

INTERNATIONAL CONFERENCE ON **ACCESSIBLE TOURISM,** 15TH NOVEMBER, 2010, OSTRAVA



Conference Program

8:30 – 9:15

9:15 – 9:30

9:30 – 11:00

Registration

Conference opening and Welcome

Thematic session 1

Accessible Tourism as a part of Sustainable Tourism

Accessible Tourism in Europe

Mrs. Lillian Müller, President, ENAT

Travelling for all – Disabled Passengers' Rights

Mr. Ondřej Bárta, National Coordinator of European Commission Campaign

"Your passenger rights at hand"

Can we improve the quality of travelling with handicap?

Mr. Rostislav Hošek, Tourism department, The Ministry for Regional Development of the Czech Republic

Moravian-Silesian region without barriers

Mr. Petr Kolčárek, vice president of KLACR – Moravian-Silesian tourism cluster

Discussion

11:00 – 11:30

11:30 – 12:45

Coffee Break

Thematic session 2

Services for all

Policy support and incentives for Accessible Tourism in Flanders

Mrs. Greet Vandenrijt, Coordinator, Accessible Tourism Office for Flanders

Travel agency for all – good example from Portugal

Mrs. Ana Garcia, Director of Accessible Portugal travel agency, ENAT member

Prejudice versus reality, Hotel Witikohof and Tree top walk – good examples from Germany

Mr. Jiří Mánek, TRIANON-ČECHY, o. s.

How many, where to, when and why?

Mr. Roman Herink, vice president, Regional Disability Council, Zlín

Discussion

12:45 – 13:15

12:45 – 14:00

14:00 – 15:00

Press conference

Lunch

Thematic session 3

Competences for Accessible Tourism

Education in Accessible Tourism as a key to success

Mrs. Annagrazia Laura, CO.IN Cooperative Integrate onlus, ENAT representative

Roads to understanding OR development of competence of students in the sphere of AT and communication

Mrs. Pavla Sztulová, Director, AHOL – Post-secondary Professional School

Social tourism – education of public service servants

Mrs. Zdeňka Petrů, Lecturer, University of Economics, Prague

Discussion

15:00 – 15:30

15:30 – 16:30

Coffee Break

Thematic session 4

Design for all

Design for All in Tourism – Success Factors and Good Practice in Europe

Mr. Kai Pagenkopf, Neumann consult, Stadt- und Regionalentwicklung, Münster, ENAT member

Accessible buildings – chimera or a vision?

Mrs. Renata Zdařilová, Department of Urban Engineering, Faculty of Civil Engineering, VŠB – Technical University of Ostrava

National parks and accessibility?

Mrs. Lenka Dvořáková, Šumava National Park

Discussion

16:30 – 17:00

Conclusion

Conference Opening and Welcome (transcription of a recording)

Ladies and Gentlemen;

Let me open this international conference and welcome you all here.

Barrier-free travelling, accessible tourism – are topics or terms almost unknown in the Czech Republic until recently. However, now it seems that things are looking better. The evidence of it is not only your large attendance at this conference but also the fact we could put in today's programme not only the examples of good practice from abroad but also the examples of good practice from the Czech Republic, from home.

This conference has been held within the project ATHENA. It is an international project with the European Network for Accessible Tourism (better known under the abbreviation ENAT) as the main partner of the conference. And I would like to welcome the president of this European network, Mrs. Lilian Müller who came to us all the way from Sweden. I also welcome other guests, all who came from various parts of Europe and the whole world. I am very much pleased and I highly appreciate your attendance. Let me also welcome Mr. Jaromír Kohlíček, member of the European Parliament and the Committee on Transport and Tourism who made time to attend our conference.

And finally I would like to introduce myself. My name is Jarmila Šagátová, I am the project manager of ATHENA on Travel, and I will be your guide at this conference.

Let me give you some information about the event that shall pertain to the whole conference. If you experienced any examples of good or bad practice during your travels that relate to the sphere of accessible tourism, please share them with us. For that purpose you will find a one-page form in your files where you can briefly describe your experience. Please submit your stories in the foyer at the registration desk during the coffee breaks. At the end of the conference we will draw five of you who will receive interesting prizes dedicated to the conference by providers of tourist facilities and holders of the "BARRIER FREE" label. They include accommodation vouchers in their facilities in Tesínské Beskydy: Hotel Visalaje (Krasná pod Lysou horou), Recreation Centre Sepetná, Hotel Dakol (Petrovice u Karviny), Hotel Troyer (Trojanovice) and Hotel Prosper (Celadná).





Thematic session 1: Accessible Tourism as a part of Sustainable Tourism

Accessible Tourism in Europe
Mrs. Lilian Müller, President, ENAT

Lilian Müller is the manager of the company Tourism for all Sweden that was one of the founding organizations of the European Network for Accessible Tourism in 2006. ENAT has associates of about 200 members from more than 30 (not only European) countries and ranks among the most important active players and promoters of the topic of accessible tourism in the whole world. Since 2008, Mrs. Müller has been holding the post of president of ENAT.



„Many of us think that the development of accessible tourism is too slow. But I can assure you that something is happening and it is happening right here and right now!“

Accessible tourism in Europe

Lilian Müller
Ostrava, 15.11.2010



Accessible tourism – a growing trend



Who is it for?



Accessible tourism travel trends



- Are more loyal to a destination
- Spends more money than the average tourist
- Prefer to travel in low seasons
- Are seldom travelling alone

Accessible tourism in Europe today

- Accessible destinations
- National accessibility schemes
- Standards and labels
- Specialised travel agents /tour operators
- Knowledge & research
- Training and education
- Networks and cooperation
- Governmental actions; regulations and laws

Accessible tourism profiles and concept

- Detailed and reliable information is necessary
- A professional welcoming and hosting and a high level of service
- Good accessibility

Planning for better accessibility...

- Most of the measures are easy and cheap
- Plan for better accessibility in all investments
- Cooperate with other tourism businesses and public actors

Think DESIGN FOR ALL !

About ENAT

The ENAT experience

- Strong development of demand
- Development of competition among tourism businesses
- Raised awareness both among public and private actors
- Stronger laws working towards accessibility for all (anti-discrimination, building acts) and standards
- Many SME's is profiling the business towards tourism for all



Why ENAT?

- Cross-border cooperation
- Dissemination and exchange of knowledge and experiences
- Dissemination of good practices



Thank you for your attention!

lilian.muller@equality.se



ENAT – what we do

- Represents our members towards public authorities, decision-makers and the tourism industry
- Collects and disseminates information about Accessible Tourism
- Linking the Members (networking)
- Working groups to tackle specific objectives
- A centre for accessible tourism good practice, research and development



Visibility through ENAT

- ENAT membership
- Code of Good conduct scheme for businesses:
 - To recognise accessibility as an integral part of the operations
 - To minimise the access barriers, and to plan and carry out improvements
 - Appoint a responsible person for accessibility matters.
- Accessibility information on www.europeforall.com + national /regional mainstream and specialised channels



Travelling for all – Disabled Passengers' Rights

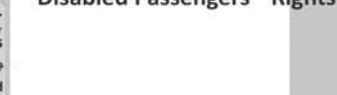
Mr. Ondřej Bárta, National Coordinator of European Commission Campaign „Your passenger rights at hand“

Ondřej Bárta is the national coordinator of the European Commission Campaign focused on raising the awareness of one's rights in the air and railroad transportation. Besides that, he works as the lecturer and manager of the civic association called Sebe spolu that deals with education and raising the active approach of the youth.



„Travelling is a right for all!“

Accessible travelling – Disabled Passengers' Rights

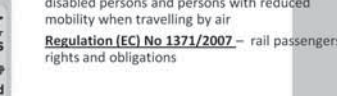


EU LEGISLATION

Regulation (EC) No 261/2004 – compensation and assistance to air passengers in certain situations

Regulation (EC) No 1107/2006 – the rights of disabled persons and persons with reduced mobility when travelling by air

Regulation (EC) No 1371/2007 – rail passengers' rights and obligations



<http://ec.europa.eu/transport/passenger-rights/>



Lost luggage?



Train late?



