



## **WEBINAR**

**Introduction to ENAT. Advancing Accessible Tourism for All**

Engaging accessible tourism stakeholders  
worldwide

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**Thursday 24 February 2022– Online event**



The screenshot shows the ENAT website homepage. At the top left, it says 'The Accessible Tourism Directory' and features the 'Pantou' logo. Below this are logos for 'ENAT Partnerships' (including UNWTO, OMT, and WOTIF), 'Tourism Manifesto', 'BLUE FLAG', 'ReadSpeaker', 'FEG' (European Federation of Guide Associations), 'isto', 'Design for all FOUNDATION', 'Rolling Rains Report', 'EASPD' (Improving Services, Improving Lives), 'Digital Services Partner', 'CWORX', and 'Organisation with Observer Status' (European Commission). The main header features the ENAT logo and the tagline 'Working together to make Tourism in Europe Accessible for all'. A navigation menu includes 'About', 'Membership', 'News', 'Events', 'Resources', 'Projects', 'ENAT Code of Good Conduct', 'Accessible Cities', 'Themes', 'Forum', 'Press', and 'Contact'. A 'You are at: Home' breadcrumb is visible. A 'Listen' button and a 'Select Language' dropdown are also present. A photo of an elderly man with a hat and a wheelchair icon are featured in the top right, along with the text 'Supported by the European Commission' and a language selection dropdown set to 'English [EN]'. Links for 'Skip to content' and 'Skip to search' are also visible.

## 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](http://www.accessibletourism.org)

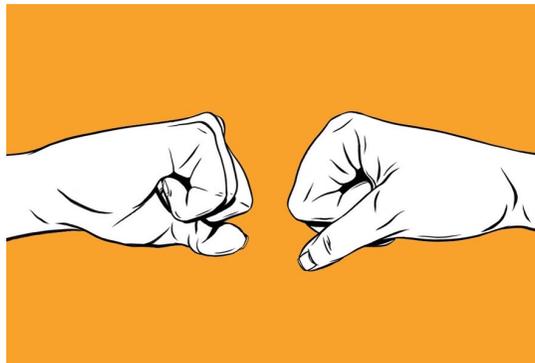


“To make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.”



# Working together...

**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.



## “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

## 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.**

## 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.

## Sustainable tourism



**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



## Reopening Tourism for Travellers with Disabilities

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

**“Safety for All, without imposing unnecessary obstacles”**



## **ISO 21902:2021**

Tourism and related services – Accessible tourism for all  
Requirements and recommendations.

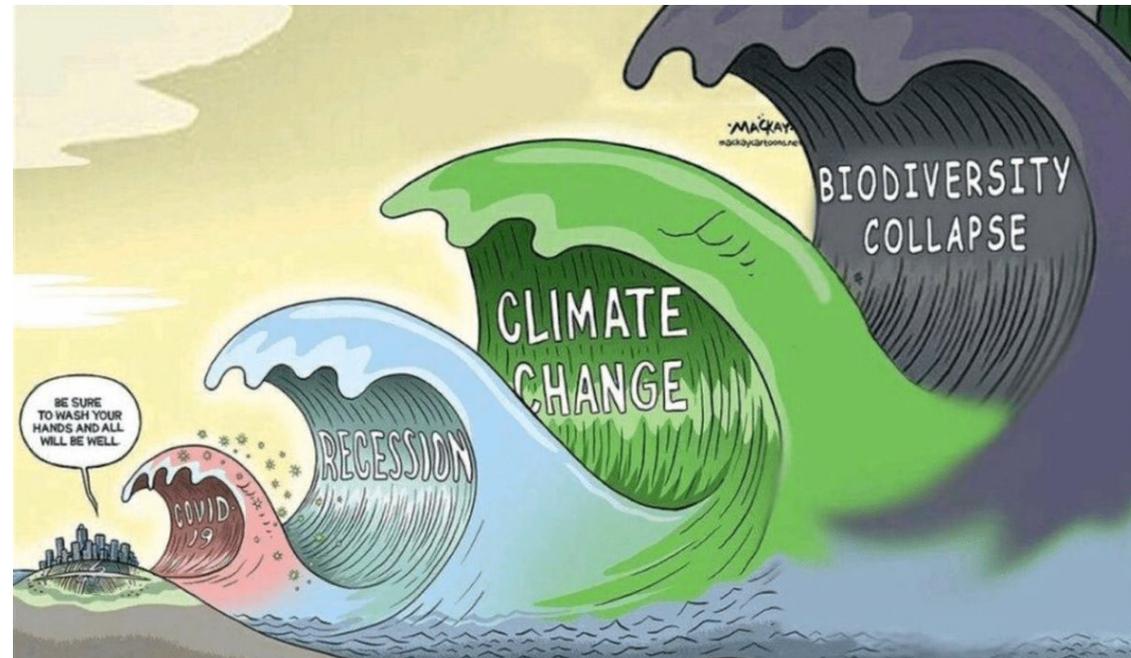
## **ISO Technical Committee 228 Tourism, Working Group:**

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

- **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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[www.accessibletourism.org](http://www.accessibletourism.org)

@Euaccessstourism

To join ENAT go to: [www.enat.eu](http://www.enat.eu)