

The Third CSR Conference

**People with Disability and the Right to
Inclusion: What is the Role of
Anthropocentric Companies?**

**Tourism for People with Disabilities:
A Real Challenge**

Ivor Ambrose

Managing Director,

European Network for Accessible Tourism (ENAT)

Non-profit Association

European Network for Accessible Tourism

- Originated from an EU-funded pilot project for mainstreaming disability policies in the tourism sector (2006-2007).
- Led by a group of tourism and disability organisations including the Hellenic Ministry of Tourism and VisitBritain, ΑΝΑΠΗΡΙΑ ΤΩΡΑ, and EWORX S.A.
- Established as a non-profit NGO in Brussels in 2008, funded by member contributions
- Now with about 200 members in 30 countries.
- A multi-stakeholder network of tourism and travel businesses, tourist authorities, NGOs, researchers and professionals.



Accessible Tourism Market Drivers

- Ageing populations increase in key global markets due to improved life expectancy and slowing birth rates.
- People with disabilities or reduced mobility want to travel!
- More than 80 million people with disabilities in Europe.
- Legislation and regulations on physical accessibility are advancing.
- 149 countries have signed the UN Convention on the Rights of Persons with Disabilities (CRPD) over the past three years.
- Leisure, Sport and Tourism must be accessible to persons with disabilities according to Article 30 of the Convention.
- EU regulations: Internal Market, Passenger transport
- Possible European Accessibility Act....

- **Destinations and businesses that focus on good access can benefit from “early adopter” advantages - attracting customers thanks to better access and services: increased market share.**

**Total potential travel market in Europe:
> 133 million tourists**

**Total potential travel market in Europe:
> €89 billion**

**In 2009, 11% of domestic overnight stays in England were by persons with disabilities or with long-term health problems, with their companions.
Value: €2.3 billion Euros**

In USA, people with disabilities or reduced mobility currently spend 13.6 billion dollars (10.07 billion Euros) per year on travel.

“Creating accessible cruise ships, accessible ship terminals, accessible ground transportation, and accessible tourist destinations is not charity – it is just good business”.

- Dr. Scott Rains, Disabled travel expert and educator.
www.rollinggrains.com

Greece:

A 'goldmine' for tourism development

- Culture: history, religion, music, theatre, dance, song...
- Traditions, local character, food, wine, ...
- Landscape, sea, biodiversity, agricultural products
- Cities
- Conference venues
- Adventure
- Health tourism, wellness, spa and therapy
- Luxury tourism
- Sports
- Residential tourism (long-term stays)
- **With “Accessible Tourism for All” as part of *all the above!***

Tourism Development

What does the Greek tourism sector need to do?

- Innovate, develop new offers and products:
- Find / develop new markets
- Diversify the customer base
- Serve customers better with new and attractive products
- Offer better value for money
- Develop accessible tourism offers for all

Accessible Tourism as part of the economic recovery strategy for Greece

- Tapping into the growing international market of the baby-boomer generation and seniors.
- Investment in improved accessibility of facilities and services as part of the design and development of high quality, customer-centred tourism experiences
- Regional and local development plans for **Accessible Destinations** (not only accessibility in individual enterprises)
- First come, first advantage!

Corporate Social Responsibility

- Giving is good!
- Responsible, ethical purchasing is good!
- Corporate responsibility is not only about giving.
- It means serving the market of all customers, showing for example, that social inclusion is part of your corporate ethic....
- “These customers are part of our culture”.

CSR – a “game-changer”

- CSR has the power to move the balance of society and companies.
- It does this fundamentally by changing the corporate culture and changing the way things are done.
- Change comes about by interaction with the society – which may involve beneficiaries but also customers.
- CSR can play a vital part in introducing inclusion and accessibility to the Greek tourism sector.

Why Greek Tourism needs input from CSR

- Tourists and local communities in symbiosis.
- Each one gives to and gains from the other...
- Neither side exploits the other
- Tourism creates income and tax revenues, and opportunities for developing local communities and improving living conditions
- Disabled citizens and disabled visitors benefit from greater inclusivity, common services and new accessible activities and experiences.
- Businesses draw on the strengths of local communities and develop authentic offers for visitors.