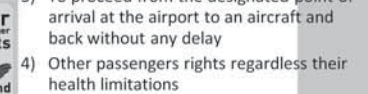
Who supports the Campaign:

- over 50 airports
- over 200 travel agents
- different media
- railways
- governmental institutions
- consumer protecting associations and associations of disabled people



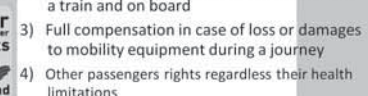
AIR: THE RIGHTS OF DISABLED PERSONS or persons with reduced mobility

- 1) Assistance at the airport
- 2) Assistance on board
- 3) To proceed from the designated point of arrival at the airport to an aircraft and back without any delay
- 4) Other passengers rights regardless their health limitations



TRAIN: THE RIGHTS OF DISABLED PERSONS or persons with reduced mobility :

- 1) Information on available train connections and access conditions
- 2) Assistance on boarding, disembarking from a train and on board
- 3) Full compensation in case of loss or damages to mobility equipment during a journey
- 4) Other passengers rights regardless their health limitations



ČARNA NA EL. VOZÍK: TOPIŠI SVOJ JEDU
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KNÍ S ELEKTRICKÝM VOZÍKEM LETADL
 ISME S DELTA AIRLINES. V RUZYNI
 TNĚ PŘEVZALI VOZÍK, NALOŽILI, PŘEKRAV
 PLANTĚ NĀM HO PŘEDALI NEPOJÍZDNÝ.
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 NEUMĚLI HO ZPROVOZNIT. PŘÍTOM BYLA POUZE
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PRESS REPORT: Participants in the international conference Tourism for All appeal to politicians and institutions: "It is time to stop ignoring accessible tourism."

Participants in the international conference "Tourism for All – good examples from home as well as abroad" appeal to politicians and institutions to start viewing accessible tourism as an integral part of tourism as such. The conference held by the project "ATHENA" in cooperation with ENAT (European Network for Accessible Tourism) and financed by EU proved the necessity of improvements of provided services so that Czech destinations were fully accessible and available for all.

Despite having several initiatives in Bohemia, mostly in the Bohemian Mountains and in the Moravian-Silesian Region, which strive for accessible tourism, their efforts are in vain due to the non-existing background. "Czech legislation has been so far totally ignoring accessible tourism. Nevertheless, we are determined to promote accessible tourism as an important part of the prepared new tourism act. We believe that it could result in an increase of competitiveness of the Czech Republic in the sphere of tourism," points out the project manager of "ATHENA", Mrs. Jarmila Šagátová. There are nearly two hundred million tourists who could use those services. Among them are not only disabled persons but also families with children or seniors. Almost 40 % of them, however, refuse to travel due to the lack of accessible destinations and services.

The promotion of accessible tourism is not only an attempt to implement equal opportunities for all groups of people in the sphere of tourism, but also the chance to contribute to the development of Czech regions by increasing local tourism. Therefore it is absolutely necessary to make the political representatives of the regions realize the importance of accessibility as an integral part of the increase of service quality and sustainable development, and to start creating supporting programmes for tourist facilities operators that would lead to the removal of physical as well as structural barriers. Last but not the least, it is important to make them support education in this specific area.

Unfortunately, accessible tourism is being neglected not only by politicians and public adminis-

tration employees but also by the tourist operators and service providers themselves. According to the conference participants it is important that they too – as professionals and providers of quality services – should remove all barriers and develop their empathic attitude to the clients. "Yet, many good examples from abroad show that accessible tourism is a highly promising way of entrepreneurship. Its development however requires that the service providers create easily accessible and understandable information materials, and start cooperating with other actors in the tourism area in order to create a network of accessible destinations," points out Mrs. Šagátová.

Therefore the handbook of accessible tourism, which is the first Czech information material about accessible tourism, was being introduced at the conference. Not only the tourist service providers but also various educational institutions, bodies of the state and public administration and non-profit organizations dealing with accessible tourism will find there useful information.

The main objective of the project ATHENA that is financed from the European Social Fund by means of the Operational Programme Human Resources and Development, and from the state budget of the Czech Republic, is to support the development of human resources and employment in the sphere of accessible tourism in the Czech Republic applying the experience and inspiration from other EU-member countries. Its activities focus mainly on the increase of awareness and understanding of this issue by employers in the tourist industry, bodies of state administration, educational institutions as well as by the disabled persons, non-profit organizations associating with or employing such persons, and by the general public. The project which ends in May 2011 is being realized mainly in the Moravian-Silesian Region, Hradec Kralove Region, South Bohemian Region and the capital city Prague. For more information about the project and for feedback of the conference, you are welcome to visit www.project-athena.cz.

Can we improve the quality of travelling with handicap?

Mr. Rostislav Hošek, Tourism department, The Ministry for Regional Development of the Czech Republic

Rostislav Hošek presented the national programme of tourism support with the sub-programme called "Tourism for All" launched by the Ministry for Regional Development in 2010.



"Until recently, travelling of disabled persons was beyond interest... the Czech Republic cannot invest only in golf but also in areas such as tourism for all."

National Programme of Support of Tourism 2010 - 2013

Sub-programme Tourism for All

Hotel Clarion – 15 November 2010

International conference

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Focus of the sub-programme:

- Support of development of domestic tourism,
- Making accessible the activities related to travelling also for disadvantaged groups of citizens.

(Those target groups have not been so far supported in any national programme or any EU programmes.)

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Target groups:

- children and youth,
- low-income families with children,
- disabled,
- seniors.

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Objectives of the sub-programme:

- Integration of the new target groups who have difficulties with participation in the tourism into the tourist activities;
- Preserving the level of employment in the sphere of tourism in connection with the current economic situation of the CZ;
- Support of creation of new products of domestic tourism with the goal of reduction of tourism seasonality;
- Setting suitable conditions for creation of new job vacancies or preserving the working positions in tourist agencies and facilities for the whole calendar year.

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Qualified applicants for 2010:

- Business entities (legal as well as natural persons) with at least 2 years of business history

(in the sphere of accommodation or boarding services, and activities of travel agencies, offices and other related booking activities).

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Allocation of the finance within the sub-programme:

- CZK 80 mil. in 2010
- CZK 72 mil. in 2011 (planned budget)

Principles of the subsidy:

- Individual projects;
- The subsidy may be up to 50 % of the eligible costs of the event, the rest is covered by the subsidy recipient;
- The total costs per one action shall not exceed CZK 5 mil.

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Realization of the action:

- The subsidy must be withdrawn during the year of granting the subsidy;
- The action that is to be co-funded within the sub-programme must be finished not later than in the year following the selection of action for subsidy.

(i.e. the event chosen in 2010 must be finished not later than by the end of 2011)

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Creation of conditions for accessible tourism

- The objective of the National Programme is to improve the offer and quality of services for prospective tourist clients.
- Improve the current condition of trails namely along the rivers – The Labe trail, the Vltava trail and the Otava trail. The trail along the Lipno reservoir, the Bata channel and the Greenway Jizera.
- Make the objects and facilities (namely accommodation and boarding facilities, cultural monuments and information centres) accessible to disabled people.

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Examples of good practice:

- Contribution to equipment for disabled citizens in connection with the services provided in the sphere of tourism

□ Cyclist along the Ticha Office river with the offer of services for families with children and disabled people, and the long-distance cycleway Greenway Prague – Vienna

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Klepnutím vložíte nadpis.

Action: Accessible Lipno

- Development and realization of 6 new products for disabled travellers

- ✓ ski, monoski, cross-country ski, tandem bicycle, handbike and an electric boat; all including the training of instructors for work with the target group of disabled people (in terms of motion as well as visual impairment), and including the marketing support of the event

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Klepnutím vložíte nadpis.

Action: AquaInfo.cz

- Within the creation of the website focused on tourism and water sports, the web designers will create

Aqua handicap – articles, information about offers of equipment for disabled tourists, discounts, technical information about accessibility of individual areas and facilities, number and location of the changing rooms for disabled, method of check-in at the ticket offices, types of available wheelchairs and lifting platforms...

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Information about the sub-programme:

- Website of the Ministry for Regional Development: <http://www.mmr.cz/Cestovni-ruch/Programy-Dotace>
- Workshops regarding the given topic will be held after the call for proposals.
- The contact point is the Tourism Department.
- Contact persons:
 - Ing. Jana Šrajbová, phone No.: 234 154 005, e-mail: srajan@mmr.cz
 - Ing. Renata Stefanová, phone No.: 234 154 695, e-mail: stefren@mmr.cz
 - Ing. Bohuslav Dvořák, phone No.: 234 154 725, e-mail: dvoboh2@mmr.cz

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Ing. Rostislav Hošek
Tourism Department
Staroměstské nám. 6
110 15 Prague 1
Cell phone No.: 739 002 874
www.mmr.cz

Strategy of development of tourism in the Czech Republic and the importance of tourism for regional development

Moravian-Silesian region without barriers
Mr. Petr Kolčárek, vice president of KLACR –
– Moravian-Silesian Tourism Cluster

Petr Kolčárek described the activities of the Moravian-Silesian tourism cluster and the KLACR project within which –among other things- a marketing study of the potential of accessible tourism market will be elaborated during the next two years.



