inclusion as common value, promoting participation of PWDs to nature/ adventure tourism and outdoor activities.

This proposal aims at contributing to adapt the VET system to the labour market requirements, generating opportunities for growth and jobs linked to the needs of PWDs, fostering their rights to fully enjoy opportunities also in leisure.

This proposal aims at contributing to the internationalization strategy of the VET providers creating a bridge between education and labour market and an EU network of organizations active in C-VET.

Objectives

The proposal will contribute to improve knowledge, competences and skills in defining accessible tourism products, services and processes of the Tourism guides/public and private organizations, SMEs active in nature/adventure tourism and outdoor activities; C-VET providers and VET providers in tourism; Chambers of commerce; DMO.

Its representatives will have more opportunities to participate in tailor-made learning paths in accessible tourism, and they will open their businesses to other customers, attracting internal and international flows, with economic benefits too.

The proposal will offer them an opportunity to improve their competences in designing and developing an accessible and inclusive digital marketing campaign. The proposal will improve the tools and resources for accessibility in outdoor activities and nature/adventure tourism.

On Indirect target groups identified as Associations active in fostering inclusion of people with disabilities, PEOPLE WITH PHYSICAL DISABILITY, PEOPLE WITH COGNITIVE DISABILITY, the proposal will contribute to:

- foster the personal autonomy of people with disabilities offering them more opportunities to fully enjoy nature/adventure tourism and outdoor activities according to inclusive strategies;
- enhance accessible nature/adventure tourism and outdoor activities and improvement of their access to contribute to build a tourism for all.

On participating organizations the proposal will contribute to the improvement of:

- knowledge, competences and skills to better support SMEs in tourism value chain in adopting accessible and inclusive processes, services and products in tourism, to be more competitive and more inclusive.
- the management of EU projects and networks, of English as common language of this consortium, intercultural skills and problem solving.

The proposal will improve the ability of the organizations to build transnational networks and contribute to the internationalization of the VET providers.

At local, regional, national, EU and international levels, the identified target groups are:

- Tourism guides/public and private organizations, SMEs active in nature/adventure tourism and outdoor activities;
- C-VET providers and VET providers in tourism;
- Chambers of commerce;
- DMO.:
- Associations active in fostering inclusion of people with disabilities.
- PEOPLE WITH PHYSICAL DISABILITY, (For convenience, in the project application the consortium will use the general term: people/persons with disability)
- PEOPLE WITH COGNITIVE DISABILITY

The proposal will contribute to improve:

- offers to support the personal autonomy of people with disabilities, training professional profiles that will make them able to fully enjoy nature/adventure tourism and outdoor activities according to inclusive strategies;
- accessible tourism offer
- access to accessible opportunities and offers in tourism value chain
- supporting services to SMEs to contribute to re-boost EU tourism value chain
- opportunities to provide SMEs in tourism value chain, with proper knowledge, competences and skills to deal with accessibility to attract tourists with disabilities as a new and important segment of the market.
- the development and acquisition of proper and useful knowledge, skills and competences in tourism value chain to deal with accessible nature and adventure tourism and outdoor activities
- to foster personal autonomy of PWDs to fully enjoy nature and adventure tourism and outdoor activities
- to promote awareness of the importance of accessibility related to tourism digital marketing,

At European level, ONAT4ALL is an important step towards achieving a more inclusive society by ensuring access and equal opportunities for PWDs in tourism. This impact will be achieved through the promotion of intersectoral synergies between different types of organizations in support of the sustainability of the project results, fostering a bridge between education and training and labour market.

Activities

The project has been divided in phases:

1) M1-M3 Preparatory phase to put in place activities and agreements to quickly start the project. Collaborative platform will be identified and partnership agreements signed. During this phase all required activities to develop the next phases will be defined according to the Gantt and tasks.

2) Implementation phase. The structure of the project has been defined to allow activities to produce the proper results to achieve the foreseen objectives:

R1 Self-assessment tool for accessible tourism SMEs accessible Trekkify will coordinate partners in order to produce this result in order to reach the SO1: to enhance the development and acquisition of proper and useful knowledge, skills and competences in tourism value chain to deal with accessible nature and adventure tourism and outdoor activities

R2 Training for Personal Assistance for nature/adventure tourism and outdoor activities Due to its experience in this kind of training PREDIF will be responsible to coordinate the consortium during the development of this task in order to reach the SO2: to foster personal autonomy of PWDs to fully enjoy nature and adventure tourism and outdoor activities.

