WEBINAR
Introduction to ENAT. Advancing Accessible Tourism for All

Engaging accessible tourism stakeholders worldwide

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Who we are:

- EU project, 2006 to 2007
- Mainstreaming disability
- Combatting discrimination
- ENAT founded as non-profit association, Brussels 2008
- International Board of Directors

- Multi-stakeholder network
- 250+ members
- 50+ countries world-wide

Promoting Tourism for All

www.accessibletourism.org
Our Mission

“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”
In 2021, the European Network for Accessible Tourism (ENAT) officially signed a Memorandum of Understanding with the Zero Project to bring greater attention to policies and practices that can serve visitors with disabilities and other travellers with specific access requirements.
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
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

Demographic change

Ageing population

Millennials and new generations

Infrastructure and support services need to be tailored to accommodate any type of demand, needs and preferences. Accessibility (both physical access and information provision) is likely to be an area of particular interest.
The Future of Tourism

**Post-Covid**

**Ageing population**

Still the population with more economic possibilities and time to travel, but stuck for fear of the pandemic risks

**Millennials and new generations**

Ready to travel and follow health directions, digital nomads with diminished purchasing power
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 access limitations
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.
The Future of Tourism

Sustainable tourism

[Diagram showing the relationship between culture, society, and sustainable tourism, with topics such as heritage, population, health, access, tourism, rural culture, sustainable environment, economic development, and circular economics.]
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
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
Participating in Global and European Standards work

ISO 21902:2021
Tourism and related services – Accessible tourism for all
Requirements and recommendations.

ISO Technical Committee 228 Tourism,
Working Group:
Accessibility of Immovable Cultural Heritage (ongoing)
Beyond Sustainability

• It is not possible to sustain an economic model based on continuously increased production

• It is not possible to compensate for the pollution produced by the development model we live in
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
• 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 for your attention!

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To join ENAT go to: www.enat.eu