KLACR
Moravian-Silesian Region without Barriers

Tourism for All
 Ostrava, 15 November 2010

Petr Kolčárek, KLACR o.s.

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 Technical data

- Submitter of the project: KLACR o.s.
- Period of realization: 2010 – 2012
- Total budget: almost CZK 7 mil.
- Regional Operational Program NUTS II Moravia-Silesia
- 2.2.4 Organization and cooperation in the sphere of tourism

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
KLACR o.s.

- Moravian-Silesian tourism cluster
- Founded in 2008 as a citizens' association
- Primary goals:
 - creation of competitive tourist region
 - coordination of activities in the sphere of tourism
 - communication with the public sector
 - cooperation of subjects in the sphere of tourism
- 30 members from the whole spectrum of tourism
 - regional associations (RRTrinec, Beskydy-Valassko, Slezska Harta)
 - travel agencies – JUHASZ, ATIS
 - museums, SW companies, marketing companies and so on
 - schools, Ostrava Airport (Letiště Ostrava a.s.) and other

www.klacr.cz

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Project: Accessible Tourism
 main objectives

- Focused on the sphere of accessible tourism
- Non-investment project
- Part of activities of the initiative called Marketing strategies of tourism in the Moravian-Silesian Region
- Mutual removal of information as well as social barriers

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 initial state

- Beskydy pro All (Tesinske Beskydy, 2005 – 2008, KAZUIST s.r.o., EQUAL)
- Moravian-Silesian Region for All (2008 – 2009, KAZUIST s.r.o., supported from the budget of the Moravian-Silesian Region)
- Methods of official classification of accommodation facilities in the CZ (Czech Association of Hotels and Restaurants)
- Holiday with a wheelchair (CK ATIS Bruntal)

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 target groups

- Customers (persons with limited mobility and orientation, accompanying persons, other)
- Providers of tourist services (accommodation provider, boarding providers, carriers, information centres, tourist points of interest)
- Other players (associations, municipalities, Moravian-Silesian Region, media)

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 segments of project solution

- Methods & Research
- Communication & Cooperation
- Promotion & Image
- Management, coordination and administration

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 methods & research

- Preparation and execution of a research of service users in the sphere of accessible tourism in the Moravian-Silesian Region (MSR)
- Elaboration of the methods for evaluation of accessibility of the infrastructure, services and tourist points of interest
- Verifying the methods on a sample of tourist points of interest
- Gradual implementation of quality standards of accessibility of tourist destinations
- **Outputs:** results of the research, elaborated methods of evaluation, internet portal, promotional publications

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 communication & cooperation

- Preparation for carrying out the research of providers of tourist services in the MSR
- workshops
- Analysis of potential of the offer of accessible tourism in the MSR
- **Outputs:** expert study (analysis), workshops

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 promotion & image

- Holding supportive marketing events
- Making and publishing news reports
- International conference to the project and to the whole topic of accessible tourism (press conference)
- Elaboration of documentation related to project activities
- **Outputs:** international conference, news reports, marketing activities, documentation

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR
Accessible Tourism
 results

- Expert analysis of the demand for accessible tourism in the Moravian-Silesian region on both sides (client X provider)
- Established standards for service providers, infrastructure and tourist points of interest
- Certified tourist destinations and some tourist services
- Promotion of certified facilities (promotional publications, internet portal)
- Overall promotion and marketing of the topic of accessible tourism

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

KLACR

Thank you for your attention

Petr Kolčárek
 KLACR o.s.
petr.kolcak@regada.cz

Petr Kolčárek, accessible tourism
 Regional Council in Olomouc
 petr.kolcak@regada.cz

zkusenoosti z letošního letní
 skydy - myšlen přes www. Jedem
 TY V JABLUNKOVA - HOTEL SPRÁV
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Thematic session 2: Services for All

Policy support and incentives for Accessible Tourism in Flanders

Mrs. Greet Vandenrijt, Coordinator, Accessible Tourism Office for Flanders


Greet Vandenrijt works in the Flanders tourist information office that focuses on accessible tourism. In her presentation she took the conference participants on a tour through the past 10 years of Belgian government policy in the sphere of accessible tourism and through activities of relevant institutions such as the Tourism Flanders, a tourist office.



„Tourism Flanders annually invests 3 million to 3.5 million € in a more accessible tourist environments. As a result, 30 to 40 accessible holiday accommodations each year are added, supplemented also with a right variety of accessible leisure projects.“

Policy Support and Incentives for Accessible Tourism in Flanders

Greet VANDENRIJT
Coordinator Accessibility
Tourism Office for Flanders




Tourism Flanders: Mission

- Promotion
- Product development




An important target group



- 134 million Europeans (27%)
- 83 billion euro
- Increasing market

Accessible Travel Action Plan

1. Infrastructure
2. Sensitisation and training
3. Information


➢ Inclusive approach

Subsidies for infrastructure



30 - 70 %

Hotels – camp sites – holiday centres - youth hostels – tourist information offices – leisure projects





Infrastructure: Technical support

- Criteria on information cards + new building standards (2010)
- Prior opinion, supervision and final check
- Design for all



Sensitisation and training

- Accessible mentality
- Customer-friendly reception
- (Tour) guides

Information

- Accessible Travel Info Point
- Database Accessible Flanders
- Label for Accessible Tourist Infrastructure

Accessible Travel Info Point

Tailor-made information for travellers and the tourist sector




Accessible Travel Info Point


www.accessinfo.be




Accessible Flanders database



www.toevla.be

- Objective, detailed information
- Free of charge for tourist providers
- Extra benefits for tourism policy: SWOT / included in mainstream information / awareness raising
- But: no first-line information



Label

- Need for a reliable symbol
- Label + database

Step-by-step improvement

- 20% of the screened accommodations are level A or A+
- Participation on voluntary base
- Importance of grants
- Growth tendency within label levels



- 20% of the screened accommodations are level A or A+
- Participation on voluntary base
- Importance of grants
- Growth tendency within label levels



Promotion

- Regular media
- Newsletter
- Brochure "All In"



Accueil - Accueil - Accueil - Accueil - Accueil - Accueil - Accueil - Accueil

fenders
interiors

- Regular media
- Newsletter
- Brochure "All In"



Conclusion

- **Has the tourist product in Flanders become more accessible?**
 - Moving in the right direction
 - Collaboration with all private and public partners



Flanders
region

- **Has the tourist product in Flanders become more accessible?**
 - Moving in the right direction
 - Collaboration with all private and public partners



Thank you

The logo for Flanders Research, featuring a stylized lowercase 'f' inside a dark square, with the text 'Flanders' and 'research' below it.

10 jsme navštívili s elektřinou
mickým vozíkem zoo ostrava.
li jsme klíč k plošině v pavlo
dru, ale přes veškerou snahu
podle návodu nepodařilo plošinu
sprovoznit. Návody jsou nesrozumitelné
ni na vratnici nám nedokázali
řetlit, jak plošinu správně pou
ádali jsme je tedy, aby
rozili kreslený manuál.
snaha o odstranění
ná na mali.

nim pobytu s kamaram
je denně, Etera je po-
tělone, tak zadrženi je
2. stupně. Byly nim vytoř-
podmínky, takže dlela me-
ly neměla ~~střed~~ nat-
leni rád, který
ovně bych chtěla
f. pokračování
centra a

Mrs. Ana Garcia, Director of Accessible Portugal travel agency, ENAT member

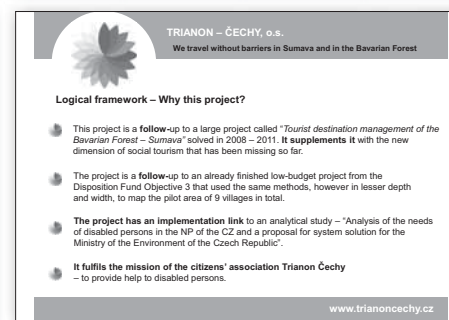
Ana Garcia Rodrigues lives in Lisbon and owns a travel agency called Accessible Portugal. Its objective is to remove all worries about travelling that disabled people might have, and to make a rich offer of tourist services accessible to all. For its activities, her travel agency has received many national as well as international awards.






