






CETA International Conference
"Competitiveness for European Tourism for All"
27 - 29 May 2010
Falsterbo Strandbad, Falsterbo, Skåne, Sweden









Presentation:

- Part 1. Introduction to ENAT**
- Part 2. Accessible Tourism demand & supply**
- Part 3. CETA**

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ENAT (project period): 
European Start Funding 2006 - 2007

- **A new European Network for Accessibility in Tourism**
- **Building on the experiences and demands of:**
 - National Tourism Organisations, Tourism businesses, and Disability / consumer advocacy groups.
- **A multi-stakeholder network for all interested parties**
- **Co-funded by the European Commission's action line: "Pilot Actions for Mainstreaming Disability"**
- **Supporting EU and national policies, including:**
 - The EC Disability Action Plan (2003 –2010) for non-discrimination and equal opportunities
 - The 2007 European Parliament Resolution on Tourism
 - The EC Strategy on competitiveness and sustainability in tourism

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ENAT non-profit association (since 2008)

- Founded by 11 international partners with expertise in disability issues, accessibility and tourism
- Registered in Brussels, Belgium, (Head Office)
- Secretariat in Athens, Greece
- Managed by an elected international Board of Directors (voluntary, unpaid Full Members)
- Annual General Assembly of Full Members decides policy and approves new Full Members.
- Over 250 members in 20 countries (Europe and beyond)

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ENAT's Mission


...to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

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ENAT's Vision

- **To improve the quality of all tourism offers by overcoming access barriers in:**
 - Information (before travelling, on journey, at destination)
 - Architecture, infrastructure, design
 - Transport – throughout the entire journey
 - Customer services: Welcome all, special requirements, in-house training, equipment, rentals, etc .
- **To promote accessible tourism enterprises and improve international collaboration by developing:**
 - Management & staff training, access guidelines and standards
 - Cross-border B2B collaboration mechanisms and agreements
- **To spread the practice of *Travel and Tourism for All***
 - As a means for Economic, Social and Environmental sustainability


ENAT in Europe and Around the World



Over 250 members in 20 countries

- Tourism businesses (55%)
- Public sector (12%)
- NGOs (33%)

In Europe, Africa, Middle East, North and South America, Asia, Australia
www.accessibletourism.org



Part 2. Accessible Tourism demand & supply

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Disabled People in Europe

- 10% of Europe's citizens are disabled people
- 25% of Europeans have a family member who is disabled
- 40% of disabled people have never travelled abroad or even gone on day trips

Source: [European Disability Forum](#)

Target Groups of Accessible Tourism and Travel...




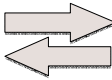
Toegankelijkheidsbureau vzw. Belgium

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Accessible Tourism Market

- **Over 127 million** people or 27% of the EU population would benefit from better access in tourist venues and offers
- ➡ **The accessible tourism market potential in Europe is worth over 83 billion Euros per year...**
- ➡ **But it is not being realised** due to inaccessible tourism infrastructures, transport, services and lack of staff training...

Source: [eContent project](#).
 "One-Stop-Shop for Accessible Tourism in Europe" (OSSATE).
www.ossate.org

<h4>Demand....</h4> <p><u>Access requirements</u></p>  <ul style="list-style-type: none"> • Hearing impairments • Visual impairments • Wheelchair users • Walking difficulties • Allergies • Small or large stature • Learning difficulties 		<h4>Supply</h4> <p><u>Accessible provisions in:</u></p> <ul style="list-style-type: none"> • Travel offers • Information (www...) • Booking • Transport • Accommodation • Facilities • Services, meals etc. • Attractions • Activities • Care
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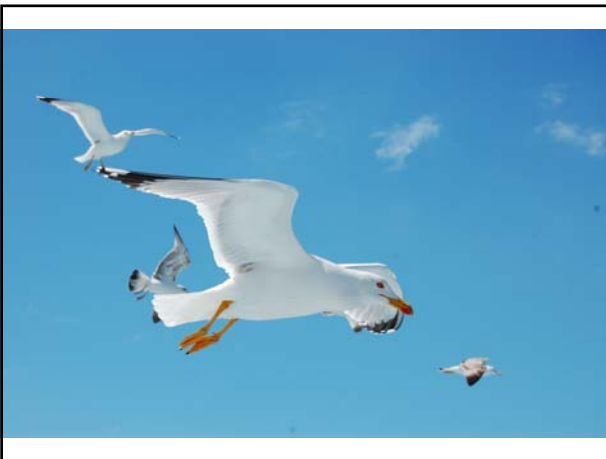
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European hospitality sector