Business or CSR?

Business and CSR?

- When products are not available for “underserved markets”, smart companies are stepping in to provide new products, goods and services to those who need them.
- Some of the most innovative companies in tourism and accessibility are also most active in CSR

CSR in Tourism Businesses

- Boutaris Wineries
- Schindler 'Design for All' Awards
- Scandic Hotels
- 14 Spanish companies sign UNWTO Global Code of Ethics

Boutaris Wineries

[“Wine Tasting in Santorini--great fun!”](#)

Reviewed August 21, 2011

We were in Santorini for one day as our cruise ship ported there. We had been to Santorini before, and decided to rent ATV's again this time as it is a fast and easy way to get around the island. (--and yes, we are in our 50's and still having fun!) We rode over to the Boutari Winery on a... more

Was this review helpful? Yes

Welcome. You are visiting www.tripadvisor.com

Continue your visit to www.tripadvisor.co.uk

Remember your choice



Boutari Winery, Megalochori

Hi, Ivor | Learn more | Your TripAdvisor | Sign out | TripAdvisor is using Facebook to personalize your experience.

City, hotel name, etc.

- Home
- Megalochori
- Hotels
- Flights
- Vacation Rentals
- Restaurants
- Things to Do
- Best of 2011
- More
- Write a Review

Best Destinations of 2011



GET THE LIST



Megalochori

Megalochori Tourism

Megalochori Hotels

Vacation Rentals

Flights to Megalochori

Megalochori Hotel Deals

More On Megalochori

Restaurants

Things to Do
· Boutari Winery

Travel Forum

Travel Guide

Photos

Megalochori Deals

Hotel & Air Packages

Free Newsletter

Interested in Megalochori?

Best Destinations of 2011

Home → Europe → Greece → Cyclades → Santorini → Megalochori → Things to Do → Boutari Winery

Boutari Winery 3



Photos (6)

#1 of 2 Attractions in Megalochori
19 Reviews | 100%

Type: Wineries
Cost: Free

Megalochori Village Megalochori 847 00
Greece
+30286081011
Fax: 32 2860 81606
<http://www.boutari-santorini.gr/>
santorini.winery@boutari.gr

Owner description: Boutari Santorini was the first winery on the island to open its doors to the public, back in 1989. Open to the public all year round, offering guests..... [more](#) »

Reviews you can trust

Sort by

1-10 of 19



Sarah W
Brisbane,
Australia

8 reviews
6 helpful votes

“Great experience! Fantastic wine :)”

Reviewed August 24, 2011

4 people found this review helpful

We went to Boutari after reading the great reviews on trip advisor and it was so much better than what I thought. We tried 9 different wines and did a tour of the winery for 10 euro each. We ended up buying a bottle of wine at the end. It went for over 2 hours. We met some great people... [more](#) »

Was this review helpful?

“Great experience! Fantastic wine :)”

Sarah W
Aug 24, 2011

Compare Rates for Megalochori Hotels

Check-in 10/7/2011 Check-out 10/9/2011 Adults 2



Best Destinations of 2011



GET THE LIST

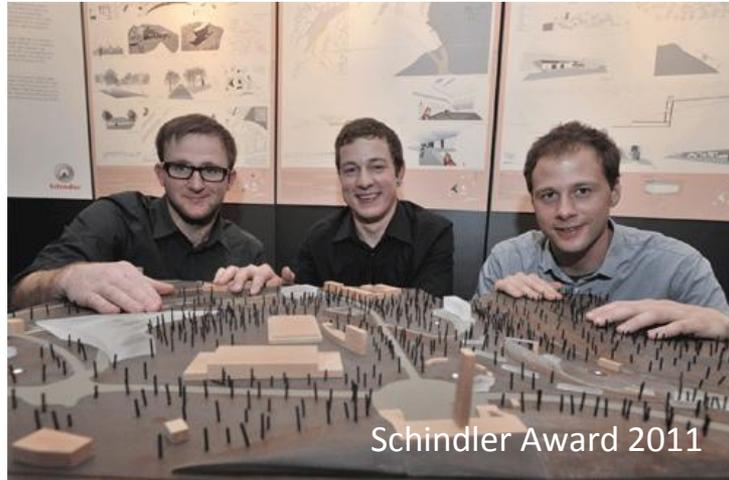


Is Boutari Winery your business?