Prejudice versus reality, Hotel Witikohof and Tree top walk – good examples from Germany Mr. Jiří Mánek, TRIANON-ČECHY, o.s.

Jiří Mánek is from the TRIANON-ČECHY civil association that – among other things – provides support to the Sumava tourist region in terms of accessibility, and he has presented 2 examples of good practice of accessible tourism from there.




TRIANON – ČECHY, o.s.
We travel without barriers in Sumava and in the Bavarian Forest

Trianon Čechy, o.s.
District of Freyung Grafenau
Period of solution:
2010 – 2012
Assumed range:
about 160 facilities in total



www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL



www.trianoncechy.cz


TRIANON – ČECHY, o.s.
We travel without barriers in Sumava and in the Bavarian Forest

Expected outputs

- Activities of the project will be carried out simultaneously on both sides of the border.
- All outputs will be at least bilingual (Czech / German)
- Mapping the accommodation and restaurant facilities
- Maps with the system of pictograms of the level of inaccessibility
- Publications with description of individual facilities on both sides of the Sumava Mountains
- Providing the marketing activities on both sides of the border
- Holding workshops on social tourism both on the Czech and Bavarian side
- Holding an international conference
- Excursions of representatives of the target groups in selected accessible facilities
- Trainings and information campaign for entrepreneurs and representatives of regional government
- Multilingual (up to 6 languages) website on accessible tourism in Sumava
- Training of the staff of selected facilities
- Instructional / documentary movie on DVD
- A proposal of further development of these issues based on the obtained experience
- Incentives for investments supporting Tourism for All

www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL



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hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL



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hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL



video

www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL



Motto: **Disablement? And what about it?**
A hotel for disabled persons – both as guests and staff

www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL

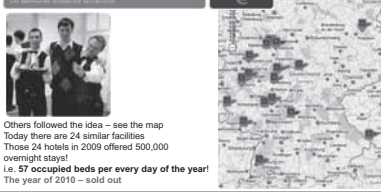
Verband der Embrace-Hotels

- The idea originated in 1993 in Stadthaushotel in Hamburg where the top management of the hotel employed 8 severely disabled persons with the objective of their integration. That time it was a unique project in all of Europe.
- Further in 2000, Mr Müller, the manager of hotel Witkothof in Bischofsreut, initiated the establishment of a similarly focused hotel association – 6 years without success!
- In 2006, 11 hotels created an association called Embrace Hotels
- An association of professionally managed hotels whose management pursues a good experience for all
- The objective is, among other things, to create job vacancies in the hotel industry for disabled persons.
- The main mission is the support of contacts among disabled persons and persons without any disability.
- 11 hotels have in total 184 employees of which 124 are disabled, i.e. 68 % of the labour force! 11 hotels offer 251 rooms and 566 beds the price of which is from EUR 40.00 to EUR 130.00

www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL

Verband der Embrace-Hotels



Others followed the idea – see the map
Today there are 24 similar facilities
Those 24 hotels in 2009 offered 500,000 overnight stays!
i.e. 57 occupied beds per every day of the year!
The year of 2010 – sold out

www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL

What to add?

www.trianoncechy.cz


TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL

Behinderung? Na und?

www.trianoncechy.cz

TRIANON – ČECHY, o.s.
hotel Witkothof, Bischofsreut = exemplary hotel FOR ALL

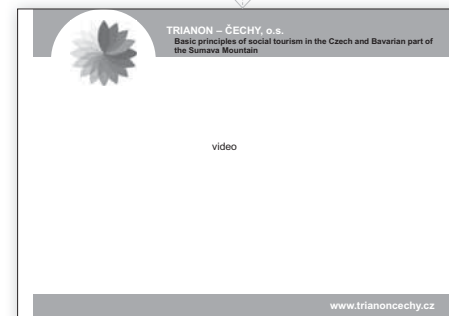
Verband der Embrace-Hotels



Good example: Tree-top trail in Neuschönau

www.trianoncechy.cz





konosti z ktorej letní
v - vyběr přes www. jedeme
V JABLUNKOVA - HOTEL GRUB (odpí
všechny hotelu dle ať se ne
mili, jako stále uspořádání vola
přidat spád u vyběru. Vyběr však
De hotel se nachází v lesní
hlavního tahu na Gvozdě -
díl z voj. stěží a d
všechny přelomů přelom
černý na www
spád mnoh
el. v

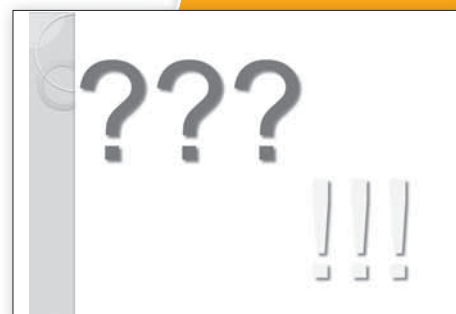
2010 jsme nešťastní s elektrickým a
mechanickým vozíkem zoo ostrava.
dostali jsme klíč k plošině v pavil.
primátu, ale přes veškerou snahu
nám podle návodu nepodařilo plošinu
zprovoznit. Návody jsou nesrozumitelné
a ani na vratnici nám nedokázal
uvědomit, jak plošinu správně
požádat, jsme je tedy, aby
dostali kreslený manuál
a o odstranění
na mali





How many, where to, when and why?
Mr. Roman Herink, vice president, Regional Disability Council, Zlín

Roman Herink is the chair of the Czech Sledge Hockey Association, member of the Czech Paralympic Team and teaches at the Faculty of Physical Culture of the Palacký University in Olomouc. He shared with us his experience of travelling with disabled sportsmen, mostly wheelchair users.



"How many, where to, when and why?"
 or
Tourism for all (?)
 Mgr. Roman Herink, Zlín

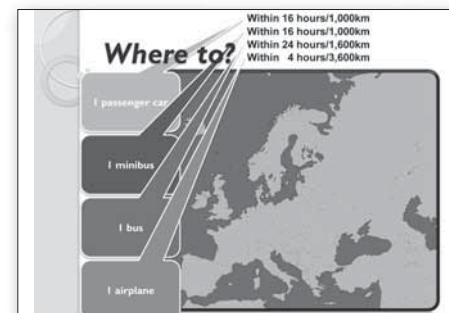
How many?

Legislation:
DECREE NO. 398/2009 Coll. from 5 November 2009
On general technical requirements ensuring barrier-free use of buildings

Section 8, par. 3) At least 5 % of rooms in tourist accommodation facilities and holiday residences must meet the requirements as set under 1.1.1. and 1.1.2. of Appendix No. 1 to this Decree, respectively under 8.1. of Appendix No. 3 to this Decree.

How many?

Room capacity	100 %	5 %	Persons / single rooms	Persons / double rooms	Persons / single rooms
1	1	0.1	1	2	3
10	10	0.5	1	2	3
15	15	0.8	1	2	3
20	20	1	1	2	3
30	30	2.5	3	6	9
50	50	5	5	10	15
100	100	10	10	20	30
150	150	15	15	30	45
200	200	20	20	40	60
250	250	25	25	50	75



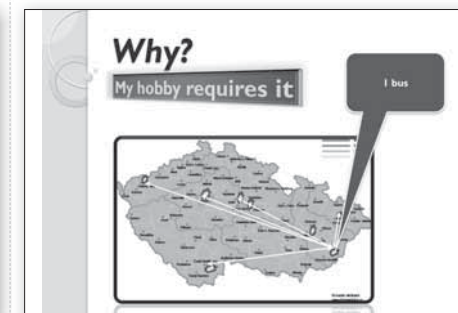
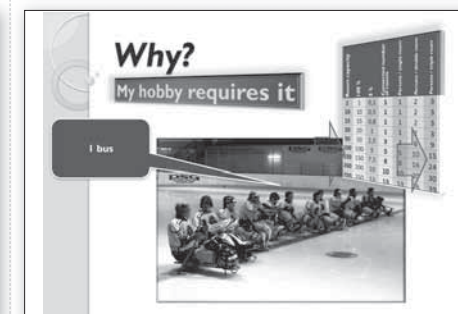
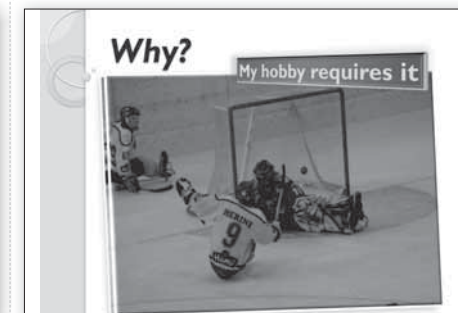
When?

