Training Webinar for Tourism Providers on
“How to Develop Accessible Tourism in Rural and Natural Areas”

Presented by ENAT, the European Network for Accessible Tourism, in collaboration with ACCESS IT partners

Date: Monday 20th June 2022, from 09.30 to 12:00 CEST (Brussels time)

Online via Zoom (Register here to receive the Zoom link):
https://us02web.zoom.us/meeting/register/tZYvf-6urjMvE9apWzaOjmPL__QUTmgkaF79

Places are limited to 30 persons. The Webinar will be in English. Participation is free. The webinar will be recorded for later publication on YouTube. (You can opt to remain invisible).

An open webinar for Tourism Service providers, (owners, managers and staff), Destination Managers and all who have an interest in delivering accessible tourism in the countryside.

ENAT – the European Network of Accessible Tourism – is pleased to invite you to this online webinar with a focus on “How to develop Accessible Tourism in rural and natural areas”.

What you will learn
This webinar will share some of the results of the Access IT project, with new insights, training tools and suggestions for delivering services for visitors with access requirements in Natural and Rural Areas.

The emphasis is on “How to…” make your services accessible. We will touch on:

- How to assess accessibility of a tourism product/service
- How to address the requirements of the target customer segments
- How to develop a truly accessible tourism offer and meet demand
- How to bring to market and promote an accessible product
- How to involve stakeholders in the development of accessible products.

Before the online training, we encourage you to:
- Get acquainted with the ACCESS IT project website: http://accessitpro.eu
- View and “test” the Accessibility Benchmarking webtool - https://webtool.accessitpro.eu/
- Watch 12 short training videos on YouTube playlist: https://tinyurl.com/accessit12videos
- The videos are available in English, Polish, Spanish, Italian and Bulgarian subtitles. You may switch them into the desired language.

During the webinar we will explore these tools and you will have the chance to discuss them. We look forward to your feedback on these materials. You can also add your comments on the videos at the YouTube page.

Contact: enat@accessibletourism.org
ENAT Team

Programme

09.30 Welcome by SAN University, Project Coordinator
Marta Anielak

09.40 What is Accessible Tourism? Why accessibility matters to your business?
Anna Grazia Laura

Questions and Answers

10.00 ACCESS IT “How to guides” – short introductions and videos

- How to address the requirements of the target customer segments
  Katerina Papamichail

- How to assess accessibility of a tourism product/service
  Katerina Papamichail

- How to develop a truly accessible tourism offer and meet demand
  Małgorzata Tokarska

- How to bring to market and promote an accessible product
  Ivor Ambrose

Questions and Answers

10.50 Short break

11.00 ACCESS IT benchmarking tool: How accessible is your business?
Ivor Ambrose

11.30 How to involve stakeholders in the development of accessible products.
ENAT Team – Panel Questions and Answers

11.50 Conclusions and close
Ivor Ambrose

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ACCESS IT http://accessitpro.eu/