[Manage your listing](#)

Schindler Awards

International Student Workshop & Award



Everyone is welcome at Scandic

- > Always at Scandic
- > For families
- > Breakfast and shop
- > Wireless Internet
- > Modern gym
- > **Special needs**
- > Security when you stay
- > Food and beverage

Smart features...

...if you are disabled

- Rooms for people with a disability at nearly all hotels. Read more on the homepage of the hotel you're interested in to find out exactly what they offer
- Walking stick/cane holder at the reception desk
- Meeting rooms without carpets

...if you have impaired hearing

- Hearing loop in plain sight in reception
- Portable hearing loop available for meetings
- Vibrating alarm clock that also signals a fire alarm

...if you are allergic

- No allergenic garnish on the buffet breakfast
- Gluten- and lactose-free bread at breakfast
- Meeting rooms without carpets

...if you have impaired sight

- Guide dogs are always welcome at our hotels



We want to make your stay easier

Everyone is welcome at Scandic. And obviously everyone should be able to enjoy their stay with us. We know that every disability is different. The same is also true of our hotels and disabled rooms. You should enjoy the same facilities at all our hotels and that's why we have drawn up a common accessibility programme that all our hotels follow. This includes smart ideas to make your stay easier, whether you have a disability or an allergy. Download our accessibility brochure and read more about our focus on accessibility.

- ✕ [Scandic's accessibility brochure \(pdf\)](#)
- > [Accessibility at Scandic](#)

Disabled facilities at our hotels

We have followed the guest's way through the hotel, from parking and entrance, reception and restaurant to the lift, stairs and disabled rooms. We are proud to be the first hotel chain that offers this information for all our hotels. Visit our hotels' homepages to find out what they can provide.

To see the disabled facilities available at a hotel, follow these steps:

1. Go to the hotel's homepage. [Find your hotel here](#)
2. On the hotel homepage, select "Facilities"
3. On "Facilities", select "Special needs"

Scandic on CNN

Magnus Berglund was told he would never work again because of his disability, but created a



BOOK A HOTEL

Where do you want to stay?

Arrival date

No. of nights

Departure date

How many rooms?

Room 1	Adults	Children
	<input type="text" value="1"/>	<input type="text" value="0"/>
	Age 13+	0-12

Do you have a booking code? ?

Remember my booking code

[Search](#)

[+ BOOK WITH BONUS CHEQUES](#)

[+ CLAIM REWARD NIGHTS](#)

[+ CHANGE OR CANCEL](#)



Scandic currently sponsors

- Badminton Finland
- Dansk Badminton Forbund
- Dansk Håndbold Forbund
- Equestrian Federation of Finland
- Finland-Swedish Sports Federation
- Finnish Figure Skating Association
- Finnish Gymnastics Federation
- Finnish Ice Hockey League
- Finnish Tennis Association
- Football Association of Finland
- Swedish Athletics Association
- Swedish Football Association
- Swedish Golf Federation
- Swedish Handball Federation
- Swedish Ice Hockey Association and Swedish Hockey League
- Swedish Ski Association
- Swedish Sports Confederation
- Swedish Sports Organisation for the Disabled and Team Paralympics**
- Swedish Volleyball Association

UNWTO Code of Ethics in Tourism

Signed last week by 14 Spanish Companies



CSR Supporting Greek Tourism

- **Local strategies are needed for accessible, inclusive tourism destinations**
- Companies can help raise awareness in the tourism industry about the social and economic value of creating inclusive, accessible travel and tourism offers
- Encouragement and support should come from government institutions, regions and municipalities
- Collaborative partnerships with disability NGOs can help develop CSR initiatives
- Many local CSR actions can act as examples for others to follow, producing cultural and social change with advantages for businesses and communities.
- **Don't forget marketing and publicity!**

Thankyou

Web: www.accessibletourism.org

Email: enat@accessibletourism.org