When something is going on

When it is keenly priced

When we want

Spring, summer, autumn, winter



Why?
My hobby requires it

I bus

Why?
We are engaged in „team activity“

SLEDGE HOCKEY

Why?
We are engaged in team activity

WHEELCHAIR FLOORBALL

Why?
We are engaged in team activity

ELECTRIC WHEELCHAIR HOCKEY

Why?
We are engaged in team activity

WHEELCHAIR RUGBY

Why?
We are engaged in team activity

MUSIC ENSEMBLES

Why?
We are engaged in team activity

WHEELCHAIR DANCING

How many? Where to? When? Why?

How many? Where to? When? Why?

This presentation constitutes a scaremongering: “there is a group tourism of severely disabled persons and it is booming”

Threat or challenge?

roman.herink@seznam.cz

Thematic session 3: Competences for Accessible Tourism

Education in Accessible Tourism as a key to success

Mrs. Annagrazia Laura, CO.IN Cooperative Integrate onlus, ENAT representative

Annagrazia Laura represents the social association called Consorzio Sociale Cooperativa Integrate Onlus with its registered office in Rome that was founded in 1993 and that deals with the support of accessible tourism, namely the issue of education and international relations. She also works as a lecturer and takes a significantly active part in many international projects and initiatives.



„The very top element expected in a welcoming destination is friendliness and helpfulness of service providers.“





"TOURISM FOR ALL" International conference on Accessible Tourism

Education in Accessible Tourism as a key to success

Ostrava 15 November 2010

Annagrazia Laura

Any tourist activity aiming to cater for the market segment of tourists with specific needs has to measure its own skills and capability to design, manage and sell a tourist product which combines quality and economic sustainability.

The demand of Tourists with specific needs

Which priorities and which difficulties during travelling?

Sources:



Project Eu.For.Me: Focus groups with young disabled people in 5 European countries

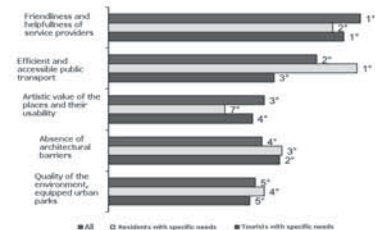


Project CARE: survey on a sample of 6.545 tourists including people with disabilities

The most important issues:

1. reliability of information
2. quality in accueil
3. accessibility of destinations, locations and tools

The top elements expected in a "welcoming" destination



Source: Analysis of Demand Project CARE

Are needs met by an adequate offer?

Bottle necks

- Inadequacy of tourist operators in finding and providing reliable information
- Prejudices in relating with customers with disabilities due to the lack of knowledge and understanding of their needs
- Very limited capabilities of operators to involve people with disabilities in recreational activities
- Lack of staff and tourist guides expert in communication systems adequate for tourists with sensory impairments or learning disabilities

The system of tourism supply

- is not adequate for the demand of customers with specific needs
- does not consider the economic opportunities offered by the target of people with disabilities
- does not have the technical skills necessary to plan products suitable for a broader user base

Tourist operators

- Perceive as a critical factor the insufficient capability of staff to welcome and manage customers with specific needs
- Think that the provision of accessible products involves a substantial increase of costs in the management of the Offer and in the interventions linked to the accessibility of facilities
- Complain on the lack of basic information on accessibility issues needed to dialogue on a "peer-to-peer" situation with technicians, designers and architects

The tourism training system :

- is poorly prepared to train students and professionals on the issues of accessible tourism
- does not provide training activities aimed at understanding and technically evaluating the needs of people with disabilities
- generally is not prepared to the correct interaction with this type of customers

Priority need: Training

All studies and analysis of demand and supply point out the importance of an adequate training for tourist operators in order :

- to improve the quality of the service offered
- to respond to the needs and requests of customers with disabilities



"to make the potential demand become a reality!"

Training

Present situation:

in the mainstream "Education system"

- almost total absence of training offers on the issues of accessible tourism in high schools on tourism and University courses
- consistent lack in the specialized courses (Masters and post graduation training)

Training Present situation:

in Vocational Training

- training programmes for qualification and re-qualification financed by local public bodies or the EU (Training programmes, ESF)

but:

**Sporadic
Discontinuous
Scarcely coordinated**

Accessible tourism

- Concept
- Market evaluation and potential demand analysis
- International and national legislative framework
- Quality of the offer: indexes and positioning
- Analysis of the Demand: needs and expectations

Quality of the services means to:

- "know" the Customers' needs
- "meet" the Customers' needs
- "interact" properly with the Customers

Welcoming and Customer Care

- Relationship with disabled customers
- Communication techniques
- Problem Solving techniques
- Use of the language

Essential conditions:

- From the Demand side
- awareness of one's rights as customer
- From the Supply side



Professional skills and quality

Information collection and distribution

- Field of analysis and collection campaign
- Collection tools and their use
- Data evaluation and processing
- Distribution of information
- Analysis and evaluation of existing information

MINIMUM TRAINING CONTENTS

TOOLS TO IMPROVE THE PRODUCTS AND THE PERSONAL RELATIONS QUALITY

- TOWARDS TOURIST OPERATORS AND SERVICE PROVIDERS

Italia per tutti

Launched to promote and spread accessible tourism concept through various initiatives:

- Handbook on how to welcome tourist with disabilities
- Database with more than 5000 facilities inspected
-



www.presidiolazio.it



ACCESSIBLE TOURISM TRAINING AS A STANDARD OF THE VOCATIONAL CURRICULUM

Dakar Declaration 2005 16 General Assembly of the WTO

ACCESSIBLE TOURISM FOR ALL

III. PREPARATION OF STAFF

1. The staff of tourism establishments and tourism-related services should be prepared to understand and deal with the problems facing customers with disabilities.
2. Staff should receive adequate training in the control and provision of services and the operation of facilities designated for customers with disabilities.
3. Among the staff there should be persons familiar with means of communicating with persons with sensory impairments.
4. Staff should be trained to deal with persons with disabilities courteously and expeditiously, to provide complete information on services and facilities available to them, and to offer assistance to facilitate their access to non-accessible services.
5. Safety officers or their equivalents in tourist establishments and vehicles accommodating and carrying persons with disabilities should, as a rule and at all times, have a list of rooms and compartment numbers occupied by such persons, in case of emergencies.

REGULATION (EC) No 1107/2006 concerning the rights of disabled persons and persons with reduced mobility when travelling by air

Article 11

Training

- Air carriers and airport managing bodies shall:
- (a) ensure that all their personnel, including those employed by any sub-contractor, providing direct assistance to disabled persons and persons with reduced mobility have knowledge of how to meet the needs of persons having various disabilities or mobility impairments;
 - (b) provide disability-equality and disability-awareness training to all their personnel working at the airport who deal directly with the travelling public;
 - (c) ensure that, upon recruitment, all new employees attend disability-related training and that personnel receive refresher training courses when appropriate

UNO Convention on the right of People with disabilities

Various articles name training as necessary for full inclusion:

- awareness raising (8)
- accessibility (9)
- personal mobility (20)



An European opportunity



Competitiveness for European Tourism for All (CETA)

managed by



Supported by the European Commission, DG Enterprise and Industry, Tourism Unit.

CONCLUSIONS

An European opportunity



aims to help small and medium-sized tourism enterprises in Europe become *more sustainable and competitive*, by making their offers and services *accessible for all tourists*.

Present situation

THE MAJORITY OF TOURISM DEMAND on:



ASSOCIATIONS OF PEOPLE WITH DISABILITIES

PRIVATE SOCIAL SERVICES

VOLUNTARY ASSOCIATIONS

PUBLIC SERVICES

SOCIAL TOURISM

disproportion
DEMAND-OFFER
NEEDS-RESOURCES



An European opportunity



A direct link from final users representatives and experts of accessible tourism to help Tour Operators, Accommodation facilities, Service providers, tourist SMEs take the first steps towards making their business accessible.

Some examples and some risks!

An European opportunity



Offers SMEs:

- ☐ Online training modules
- ☐ Self evaluation criteria for their facilities
- ☐ Indexes to evaluate their competitive positioning



to define success business strategies



...what is really needed is

- A qualified inclusive OFFER
- Increased SKILLS by the Tourism sector

towards.....