R3 Accessible digital Marketing Toolkit I&F will coordinate the partners in the production of this result in order to reach the SO3: to promote awareness of the importance of accessibility related to tourism digital marketing.

Two transversal phases are foreseen that will last all the project duration, M1-M24:

3) Management phase with activities dedicated to project management, monitoring & evaluation and risks management;

- Transnational project meetings:

TPM1 Kick-off meeting (FR, M2)

TPM2 (ES, M10)

TPM3 (IT, M18)

TPM4 (EI, M23).

- Reporting:

2 main reports at mid term, M12, and final report, M24.

4) Follow up phase with activities aiming at promoting and sharing the results outside the Partnership.

The activities will include the strategies that partners will develop for sharing results outside the partnership and for sustainability.

Main activities are related to disseminate the project, as the organization of the multiplier events, the construction of visual identity of the project, and preparation of the useful material to spread the project.

Regarding sustainability, partners will meet other organizations and will sign with them agreements to contribute to the sustainability also after the project end.

Impact

Main expected results according to the relevant specific objectives:

R1, (SO1): Self-assessment tool for accessible tourism SMEs accessible. This result aims at improving the accessible tourism offer, generating paths to shift toward accessible nature/adventure tourism and outdoor activities. It will be done through the analysis of the state of the art in terms of accessibility of the SMEs in tourism value chain and providing them with proper knowledge, skills and competences to deal with accessibility. It consists in a self-assessment tool to measure the accessibility state of the art of the SMEs in tourism value chain and generating a report for the improvement of such state with the needed steps for providing the proper knowledge, skills and competences to shift toward accessible tourism products, services and processes.

R2, (SO2): Training for Personal Assistance for nature/adventure tourism and outdoor activities. This result aims at fostering personal autonomy of people with disabilities creating the proper conditions to deal with the constraints that they have in enjoying accessible nature/adventure tourism and outdoor activities. This result aims at training people that work on tourism value chain and as caregivers to provide them with the proper knowledge, skills and competences to foster personal autonomy of PWDs that want to enjoy accessible nature/adventure tourism and outdoor activities.

R3, (SO3): Accessible digital Marketing Toolkit. This tool aims at generating awareness on how to carry on accessible digital marketing campaign in tourism to attract people with disabilities as an important tourism segment and to make SMEs in tourism value chain able to define inclusive digital marketing campaign to leave no one behind and to make at the same time PWDs aware of the accessible opportunities in accessible nature/adventure tourism and outdoor activities.

Results of the Management phase:

- Monthly virtual meeting to discuss about the project progress, to check the fulfilment of the project tasks and to solve eventual problems;
- Minutes' meeting will be always drafted and sent to partners at the latest 5 days after each official meeting;
- The partnership agreements;
- A web-based project managing platform will be created. All important documents and templates will be uploaded and directly modified on the platform, that will be useful also to keep deadlines and responsibilities in mind;
- WhatsApp Group;
- Project documents, reports, Project Management Manual, information notes.

Other outcomes related to the Follow up phase that will generate products and activities, described in detail in the appropriate section:

- Webpage
- Multiplier events
- Facebook Page
- Communication tools (website, leaflets, press releases, photos and videos)
- The consortium is committed to disseminate the products among their networks; each partner will sign with minimum 3 EU organizations a memorandum of understanding to involve them in the use, update and exploitation of the results for minimum 3 years since the signature' date.

Through networking and synergies the proposal aims at:

- fostering the inclusion of the learning proposed in C-VET paths related to tourism, hotel & catering and caregiving,
- enhancing the development and improvement of useful skills, knowledge and competences of trainers in C-VET, SMEs staff, owners, and people working in tourism that need to update their skills to make their products, services and processes accessible, responding to the labour market requirements.
- enhancing the development and improvement of useful skills, knowledge and competences of persons working with PWDs that want to update their profiles to contribute to personal autonomy of people with disabilities, responding to the labour market requirements.

Link to project card: [Show project card](#)