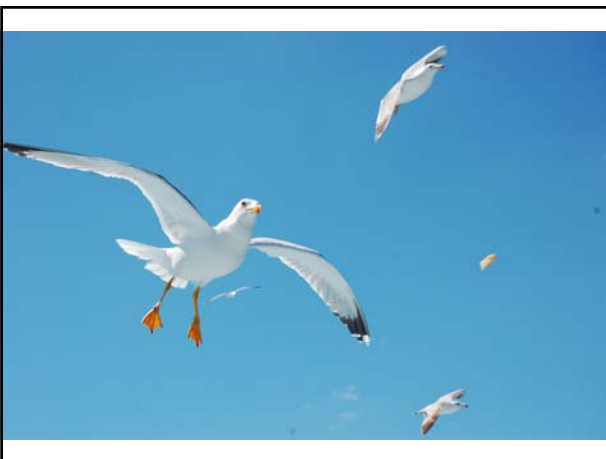
- 1.6 million enterprises
- 9 million persons employed
(automotive production + sales + servicing: 6.3 million)
(agriculture: 10 million)
- 163 billion EUR value added
chemical sector 170 billion EUR

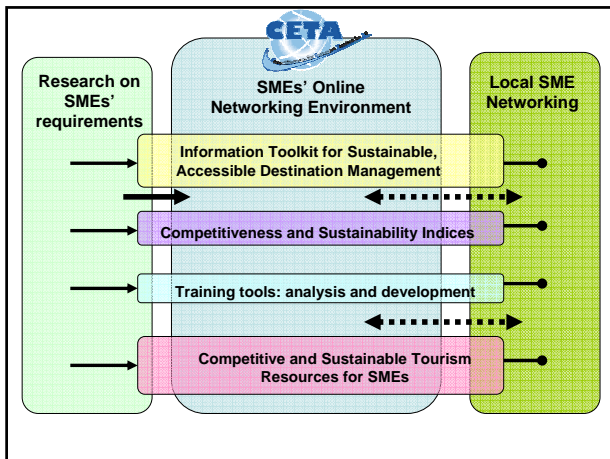


European hospitality sector



- 99% of enterprises employ < 50 people
- these 99% make up 62% of value added
- 92% of enterprises employ < 10 people





Part 3. The CETA project

“Competitiveness for European Tourism for All”

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The CETA Project



DG Enterprise and Industry Call for Proposals

ENT/CIP/08/B/N05S00 (2008)

“...to support initiatives of public and private bodies, or their existing networks, to contribute to enhancing the sustainability and competitiveness of European Tourism especially for SMEs, while allowing for wider economic, social and environmental benefits to be gained.”


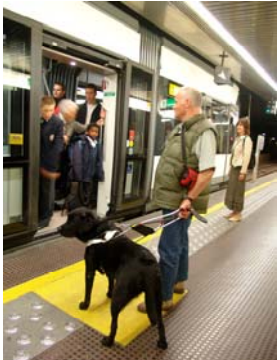
Overcoming Barriers:

- Architectural / Physical Infrastructure



Overcoming Barriers:

- In transport


Overcoming Barriers:

- In customer services

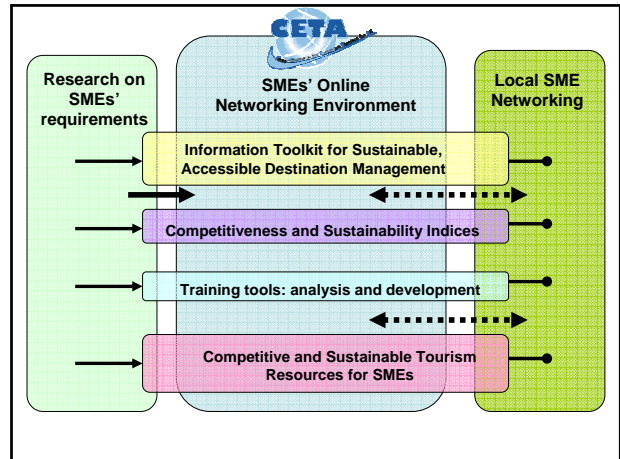



Overcoming Barriers:

- In information



The Accessible Travel Info Point by Tourism Flanders, Belgium
 ...combating the lack of information about travelling when you have a disability