Future perspective

TOURISM DEMAND MET BY:

TOURISM ENTREPRENEURS
PROFESSIONALS
EXPERTS



QUALITY PRODUCT
INCREASED CLIENTS' FIDELITY
POSITIVE ECONOMIC RESULTS



thank you for your attention!

10 pisme navrhnutí
anickým vozíkem
tali pisme klíč k plosi
rimatu, ale přes vešker
na'm podle nadvodu n
voznit. Náv



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Roads to understanding OR development of competence of students in the sphere of AT and communication

Mrs. Pavla Sztulová, Director, AHOL – Post-secondary Professional School

Pavla Sztulová introduced one of the projects realized in the Moravian-Silesian Region that deals with the integration of the accessible tourism topic in the high school curriculum.



"Tourism for All"

International conference

15 November 2010, Ostrava

accessible tourism and communication



THIS PROJECT IS CO-FINANCED BY THE EUROPEAN SOCIAL FUND AND STATE BUDGET OF THE CZECH REPUBLIC.



Basic data

- Name of the project: Roads to understanding OR development of competence of students in the sphere of accessible tourism and communication
- Grant : Education for Competitiveness Operational programme, Moravian-Silesian Region
- Duration: 24 November 2009 – 30 June 2012 (32 months)



Partners

- KAZUIST, s. r. o. (guarantor of activities 4, 5, 6)
- AHOL – Post-secondary Professional School (guarantor of activity 1)
- Civil association TRIANON (guarantor of activity 2)
- High school of nursing in Frydek - Mistek (guarantor of activity 3)



Project objective

To support the development of human resources and improvement of the initial education in the sphere of high-school education, development of innovative educational programmes (subjects) including didactic materials focused on the development of the key and professional competences of the students in their relation to disabled persons.



Target groups

- Students of high-schools of various types (educational programme 1)
- Students of high-school of selected types (educational programme 1 and 2)
- High-school staff
- Senior high-school staff in the territory of the Moravian-Silesian Region
- 550 students and 20 employees



Project indicators

- 2 innovative educational programmes
- 10 well-trained lecturers for verifying and spreading the programmes
- Number of supported persons (pupils and students)
300 girls + 250 boys



Project activities

1. Methodical support of working teams 2-4
2. Creation of an educational programme 1 (key competences) – "Communication with a disabled person"
3. Creation of an educational programme 2 A (key and professional competences) – "Medical and social minimum"



Project activities

4. Creation of an educational programme 2 B (key and professional competences) – "Accessibility and animation minimum"
5. Verification, validation and dissemination of the outputs
6. Project management and administration



Added value (innovativeness)

- Development of competences for communication and dealing with disabled persons
- Introduction of the topic of barrier-free (accessible) tourism at schools including the creation of educational materials



Added value

- Methodology will lay emphasis on active methods of learning and combination of methods:
 - ✓ Integration of project education,
 - ✓ Experiential learning,
 - ✓ Team work methods,
 - ✓ Brainstorming,
 - ✓ Role playing,
 - ✓ Presentation
- Combination of education among pupils from various fields of studies and subjects (within the pilot verification)



Project sustainability

- Dissemination of created methods and programmes to schools
- Information support to schools engaged in the project
- Cooperation of partners – consultations, supervision, lecturer's support
- Update of the project website
- Monitoring of the use of programmes and pieces of knowledge



Activity No. 1

- Preparation of general methodology of educational programmes
- Preparation of materials to methodology of project learning
- Initial monitoring of the Framework Education Programme and School Education Programme (questionnaire survey in relation to the preferred methods of education and to experience with the project learning)



Activity No. 2

- Elaboration of the contents – synopsis of the educational programme 1
"Communication with a disabled person"
- Range: 30 hours
- Designed for all high schools
- Separate subject – cross-sectional topics



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Activity No. 3

- Elaboration of the contents – synopsis of the educational programme 2 A “Medical and social minimum”
- High school, subject: tourism and social activities
- Part of the programme
- “Planning and organizing the leisure time of disabled persons within the framework of services of accessible tourism”
- Specific needs of disabled persons, compensation aids, providing first aid
- Range: 30 hours



Activity No. 4

- Elaboration of proposal of contents – synopsis of the educational programme 2B – “Accessible and animation minimum”
- High schools, subject: tourism and social activities
- Part of the programme “Planning and organizing the leisure time of disabled persons within the framework of services of accessible tourism”
- Information about accessibility, principles and methods of work of a holiday/tourist animator
- Range: 30 hours



Activity No. 5

- Communication with the target group – preparation of a database of schools
- Electronic bulletin



Activity No. 6

- Project website
www.cestyzapoznamim
- PR articles
- Project leaflet
- Monitoring reports



Authors – RNDr. I. Ašmerová, Mgr. A. Grygarová,
Mgr. T. Pavlíčková, Mgr. P. Sztulová,
Mgr. S. Špírková

“Planning and organizing the leisure
time of disabled persons within the
framework of services of accessible
tourism”

“Natural forces within us are the true healers of
disease.” Hippocrates



Thank you for your attention
Pavla Sztulová

Social tourism – education of public service servants

Mrs. Zdeňka Petrů, Lecturer, University of Economics, Prague

Zdeňka Petrů from the University of Economics in Prague introduced to the conference audience the activities of the Department of Tourism and the educational programme for employees in the territorial and public administration called “Tourism for all” which was implemented in 2008.



Tourism for All – Education of public service servants

Ing. Zdeňka Petrů
Department of Tourism – University of Economics, Prague

Conference “Tourism for All – examples of good practice from
home as well as abroad”
Ostrava, 15 November 2010

Summary of the lecture

- ▣ Department of tourism and its activities
- ▣ Participation of the Department of tourism in the sphere of tourism for all – social tourism
- ▣ Educational programme “Tourism for all”

Department of tourism and its activities

- ▣ Oldest educational institution in the sphere of tourism
- ▣ Bachelor and master studies of tourism
- ▣ Programmes of lifelong learning (U3V, educational programmes co-financed from the ESF)
- ▣ Scientific and research activities in the sphere of tourism, specialization:
 - ▣ Sustainable development of tourism
 - ▣ Tourism for all (social tourism)

Participation of the Department of tourism in the sphere of tourism for all

- ▣ Participation at conferences, seminars held by the European Commission and dealing with the issue of tourism for all as well as social tourism
- ▣ Participation at conferences and workshops held by BITS (OITS)
- ▣ Specialized seminars in the Master's study programme focused on the issue of social tourism (2008, 2010)

Participation of the Department of tourism in the sphere of tourism for all

- ▣ Educational programme within the professional training and education of territorial and public administration employees called “Tourism for all” (2008)
- ▣ Involvement in the EC project “CALYPSO” (participation at conferences including active contributions, participation at the elaboration of an assessment report for the Czech Republic – 2009-2010)
- ▣ Effort to provide concrete integration as a partner representing the Czech Republic in the call of the European Commission within the project CALYPSO for 2010-2011

Educational programme “Tourism for All”

- ▣ A programme prepared and obtained within the call of the Ministry for Regional development of the Czech Republic “Education in tourism” – professional training and education of territorial and public administration employees, accredited by the MVR ČR
 - ▣ Programme was financed from by the ESF
 - ▣ Programme was implemented in 2008 in the form of one-day workshops and e-learning

Educational programme “Tourism for All”

- ▣ The programme took the form of one-day workshops in 5 regions of the Czech Republic (Central Bohemian Region, Liberec Region, Pardubice Region, South Moravian Region and South Bohemian Region)
- ▣ 170 participants (public administration employees, entrepreneurs and university students) engaged in the programme

Educational programme “Tourism for All”

- ▣ Definition of the term, development trends in tourism in general
- ▣ Tourism for all from the point of view of international organizations
- ▣ Participants in the tourism for all (4 main target groups), characteristics of their needs



Educational programme "Tourism for All"

Contents of the programme:

- Creation of suitable products for individual segments of tourism for all
- Forms of support of development of the tourism for all
- Examples of good practice abroad as well as in the Czech Republic

Educational programme "Tourism for All"

How to proceed in education of tourism for all – social tourism?

- Education in this sphere is necessary also in the future
- Innovation of the existing educational programme – new pieces of knowledge, directions, information from the CALYPSO project
- Involvement of tourist entrepreneurs and namely public administration employees and non-profit organization staff dealing with individual segments of social tourism, in further education

Educational programme "Tourism for All"

How to proceed in education of tourism for all – social tourism?

- Involvement of interested subjects with examples of good practice
- Discovering financial resources for further financing of the educational programme focused on social tourism

Thanks to its tradition in this sphere of studies and future orientation, the department of tourism of the University of Economics in Prague is fully at your disposal.

