ACCESS IT Training Webinar by ENAT, 20 June 2022

ENAT Website: https://www.accessibletourism.org/

Presented by ENAT Team

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What is Accessible Tourism?
Why accessibility matters to your business?

Presented by Annagrazia Laura

Our Mission

“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”
Accessible Tourism is…

“Universally Designed Tourism for All”

- Making environments, venues and services suitable for the widest range of customers, including:
  - Seniors,
  - Families with small children,
  - People with disabilities,
  - People with long-term health conditions
  - … and many more.
- Ensuring equal opportunity to enjoy tourism experiences

Accessibility means: Inclusion, comfort, safety, sustainability

Accessible Tourism – Open to Everyone
### Accessible Tourism is not “special”

**It is part of every kind of offer**

- Accommodation
- Adventure
- Culture
- Gastronomy
- Conferences & Fairs
- With kids
- Education
- Nature in the city
- City Break
- Religion
- Sports & Events
- Festivals

### Not forgetting...

- 70-80% of disabilities are invisible!
- Visitors with a temporary disability
- Visitors with a long-term health condition
- Visitors who are frail, with age-related health problems
Accessible Tourism is…

Let us see how to proceed!
Let us see what we have to consider!!

What Customers need and want?

Accessible Tourism

- Information
- Customer Service
- Facilities
- Transport
- Built Environment
Tourist Destinations: Are they Accessible for All?

Information

[Image: Various tourist destinations shown, including Athens, Greek Islands, Northern Territory, Northern Ireland, New Orleans, Toronto, Chiang Mai, Scotland, Japan, Barcelona, Tasmania, Hawaii, Spain, and United Kingdom]
Marketing/Information

“Accurate information gives the Customer the power of choice which might be not fully available the moment”

Source: http://www.capability-scotland.org.uk/media/163174/visitscotland_report__final_.pdf

Information:
Key Criteria for those with Access Requirements

1. Easy to find
2. In accessible formats
3. Reliable
4. Accurate
5. Up to date

Source: VisitEngland
Accessibility Guide

• An Accessibility Guide is completed by the business using an online template. It is not a statement as to whether or not the business is accessible, it is a descriptive journey around a business offering additional information which would not otherwise be available.

• It can help communicate a business’s facilities and services to disabled people and other customers who want specific accessibility information, such as older travellers and families with young children.

• Detailing the accessibility of a venue in an Accessibility Guide will enable these people, their family and friends to make informed decisions as to where to stay and visit which meets their individual requirements.

www.visitbritain.org/business-advice/make-your-business-accessible/create-accessibility-guide
See the customer not the disability

Ask customers

- How can I help you?
- Ask for their feedback:
  - How are we doing?
  - What could we do better?
  - Tell customers what action has been taken in response to their feedback (reinforces listening)
UN Convention on the Rights of People with Disabilities (2006)

- Aims to “promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity”.
- Article 30 requires: “Equal access to participation in cultural life, including leisure, tourism and sport”
- Convention ratified by 177 States parties (October 2018).
- Optional Protocol Ratifications/Accessions by 92 States parties


Accessible Tourism is…

So...
- Is it about Ethics?
- Is it about Human Rights?
- Is it about Business?

Accessible Tourism is about all of these:

“A World of Tourism Opportunities for Everyone”
Accessible Tourism in European Union. Some figures…

- Accessible tourism generates €400 billion revenues per annum and is expected to grow annually by 1% for the coming years
- 3% of the total EU GDP
- It supports 9 million jobs
- But: Only 9% of EU28 touristic services promote themselves as “accessible”
- A potential 44% increase in demand per year for accessible tourism if appropriate services were put in place
- An additional 1.2 million enterprises need to provide accessible services to meet future demand
- Improvements could raise its economic contribution by 25%
- and could attract up top 75% more international travellers

“Seniors” are 65% of the Accessible Tourism Market

- 1 in 5 persons in European Union are over 60
- They want to travel and enjoy life
- Seniors from Europe take 6 to 7 trips a year
- They have most discretionary income
- They are more active, “youthful”
- They take most overseas trips
Travel companions

People with access needs travel with **1.9 companions** (on average)

**On average:**
- People with disabilities have **+2.2 companions**
- Older people **+1.6 companions**

**AND they…**
- Stay longer
- Spend more
- Make more repeat visits
- Travel throughout the year

Source: World Tourism Organisation (UNWTO)

Ever-rising numbers of tourists (- until COVID-19)

2020 COVID-19 impact and recovery scenarios

Source: World Tourism Organisation (UNWTO)
Lack of accessibility is a cost for the tourism sector!

