Goals to be achieved

AccessTUR – Centro de Portugal

the project intends:

01 Accessible and Inclusive Tourism promotion;

02 Tourism Supply and Demand Qualification;

03 Demystification of prejudices and stereotypes about people with disabilities or some type of differentiating characteristic/special needs;

04 Economic, Social and tourist potential development in the Center Region.
Scope

39 months of intervention

Started in January 2019 ends in March 2022

Applied in the Central Region of Portugal

90 municipalities associated with the 7 CIM's (intercity community)

social investor
AccessTur is based on two complementary projects that have produced and continue to produce good results:

A methodology with a very personalized approach, taking into account the sensitivity to Accessible Tourism, being very different in each territory and in each resource.

Platform (Website and App) that promotes the existing qualified touristic offer with accessibility. Giving visibility to the work carried out, with a national and international impact.
TUR4all – website and App

Turismo Acessível para Todos
Developed activities and ongoing

:: 462 technical (audits) visits in 7 CIM (target was 400)

:: Identification and promotion of 5 tourist accessible itineraries, per CIM (35) - App itTUR

:: Training and awareness actions:
   Tourist offer: 135 participants
   Raising Awareness in Schools (children aged 6 to 14 years old) - Teaching | Education Pack to all Municipalities: 90 prepared packs

:: Online training: Moodle – 220 participants

:: Networking with motivational meetings and workshops

:: Building a club of suppliers of Accessible and Inclusive Tourism products and services
Developed activities and ongoing

:: **90 Multiformat KIT, with personalized tourist promotion material:** Sign Language, plain writing, Braille, 2D reliefs, audiodescription

:: **Region Promotional Video of the accessible destination**

:: **Preparation of 8 Guides for the Promotion of Accessible Tourism in the Center Region**

:: **3 FamTrips in the territory**

:: **Results and Impact Assessment:** Theory of Change
Audits TUR4all

Activity 01
Technical visits TUR4all

462
Total 676
Education Pack
“Guardians of Inclusion”
What is it?

The **Education Pack** is one of the activities of the **AccessTUR project** to raise awareness of diversity, disability and inclusion, among the youngest.

This **Teaching | Education Pack** is intended for the three cycles of basic education and will be distributed free of charge one by each Municipality. (From 6 to 14 years old)

This Pack has several features to help form “Guardians of Inclusion”: a **board game** with various activities and a **Web APP (gaming)** with general questions about disability and accessibility.
Board Game
The **Board Game** consists of:

- 1 Board
- 6 pawns
- 100 Question Cards
- 100 Activities Cards
- 6 “Luck” Cards
- 7 “Bad luck” Cards
Web APP
Guardiões da Inclusão
Multiformat information Kits
Multiformal Information Kits

Contents of the Multiformal Information Kit

1. Brochure in Plain Writing, in large print;
2. The same information in Braille and with bidimensional relief images (2D);
3. The same information in Portuguese Sign Language, filmed and available via QRcode;
4. An A4 Board with an image and short text in large print, with a bidimensional image and with Braille;
5. An Audio description recorded in an MP3, of a visual image, of a film, of a painting, etc.
6. A Guide to Tactile Reading
7. Kit Material Fact Sheet

https://www.youtube.com/watch?v=WwTi-56lI3o
Pinheiro Manso
O Pinheiro Manso floresce entre os meses de março e maio.
A cultura do Pinheiro Manso constitui uma forte aposta do Conselho para o desenvolvimento sustentado e sustentável.
O “nosso Bacalhau”

Ílhavo é a Capital Portuguesa do Bacalhau. Fica no Centro de Portugal, junto à Ria de Aveiro.

Ainda hoje, muito do Bacalhau pescado pelos portugueses chega aqui à Ilhavo, ao Porto Ilhavoense da Garanhã da Nazaré.

A atividade da pesca do Bacalhau começou em Ílhavo no século XV.

A pesca do Bacalhau era a principal fonte de subsistência dos Ilhavenses e das suas famílias.

O “nosso Bacalhau”, como os Ilhavenses lhe chamam, é o Bacalhau-do-Atlântico.

O peixe, da família científica dos gadídeos, é achado, mas tem uma forma grande, que vai estreitando até à cauda.

A sua cabeça é grande: pode ter um quarto do comprimento total do peixe.

O Bacalhau é de cor verde-azeitona, às vezes acastanhada. No dorso, as suas costas, tem manchas escuros. A barriga é de cores claras.

O Bacalhau tem seis barbatanas: três no dorso, duas na barriga e uma na cauda.

Gadus Morhua, Bacalhau-do-Atlântico
2. The same information in Braille and bidimensional relief images (2D)
3. The same information in Portuguese Sign Language
4. **A4 Board with an image and short text in large print, with a bidimensional image and with Braille**

![Image of a board with text and an image related to Portal Manuelino da Igreja Matriz and Forte do Alqueidão.](image)
Obra n.º 14
1 590 homens
27 bocas de fogo

Localizado a 439 m de altitude, era o ponto mais elevado das Linhas de Torres. Dali via-se toda a 1.ª Linha de defesa, desde o Tejo até ao mar. A sua missão era vigiar e proteger a estrada para Lisboa. A sua posição estratégica fez Wellington instalar ali o seu posto de comando.
5. An Audio description recorded in an MP3, of a visual image, of a film, of a painting, etc.
The interpretation of tactile images is not obvious to most blind people, and depends on the previous training in tactile reading. The assistance of a person explaining the image is usually required.
7. Kit Material Fact Sheet
Central Portugal has 100 counties and 8 sub-regions: Ria de Aveiro, Beira Baixa, Região de Coimbra, Região de Leiria, Médio Tejo, Oeste, Serra da Estrela and Viseu Dão Lafões.
Online Training in Inclusive Service

E-Learning TUR4all Moodle
Training in Inclusive Service

Program

Module I - Accessible and Inclusive Tourism Framework
Module II - Clients with Motor Limitations
Module III - Clients with Visual Limitations
Module IV - Clients with Hearing Limitations
Module V - Clients with Intellectual Limitations
Module VI - Senior Clients with Limitations due to the Aging Process
Final work – practical use of the TUR4all tool
Videos with interviews with people with different disabilities and limitations, which allow a more direct interaction between participants and the importance of the theme.

Videos with examples of service practices, all of which are added value for distance learning.
CARLOS NOGUEIRA

tive poliomielite com 13 meses de idade, em África,
Era mais fácil para mim usar o Braile nessas disciplinas.
A pessoa que acompanha coloca-se do lado direito da pessoa cega, pois o cão guia mantém-se do lado esquerdo (sem ser necessário a dona segurar o arnês).
In the training, **7 E-books** are available – one for each Module and a General Recommendations Manual.

These E-books become available throughout the course and are an important resource that trainees can consult whenever they feel the need.
Projetos complementares

AccessTUR has already given the start point to other 2 projects with the same methodology:

Algarve and Alentejo Central - are already underway and will end in December 2022
AccessTUR was awarded and received the National Tourism Award 2021 in the Inclusive Tourism category