Thank you for your attention.

Ing. Zdenka Petru,
petru@vse.cz

Thematic session 4: Design for all

Design for All in Tourism – Success Factors and Good Practice in Europe

Mr. Kai Pagenkopf, Neumann consult, Stadt- und Regionalentwicklung, Münster, ENAT member

Kai Pagenkopf is the owner and director of a consulting company, and a consultant of Neumann Consult that deals with the urban and regional development from the point of view of tourism and accessible design. He took part in elaboration of marketing studies of the accessible tourism market in Germany that was elaborated on by Neumann Consult for the Federal Ministry of Economy and Technology. Mr Pagenkopf lectures at the Münster University.



"The older people are getting more and more, less younger people...so we have a lot of old people. This is not a problem, this is a challenge. We always have to make it clear – it is a challenge, not a problem!"



Design for All in Tourism - Success Factors and Good Practice in Europe

International conference on Accessible Tourism in Ostrava
November, 15th 2010
Hotel Clarion, Ostrava

Dr. Kai Pagenkopf



Introduction

Introduction

The main challenges are:

- Reducing the seasonality of demand
- Minimising resource use
- Responding to the climate change
- Responding to natural disasters
- Responding to the demographic change

Introduction

Tourism and Demographic Change:

- The increasing number of people over 60 years and people with disabilities will create new demands
- Tourism industry will find new markets and increases its turnover if it'll focus on new and growing consumer groups and their demands
- Design for All guarantees sustainable turnover in tourism and improves service quality for all

Introduction

Tourism in Europe:

- Product quality and innovation are important factors for tourism businesses and destinations to remain competitive.
- The current situation of tourism industry in Europe is characterised by a lack of innovation to meet the main challenges
⇒ But the situation is going to change!

Introduction

Accessibility is...



Introduction

Studies commissioned by the German Government



2009: Economy & Design for All
Stimulating economic growth and employment by orienting businesses and economic policy towards Design for All



2009: Tourism & Demographic Change
Shows impact of demographic change on tourism

Introduction

Studies commissioned by the German Government



2003: Economic impulses
Shows great but unused potential of Accessible Tourism for All



2008: Success factors and quality measures
Shows how to benefit from Accessible Tourism for All

Introduction

Studies commissioned by the European Commission

2005: Accessibility Market and Stakeholder Analysis (Ossate)
Shows the market size for Accessible Tourism in Europe and worldwide

2007: The European Tourism Industry
Shows increasing need for more quality and accessibility in tourism



Introduction

Travel-Behaviour (of German disabled tourists)

- 37 % have previously **decided not to travel** due to the lack of accessible facilities
- 48 % would travel **more frequently** if more accessible services were available
- 60 % would be willing to **pay higher travel expenses** for improved accessible facilities
- 17 % decided to **travel abroad** specifically because of the accessible facilities there

Success Factors

Aim: Tourism for All!

- Increasing hospitality
- Considering all user groups
- Increasing usability and accessibility
- Avoiding social stigma
- Social, ecologic and economic sustainability

Introduction

Economic Impacts

- Current net turnover generated by **German** disabled travellers: **2,5 bn Euro**
- Economic **impulses** generated by **German** disabled travellers: **4,8 bn Euro**
- Current net turnover generated by **European** disabled travellers: **166 bn Euro**

Success Factors

Success factors in Tourism for All:

- Raising awareness, education and training of service suppliers
- Networking and exchange of information

⇒ We still have to face a lack of knowledge

Success Factors

Accessible

Success Factors

Success factors in Tourism for All:

- Understanding Tourism for All as a cross-sectoral task

⇒ Tourism for All does not mean Tourism for disabled guests

⇒ Tourism for All means quality and comfort/convenience in Tourism

Success Factors

Success factors in Tourism for All:

- Professional Marketing

⇒ Accessibility / Design for All is not a motivation to travel

⇒ Marketing has to focus on themes and interests

⇒ Information must be reliable and up to date

Good Examples

Quality & Convenience
Hotel Luisenhof - Germany

- Steps access to balcony
- Sliding door easy to open

Good Examples

Accessible

Good Examples

Quality & Convenience
Scandic Hotels – „Northern Europe“

- Accessible counter
- Clamps for walking-sticks

Good Examples

Networking & Marketing
„Accessible Tourist Destinations of Germany“

- Realisation of an initial action recommendation of the study
- 6 founding members
- Sustainable promotion of accessible tourism
- Continuous cooperation of destinations
- Constant exchange of experiences and promotional cooperation

Good Examples

Quality & Convenience
Scandic Hotels – „Northern Europe“

- Breakfast accessible for All
- Non-dazzling floors

Good Examples

Quality & Convenience
Hotel Luisenhof - Germany

- Breakfast for guests with food intolerances or allergies
- Height of bed 48 cm
- Movement area 150 x 150 cm

Good Examples

Marketing
Addressing on Topics and Interests

www.rtp-info.de

Accessible

Thank you for your attention!

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Accessible buildings – chimera or a vision?

Ing. Renata Zdařilová, Ph.D.

Accessible buildings – chimera or a vision?
Mrs. Renata Zdařilová, Department of Urban Engineering, Faculty of Civil Engineering, VŠB – Technical University of Ostrava

Renata Zdařilová from the VŠB - Technical University of Ostrava unveiled the current situation of accessibility issues in the Czech Republic and introduced to the audience the basic requirements of accessibility for tourist facilities.

Accessible buildings – chimera or a vision?

• Current state of accessibility in the CZ



Accessible buildings – chimera or a vision?

• Current state of accessibility in the CZ



Accessible buildings – chimera or a vision?

• Current state of accessibility in the CZ



"...every man and namely a disabled person should have an opportunity to choose a place of his or her residence, where and whom he or she wants to live with. And when you look at the present housing stock and the housing stock that is being built... It is impossible for a disabled person to buy their own housing in a block of flats with 3 above-the-ground storeys because according to our requirements, according to the regulations and standards, such a block of flats does not have to be accessible at all, it does not have to have an elevator..."

Accessible buildings – chimera or a vision?

• Legislative requirements

- Building law 183/2006 Coll.
- Decree No. 398/2009 Coll.
- Czech technical standard

- Convention on the Rights of Persons with Disabilities

Accessible buildings – chimera or a vision?

• Convention on the Rights of Persons with Disabilities

- Adoption in the CZ, publication in the Collection of International treaties on 12 February 2010
- Among other things it talks about:
 - Article 9 ACCESSIBILITY
 - Article 19 LIVING INDEPENDENTLY AND BEING INCLUDED IN THE COMMUNITY
 - Article 30 PARTICIPATION IN CULTURAL LIFE, RECREATION, LEISURE AND SPORT

Accessible buildings – chimera or a vision?

• Convention on the Rights of Persons with Disabilities

- Article 9 ACCESSIBILITY
 - Of buildings, transportation network, transportation and other indoor and outdoor facilities and equipment including schools, residential buildings, health-care facilities and departments, and of information, communication and other services
 - The countries shall adopt measures with the objective of elaborating standards of accessibility and control of their execution
 - Accessibility of private facilities offering public services
 - Equipment of public facilities with marking in the Braille
 - Ensure and support various forms of assistance

Accessible buildings – chimera or a vision?

• Convention on the Rights of Persons with Disabilities

- Article 19 LIVING INDEPENDENTLY AND BEING INCLUDED IN THE COMMUNITY
 - Possibility to choose one's own place for living, where and with whom they want to live
 - Access to services in their homes, residential services and other services including personal assistance
 - Access to community services and public facilities

Accessible buildings – chimera or a vision?

• Convention on the Rights of Persons with Disabilities

- Article 30 PARTICIPATION IN CULTURAL LIFE, RECREATION, LEISURE AND SPORT
 - Stimulate and support the involvement in ordinary sports activities in all levels
 - Organizing and developing special sports and hobby activities
 - Ensuring the access to sport areas and recreational and tourist facilities
 - Ensuring the possibility of children to take part in games, a recreational, sport and hobby activities
 - Access to services providing the organization of recreational, tourist, hobby and sport activities

Accessible buildings – chimera or a vision?

