Webinar

TRAINING AND RESEARCH FOR ACCESSIBLE TOURISM DEVELOPMENT

Portuguese experience in training and the national ALL FOR ALL accessible tourism program

26th November 2020
ALL FOR ALL PROGRAM – Portuguese Tourism
2016 – 2019
2020 – 2023
NATIONAL TOURISM STRATEGY 2027

+ SUSTAINABLE TOURISM PLAN 20-23

- PROMOTION OF TOURISM FOR ALL WITH AN INCLUSIVE APPROACH
- FOCUS ON PEOPLE: “WARM WELCOME”
- SOCIAL AND ECONOMIC SUSTAINABILITY
- RESPONSIBLE RECOVERY
FOCUS

1 – ADAPT THE OFFER
   Eliminate physical barriers
   Eliminate communication barriers

2 – RESOURCE TRAINING
   Know how to identify and respond to tourists’ specific needs

3 – ATTRACT DEMAND
   Build the international renown of the destination
   Promote the accessible tourist offer
• RECOGNITION OF A PATH DONE
• RESPONSIBILITY ON THE PATH FORWARD
INCENTIVES FOR ACCESSIBILITY

129 projects
15,3 million euros
TRAINING

Tourism Schools
(future professionals)

Guides and tools

Spread of best practices
HOTEL AND TOURISM SCHOOLS

• **Initial training:**
  Training unit - Accessible and Inclusive Tourism (25h)
  956 students (2019/2020)

• **Continuous training:**
  Training Program (55h)/
  Modular training (25h)

• **TRAINING PLAN 2020 - 2021**
  Tourist Stakeholders
  Public Entities
2 Days | Heritage For All | Disabled People

In order to allow everyone, including those with limited mobility, to have access and enjoy the Route of the Romanesque, we designed this program in close collaboration.
Travelling is for all!

Portugal 4all Senses offers a range of accessible travel opportunities for individuals with reduced mobility, slow walkers and those with visual impairment. Watch our movie and feel inspired!

ACCESSIBLE TOURISM

Tourism is for everyone, live the best experiences.

Have a unique and unforgettable experience in our country. We provide opportunities and make dreams come true. We offer you the most

Accessibility on public transport

Airports

All Portuguese airports have specially adapted toilet facilities and travelators for people with special requirements. When required, passengers can also access MyWay, a personalised assistance service for passengers with reduced mobility. This service includes mechanised mobility facilitators, escalators and travelators, lifts, appropriate signage and guidance, as well as staff trained for this purpose, guaranteeing full assistance.
PATH FOR 20-23
PATH FOR 20-23

• New legislation for Accommodation Classification (new requirements on accessibility for 4* and 5*)

• Investment in accessibility in financial programs (investment in accessibility will qualify the project)

• ISO 21902 Accessible Tourism (international / national implementation)
PATH FOR 20-23

• FUTURE LAB HOTEL - Technology approach (training tool for accommodation)

• Executive Online Training (25h – with testimonials and best practices)

• Webinars Cycle ALL FOR ALL (one/month – experts and best practices)

• New Best Practices Guides
PATH FOR 20-23

(launch on stand-by)

• Accessible Festivals Program
  (distinguish accessible festivals; award for the best one)

• National Award for Accessibility
  (distinguish the best accessibility projects in tourism)

• ALL FOR ALL Calendar
  collaborative calendar of events
OTHER CONTRIBUTIONS towards an ACCESSIBLE DESTINATION
PATH FOR 20-23

• National Mission Structure to Promote Accessibility

• National Strategy for disable people inclusion 20-25

• Working group to develop the National Strategy for Accessibility and Inclusion in Museums and Monuments

• Regional tourism programs for accessibility (territorial scale)

• TUR4ALL – Acessible Portugal
Webinar
TRAINING AND RESEARCH FOR ACCESSIBLE TOURISM DEVELOPMENT

THANK YOU

helena.ribeiro@turismodeportugal.pt

teresa.ferreira@turismodeportugal.pt