ACCESS-IT
Innovation for Accessible Tourism in Natural and Rural Areas
Project No: 2019-1-PL01-KA202-065140

ENAT Training Webinar: How to Develop Accessible Tourism in Rural and Natural Areas

Presented by ENAT Team

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

09.30 Welcome on behalf of SAN University, Project Coordinator
Ivor Ambrose, ENAT

09.40 What is Accessible Tourism? Why accessibility matters to your business?
Questions and Answers
Anna Grazia Laura

10.00 ACCESS IT “How to guides” – short introductions and videos

- How to assess accessibility of a tourism product/service
  Katerina Papamichail

- How to address the requirements of the target customer segments
  Katerina Papamichail

- How to develop a truly accessible tourism offer and meet demand
  Malgorzata Tokarska

- How to bring to market and promote an accessible tourism product
  Ivor Ambrose

Questions and Answers

10.50 Short break

11.00 ACCESS IT benchmarking tool: How accessible is your business?
Ivor Ambrose

11.30 How to involve stakeholders in the development of accessible products.
ENAT Team – Panel Questions and Answers

11.50 Conclusions and close
Ivor Ambrose

Innovation

Bringing together the knowledge about accessible tourism products/services and the methodologies for co-design of innovative offers with key stakeholders

Expected impact

- **Tourism enterprises**: step-by-step guidelines and interactive tool aimed to help them

- **VET institutions**: didactical resources for hands-on training sessions ready to be integrated as part of their training offers.

Key performance indicators:

- Quantitative:
  - Min 5: “how to” guidelines in the toolkit
  - Min 20: questions in the interactive tool
  - Min 15: target group representatives who tested the toolkit per partner country (min 90 in total).

- Qualitative:
  - Relevance of the guidelines to tourism SMEs in NRAs
  - Usability of a web-based tool
  - Adequate mix of co-design methods and creativity & innovation techniques offered in practical session scenarios.
Interactive business Support Toolkit

The Business Support Toolkit presents a set of "How to" guidelines, aimed to support tourism enterprises in undertaking a strategic approach to innovation in the development of accessible tourism products.

**WHOs, WHATs & HOWs**

"How to" guidelines helping tourism enterprises to:
- Reach new customers
- Develop New products or services
- New ways of improving their business
Guidelines available as ...

"How to" GUIDELINES:

1. How to assess accessibility of a tourism product/service
2. How to address the requirements of the target customer segments
3. How to develop a truly accessible tourism offer and meet demand
4. How to bring to market and promote an accessible product
5. How to involve stakeholders in the development of accessible products
Guideline 4
How to bring to market and promote an accessible tourism product

1. The WHAT
- Marketing the accessible tourism offer
- To visitors
- For local communities
- Inclusive approach
- Equal opportunities

2. The WHO
- All providers of tourism services...
- Marketing and communications team
- Designers and content managers

All employees must be aware of accessibility of the offer

3. The HOW
- Marketing and booking platforms
- Your website
- Access Statement/Guide
- Social Media and reviews
- Videos
- Events, Networking
- Access “Champions”
1. The WHAT

- Marketing the accessible tourism offer through mainstream and "specialist" channels
- Targeting all visitors – solo, couples, families, groups
- Engaging with local businesses and the wider community (See “How to” Guide number 5).
- Inclusive approach, Universal Design method
- Equal access to tourism experiences: opportunities for all

2. The WHO

All providers of tourism services
- Marketing manager and communications team
  - Gather market data, make your own surveys
- Designers and content managers
  - Web and print
  - Social media specialists

All employees need to be aware of accessibility of the offer: from receptionists to gardeners...
Guideline 4
How to bring to market and promote an accessible tourism product

3. The WHAT

- Marketing and booking platforms
- Your accessible Website: Web Content Accessibility Guidelines (WCAG), accessible text, easy-reading, inclusive images
- Develop your Access Statement/Guide
- Social Media and reviews
- Videos
- Events, Networking, Champions

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ACCESS IT benchmarking tool: How accessible is your business?

A Web-based self assessment tool for small tourism businesses

https://webtool.accessitpro.eu/

A short “walk-through” of the tool
- How are you doing?
- What do you need to improve?
- Reinforcing the “How to” Guidelines

A series of questions to measure performance on key areas of accessible services, followed by a scoreboard.
Designed for repeated use to measure progress
ACCESS IT benchmarking tool:
How accessible is your business?
A Web-based self assessment tool

https://webtool.accessitpro.eu/

Training Webinar Evaluation
After the course, please give us your feedback at:
https://forms.gle/pNUNZPiHwPzHifgG6
- takes 5 minutes
Thank you
Thank you and Good Luck with your accessible tourism endeavours!