



Education and Culture DG

Lifelong Learning Programme



ACCESSIBLE TOURISM  
FOR EUROPE

## ATE 1<sup>st</sup> Mobility Newsletter

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We are pleased to announce the joint ANBBA (ITALY), KAZUIST (Czech Republic) and Tourism for All (UK) project **Accessible Tourism for Europe (ATE)** kick-off. The project which aims to exchange of experiences on the best practices useful for the training of professional tourism operators in favour of accessible tourism is being implemented with the sponsorship of the European Union – Lifelong Learning Programme, Leonardo da Vinci - Partnership.

The partnership will focus on the **development of Accessible Tourism - AT**, in the different national realities, with particular attention to the needs of disadvantaged tourists. Trainees and trainers will work to develop skills necessary for **proper communication with people with disabilities**. Through exchanges of experiences, to be made in Mobilities, the best methods to train a tourism staff skilled in communication and in relation to disabled tourists will be refined and tested. The main purpose is to raise the quality of training and professional culture, thanks to **a new set of knowledge and specific skills for the Promotion of Accessible Tourism - AT**. In particular, mobility actions, will provide the basis for a discussion and will encourage collaboration activities for the development of AT, a development that will generate different employment opportunities, especially in disadvantaged areas and, moreover, provide access for people with disabilities both to work and leisure activities.

**The main purpose** of the project activities **is the cooperation**, the exchange of best experiences and practices, aiming to promote new ideas and concepts for trainers for the development of skills of a tourism staff.

**Specific purposes** are to develop a training program format useful to trainers and to ensure the enrichment of their professional knowledge related to:

- A better understanding of the needs of disabled people
- Better communication skills to people with disabilities
- An identification of the legislative framework in relation to accessible tourism in partner nations
- An increased motivation to improve tourist services accessibility

### European Partners

#### **KAZUIST**

Coordinator body which plans and organizes the smooth running of the various actions in the plan, so that they conform to Leonardo Lifelong Learning Programme objectives. Consultancy Company in the Czech Republic, a pioneer in promoting AT - Accessible Tourism in Czech, specialized in developing and implementing training modules for tourism personnel. It also expressed the criteria for national certification for restaurants and hotels designed with disabled access.

## **TOURISM FOR ALL UK**

National registered charity with over 30 years experience, working in the United Kingdom (UK) providing information to visitors on accommodation and other tourist services accessible to disabled people and providing dedicated support and know-how to the tourism sector and the agencies, all related to more suited policies to the development of all accessible services.

During the mobilities, **ANBBA B&B owners** which have been selected to participate in training activities will exchange experiences thanks to the working groups and they **will be involved in implementing the best policies and practices for disabled tourist reception**, tourists suffering various kinds of disabilities and impairments or even elderly. In addition, we will focus, in particular, on the manner of communication and relationship with the disabled people with practical examples.

Everything will be designed to make activities and tourist services more accessible and usable to everyone, disabled or not disabled tourists, even through simple methods of communication, to **accommodate every kind of tourist with open "doors" and "minds"**.

### **Venice April 7-8-9th 2010 - The 1st ATE Mobility**

During the days of early April, the 1st Mobility action was held at ANBBA National Office, which involved the participation of European partners KAZUIST from the Czech Republic and Tourism for All from England.



*European Partners enjoying Venetian Cuisine experience!*

**April 7th 2010**



*European Partners at Work in Venice  
Villa Gabriella (Lido Island)*

- Partners Presentation
- 2010 Action Plan and tasks distribution between Partners
- Methodologies of project evaluation

**April 8th 2010**

- Presentation of state of art (in the respective countries) of Accessible Tourism
- Visit to **Flestarium Zelarino B&B**, one of the few B & B in Veneto disabled accessible

**April 9th 2010**

- Discussion and choice of format for ATE basic training package
- Visit to the tourist route all accessible in the historical centre of Venice called "**Area Marciana**"

At the end of the 1st Mobility, the partners have agreed **to use as a starting point, the online training package already used successfully by TFA - Tourism For All ([www.tourismforall.org.uk](http://www.tourismforall.org.uk))**. The online training package, will be analyzed by the partners who will report how to improve and deepen the issues addressed by the Accessible Tourism training course, in order **to create the favourable "European Training package" on Accessible Tourism**.

### **The next Mobility**

Next meeting will be held on June 29<sup>th</sup>/30<sup>th</sup> 2010 in Bristol (UK).