Because of poor accessibility, the tourism sector is losing:

€ 142 Billion each year
and
More than 3.4 million jobs

The Future of Tourism

MEGATRENDS
transforming tourism

- Demographic changes and emerging markets
- Sustainability
- Travel mobility
- New technologies

Implications for tourism sector in general and for Accessible Tourism in particular
# The Future of Tourism

## Post-Covid

<table>
<thead>
<tr>
<th>Ageing population</th>
<th>Millennials and new generations</th>
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<tbody>
<tr>
<td>Still the population with more economic possibilities and time to travel, but stuck for fear of the pandemic risks</td>
<td>Ready to travel and follow health directions, digital nomads with diminished purchasing power</td>
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## The Future of Tourism

### Impact of new technologies on tourism consumption behaviour

**Two drivers of change:**

1. **Social media, review, web reputation as communication tools between tourists, destinations and businesses**
   
   Tourists become testimonials who share their own judgements on tourism attractions and services determining the web reputation of destinations and companies

2. **Virtual and Augmented Reality**
   
   VR and AR offer the potential to create substitute experiences that may be particularly beneficial for people with specific access requirements
Development of slow tourism:
• doing away with the stress and speed of travelling
• searching for authenticity
• discovery of lesser-known places
• relationship with local communities

SLOW TOURISM ↔ ACCESSIBLE TOURISM

Accessible tourism often requires enough time to explore a place at a slower pace and with more attention to cultural details.

Tourism has been badly hit and it is very hard to foresee a strong recovery in 2022 or 2023

New challenges for Accessible Tourism:
• The economic crisis due to the Pandemic has reduced the available income
• New travel behaviours of tourists with specific access requirements
• Afraid of a touristic assistance not being fully adequate
Post Covid – A Different Strategy for Tourism

The recovery of the sector is further hampered by the effects of the Russia-Ukraine war.

- Sense of insecurity (particularly significant for tourists with disabilities)
- Possible increase in the cost of travelling in Europe (+5-10%) due to increased energy costs

Addressed by promoting Europe as a "safe destination".

COVID-19 Guidelines for Tourism Operators

Reopening Tourism for Travellers with Disabilities

- Travel Planning and Protocols
- Transportation
- Accommodation,
- Bars and Restaurants
- Tourist Activities

“Safety for All, without imposing unnecessary obstacles”

https://www.accessibletourism.org/?i=enat.en.news.2185
ZURAB POLOLIKASHVILI SECRETARY-GENERAL, WORLD TOURISM ORGANIZATION (UNWTO)

- UNWTO is promoting responsible, sustainable and universally accessible tourism towards the achievement of the universal 2030 Agenda for Sustainable Development.
- Private and public sectors play a crucial role in guaranteeing Accessible Tourism for All.
- The examples of good practices, even if diverse in terms of context and specific actions, all share the ultimate goal of promoting and supporting the right of people with disabilities to travel.
- There is still a lot of work to be done. This publication will provide all relevant stakeholders with tools and resources to make their tourism destinations, facilities and services accessible for all.

https://doi.org/10.18111/9789284422777

Some examples

ADDRESSING PHYSICAL-ARCHITECTURAL BARRIERS

Since 2000, different measures have been implemented aimed at making the Natural Parks Network more accessible: through eight itineraries with accessible pathways, adequate inclination, compacted floor and information panels in braille.

These accessible itineraries are prepared with different equipment that allows better access for users:
- 9 handbikes;
- 7 Joëlettes;
- 14 all terrain non motorized third wheels; and
- 20 directional bars.
Resources for Accessible Tourism Development

- In total, there are currently 4,570 Blue Flag awarded sites, including beaches, marinas and tourism boats, in 46 countries.
- In the year 2020, 3,068 out of 3,853 beaches offered access to the beach for people with disabilities, which equals up to a total of 79.6%;
- From 2017 until 2020, the percentage of Blue Flag awarded beaches having access to the water for people with disabilities has increased by 2% relative to the overall increase of awarded beaches.
- Blue Flag supports the sites before during and after the awarding process and give access to a network of experts that bring their knowledge and expertise.

Partnership with Blue Flag International

Revision of Global Accessibility Criteria for Blue Flag beaches, marinas and tour boats. Member of Blue Flag Evaluation Committee.
Regenerative Tourism

Tourists, tourism destinations, local communities, tourism operators are all part of the same:

ECOSYSTEM

… shift the focus from growing numbers of tourists to creating thriving destinations and communities, allowing them to say what kind of tourism they want.

Source: Anna Pollock, Conscious Travel

New Models of Inclusion and Development

- The regenerative tourist destination has the task of bringing together tour operators and communities to build its offer together.
- A thriving tourist destination is a place where guests and community can "give more" to each other generating more well-being (economic, environmental, social).
- A community that chooses its own way of welcoming will be more open, inclusive and accessible.
Accessible Tourism: How to proceed?

1. Develop National and Regional policies and action plans, in cooperation with tourism actors and stakeholders
2. Engage with International Networks
3. Improve skills (training & education)
4. Improve the offer (infrastructure and activities)
5. Improve communication and information (to businesses & visitors)

➢ Accessibility from start to finish…
…Ensuring an inclusive experience for All
…Leaving no-one behind

THANK YOU!