• Standardization

- Germany
 - DIN 18040-1 Barrierefreies Bauen - Planungsgrundlagen - Teil 1: Öffentlich zugängliche Gebäude Ausgabe: 2010-10
 - DIN 18040-2 Barrierefreies Bauen - Planungsgrundlagen - Teil 2: Wohnungen Ausgabe: 2009-02, Norm-Entwurf
 - DIN 18 024-1, 1998-01 Straßen, Plätze, Wege, öffentliche Verkehrs- und Grünanlagen sowie Spielplätze
 - DIN 18 024-2, 1996-11 Öffentlich zugängliche Gebäude und Arbeitsstätten
 - DIN 18 025-1, 1992-12 Wohnungen für Rollstuhlnutzer
 - DIN 18 025-2, 1992-12 Barrierefreie Wohnungen

Accessible buildings – chimera or a vision?

• Standardization

- Austria
 - ONORM B 1600 - 2005 05 01:N "Building without Barriers - Design Principles"
 - ONORM B 1601 - 2003 12 01:N "Special buildings for handicapped or old persons - Design Principles"
 - ONORM B 1602 - 2001 06 01:N "Barrier free buildings for teaching and training and possible accompanying facilities" (+B 1600)
 - ONORM B 1603 - 2005 02 02:N "Barrier free buildings for tourism - Design principles" (+B 1600)

Accessible buildings – chimera or a vision?

• Standardization

- ISO/DIS 21542 Building construction - Accessibility and usability of the built environment
 - Applies the requirements, among others, from ONORM B and DIN

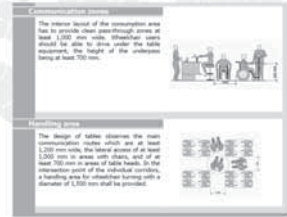


- **DESIGN FOR ALL**
basic principles of accessibility

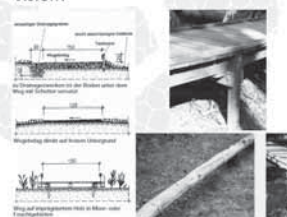
- Designing the environment, products and neighbourhood with a maximum amount of serviceability for all groups of users without the need to carrying out any special adjustments
- DESIGN FOR ALL – a method successfully applied in the North European countries
- UNIVERSAL DESIGN – USA
- INCLUSIVE DESIGN – Great Britain and Ireland



The intense level of the consumption area has to provide clean pass-through areas at least 1,000 mm wide. Wheelchair users should be able to drive under the table.



- **DESIGN FOR ALL**
accessible environment in tourism
 - Defining the basic requirements for tourist facilities

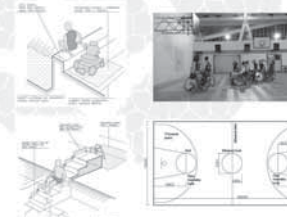


Source: Natur für alle, Planungshilfen und barrierefreiheit

Getting staff to use the following measurement:

- a 20" worktop
- handrail
- a handrail seat
- a mirror (helps identify wheelchair & take out of the WC)
- optical and acoustic signalling

20" worktop
handrail
handrail seat
mirror
optical and acoustic signalling



Designated rooms

Barrier-free rooms have to allow the accommodation of one or two wheelchair users at the same time. This should be reflected in the size of the room. The barrier-



Ing. Renata Zdařilová, Ph.D.



Lenka Dvořáková shared her thoughts about the level of accessibility of the Sumava National park and Sumava Landscape protected area, and she outlined the realized and planned activities of the Sumava NP administration in the area of expanding the accessibility of nature trails.



So far at least on some of the trails ☺



www.stezkaykorunach.cz



Die Erlebnis AKADEMIE AG
Hafenberg 4
93444 Bad Kötzing / Bayerischer Wald
www.die-erlebnis-akademie.de



The administration of the Sumava NP and Sumava Landscape Protected Area in cooperation with ČSAD autobusy Plzeň, a.s., branch office in Susice and the Svaz tělesně postižených ČR, o.s. (Association of Disabled in The Czech Republic, civil association)
And its local organizational unit (Vozíčkáři Plzeň / Wheelchair users of Pilsen)

The programme is **designed only** for seniors, holders of identity cards for disabled persons, for wheelchair users and their accompanying persons.

The price for the tour is CZK 200.00. The price includes transportation and a guide.



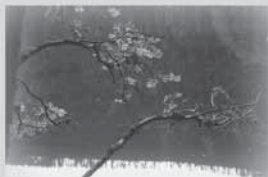


Recommended trails in 2010:

- Chalupska slat (fen)
- Jezerní slat (fen)
- Rokyta – Rechle
- Vltava trail, Stozcečka luka (meadows) – Dobra
- Povydri (along the Vydra river)
- Stary Brunst – Zhuri – Stara Hut
- Hauswaldska kaple (Hauswald chapel)
- Nova Hurka – lake Laka



Sumava for all



Proposed adjustments on the trails:

- Corduroy trails
- Toilets
- Wheelchair bypasses
- Possibility of parking nearby
- Crossings of drainage channels



Thank you for your attention

Conclusion, Mrs. Jarmila Šagátová

Call from participants of the conference (see page 48)

Concluding reflections of the conference

Ing. Jaromír Kohlíček – member of the European Parliament, member of the Committee on Transport and Tourism

(transcription of the recording)

Ladies and Gentlemen, I believe we have heard

"...It is good to notice that we do not have to invent anything. That there are things that are utterly clear and have been gradually realized though on a small scale."

a lot and I only would like to sum it up briefly. I believe we all agreed with our guest lecturers that the so-called social tourism or tourism for all or accessible tourism is truly needed. Today, in the time when everybody constantly mentions the word crisis, when everybody saves the expenses and tries to think of some novelties, it is good to notice that we do not have to invent anything. That there are things that are utterly clear and have been gradually realized though on a small scale.

In order to discuss better the so-called social tourism, we have a legislative base here and it is very interesting regardless if it is from the European Union where we try to supplement things in the European Parliament, and I promise you that we will follow the track even in the future, and that not only the air transportation but also other means of transportation will be treated. Secondly, there is the Czech legislation, the Building Law or the recently adopted international convention on the rights of disabled persons that should be more significantly applied. And thirdly, we have a giant debt in education, starting from the high schools, through the universities up to the further education of the adults.

Since we know all this and we have mentioned it all here, we have to take some measures. The declaration, the call perfectly summarized the measures and I believe that as much as we know how the transportation, communication, public premises

es, offices, furnishing premises, dimensions of various furniture should look like, we all noticed on the pictures that were presented here during the lectures as the examples of good practice that they too included some imperfections. You certainly noticed that, for instance, the accessibility of schools has not been secured yet. Nor the physicians dealing with the organs of motion often do not have accessible offices. The accessibility of outdoor premises – that was the last beautiful presentation. And an accessible town, that is a long-term programme that is being discussed in many municipalities, even

in Teplice where I come from and where otherwise nothing works smoothly.

In conclusion I would like to express my pleasure that we all could meet and discuss this topic. That we all know we miss information, we need more marketing and that we will be eventually able to push the elementary pictogram of accessibility to the Europe-wide level.

Thank you and I believe we will meet again soon in an accessible premise and with other optimistic points of views. Thank you."

Call from participants of transnational conference „Tourism for all“, 15th November 2010, Ostrava

We call upon the policy makers of the Czech Republic and the public authorities at national, regional and local level, within their ministries and policies, responsibilities and activities to

- promote the integration of accessible tourism to the legislation, policy and strategic documents,
- emphasize the importance of accessibility as an integral part of the process of service quality improvement and sustainable development in tourism,
- support activities that contribute to development of accessible tourism, particularly:
 - creating understandable instructions and methodologies for evaluating accessibility of tourism infrastructure and tourism services,
 - creating support programs for the operators of tourism aimed at removal of physical/architectural barriers,
 - training of employees in tourism, civil servants, urban planners, architects in the issue of accessibility,
 - inclusion of accessible tourism in the curricula of secondary schools and universities that prepare future workers and entrepreneurs in this area,
- promote the involvement of all tourism stakeholders, representatives of private and pub-

lic bodies in searching for new solutions for improving accessibility in tourism through partnerships at national and international level.

We also call on all service providers in tourism - accommodation and food service facilities, tourist attractions and facilities for leisure, travel agencies and transport providers, within their activities to

- contribute to removing of barriers (of building, communication, knowledge and information kind)
- promote empathetic approach towards the clients as a part of the quality assurance and professional services
- develop the knowledge of their employees about the special needs of clients with limited mobility, or with other types of health disability
- provide truthful information about accessibility level of facilities and destinations, create information materials facilitating decision making and orientation, in accessible and understandable forms
- develop partnership with other actors in tourism and related sectors and thus contribute to the creation of accessible destinations

Ostrava, 15th November, 2010



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