CETA Tasks and Partners

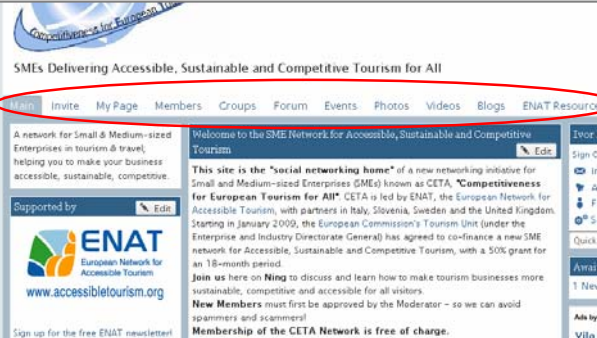

1. Research on SMEs Requirements University of Surrey, UK
2. Networking Environment ENAT and ANLH, Belgium
3. Information Toolkit TFAS & Vellinge, Sweden
4. Indicators National Tourist Association, Slovenia
5. Training Tools COIN, Italy
6. Tourism SME Resources ENAT and ANLH

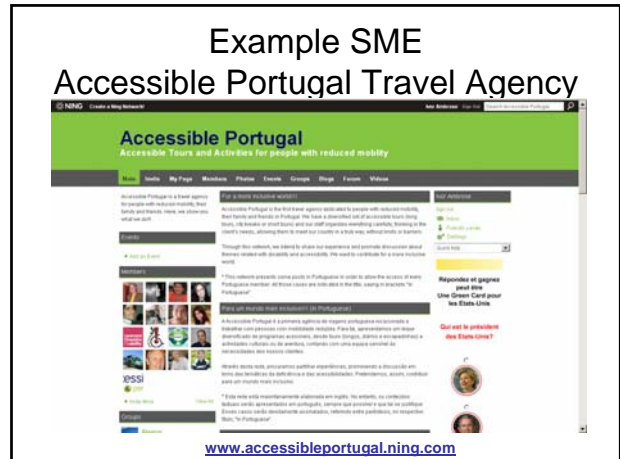
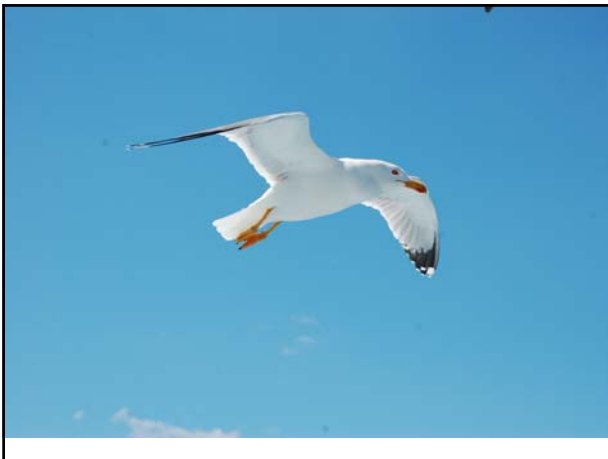


SME Networking site at www.accessibletourism.ning.com




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SMEs' to-do list



<http://ceta.enat.be>

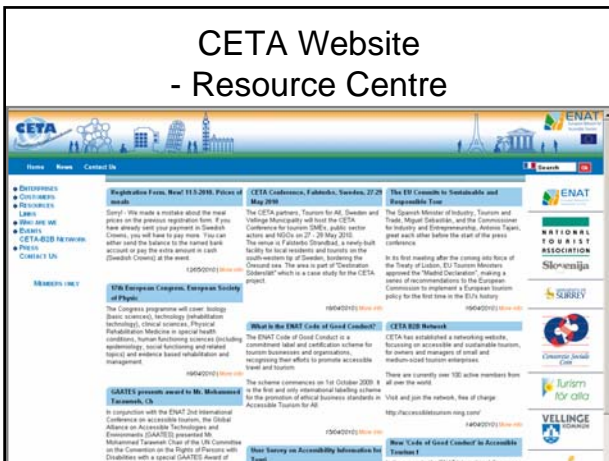
- ✓ Checking own performance against access and sustainability indicators
- ✓ Working with destinations and service providers
- ✓ Training staff – understanding clients' needs
- ✓ Continually improving know-how and skills
- ✓ Marketing and networking



Online resources



<http://ceta.enat.be>

- Advisory documents
- Training materials
- Contacts and info-points
- Networking opportunities
- Examples of good practice
- Direct access to CETA and ENAT advisors



 <p>www.accessibletourism.org</p>	 <p>http://ceta.enat.be</p>
<p>Contact: Managing Director Ivor Ambrose Email: enat@accessibletourism.org</p>	<p>Thankyou</p>