

Accessibility for persons with disabilities to tourism services

Contribution by:

**The European Network for Accessible Tourism
(ENAT)**

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AFNOR/CEN Workshop, Brussels, 13 February 2008

ENAT - European Start Funding 2006 - 2007

- **Funded by the European Commission
Budget Line:**

**“Pilot Actions for Mainstreaming
Disability”, 2005**

- **Supporting the EC Disability Action
Plan**
 - non discrimination and equal opportunities
 - Budget: EUR 535,163
 - EC funding: EUR 452,106 (80%)



ENAT Sponsors

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Assoc. Nat. pour le Logement des Personnes Handicapées	Belgium		www.anlh.be
Disability Now	Greece		www.disabled.gr

ENAT today...(1)

- A Non-profit association of tourism enterprises, organisations and individuals from the private, public and NGO sectors.
- Members include both “Providers” and “Stakeholders”
- **Mission:** to make European tourism destinations, products and services accessible to all visitors.



About ENAT ...(2)

- Represents its members towards public authorities, decision-makers and the tourism industry
- Collects and disseminates information about Accessible Tourism
- Linking the Members (networking)
- Joint projects
- International events
- Working groups to tackle specific objectives
- A centre for accessible tourism good practice, research and development



About ENAT ...(3)

- ENAT is also open to non-European members and has a wide range of associate members from around the world.



ENAT Members

410 registered members

50 countries

Over 300

- Global,
- European and
- National organisations.

Update: 1.02.2008



ENAT Europe

Albania	2	Malta	2
Austria	3	Montenegro	1
Belgium	24	Netherlands	8
Croatia	1	Norway	5
Cyprus	1	Portugal	14
Czech Republic	2	Romania	1
Denmark	3	Russia	1
Finland	1	Serbia	3
France	6	Slovenia	3
Germany	11	Spain	37
Greece	56	Sweden	112
Hungary	5	Turkey	16
Ireland	3	United Kingdom	32
Italy	18		
Latvia	2		
Lithuania	2		
Luxembourg	1		

30 Countries

376 Members

ENAT Total :
50 Countries
410 Members

ENAT Overseas

Argentina	2
Australia	7
Bangladesh	1
Brazil	2
Canada	1
Chile	1
China	1
Costa Rica	1
Ecuador	1
India	1
Jordan	1
Libya	1
Maldives	2
Nigeria	3
Pakistan	1
Saudi Arabia	1
South Africa	1
Thailand	1
United Arab Emirates	1
USA	4

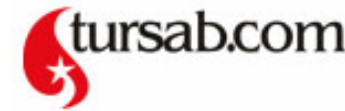
20 Countries

34 Members

Just some of our members:



Cruising Holiday .co.uk
Offering a **free** personalised service for people with disabilities.



Västsverige



ACCESS CENTRES TURKEY



WORLD TOURISM ORGANIZATION
Committed to Tourism, Travel and the Millennium Development Goals





Working together to make
Tourism in Europe Accessible for all



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www.accessibletourism.org

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Welcome

Welcome to the Website of ENAT - the European Network for Accessible Tourism.

ENAT was founded in January 2006 by nine [sponsoring organisations](#) who wanted to create a membership network for all those 'who support or want to know more about accessible tourism in Europe'.

Through our network we aim to break down the many barriers facing tourists who have greater or smaller access needs: lack of information, transport difficulties, architectural barriers and inadequate standards of service.

The tourism sector already has many examples of good practice which are helping to making travel and tourism accessible for all. But these examples must be adopted by all sections of the industry and innovation must be encouraged, if Europe is to be one of the world's foremost accessible tourism destinations.

Accessibletourism.org

This Website functions as a key resource centre and communication tool for ENAT members. It also offers information to people and organisations from around the world who wish to know about accessible tourism in Europe.

Join ENAT

Are you
a member?

Latest ENAT Members

- Rene Bronwasser
- appta Portugal
- Posselt Volker
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- Cattelan Barbara
- ABUHELIL IBRAHIM

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Events

New!
12/02/2008

[ITB Berlin 2008
Conference "Factors of
Success in Accessible
Tourism in Germany"](#)

Why ENAT?

- Demographic Ageing – brings new challenges as well as opportunities to the tourism sector.
- Tourists with disabilities, older tourists and others with particular access needs have the right to travel and enjoy tourism – but encounter many difficulties.
- Better access is required in “mainstream” tourism.
- Tourism providers can learn from good practice in accessible tourism: transfer of specific knowledge in areas such as planning, design, management, marketing, staff training, service provision and customer care.
- ENAT seeks to offer accessibility guidelines, minimum requirements and other forms of planning and management support.

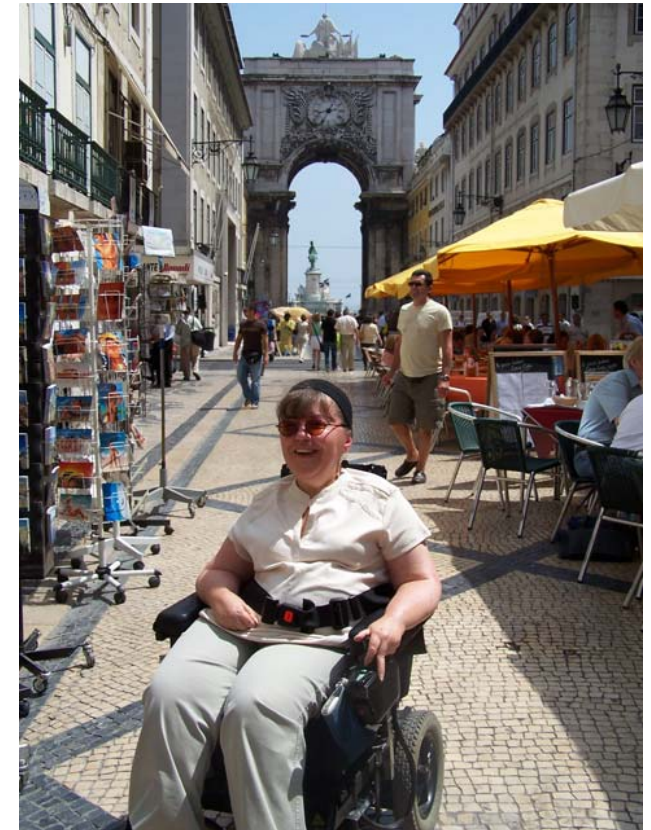
Political Impulses

- **UN Convention on the Rights of Persons with Disabilities, 2006**
 - Article 30 in particular, refers to participation in cultural life, recreation and sport
- November 2007, **European Parliament Resolution** on the report by MEP Paolo Costa: **Towards a stronger partnership for European Tourism...**
 - Calls for Member States to make a united effort to support measures in favour of Accessible Tourism.

The time is ripe for creating ‘win-win’ access solutions for tourism providers and visitors!

Reflections on Standardization

- ENAT aims to contribute to standards work
- And to provide a range of support activities which can help to promote the right environment and conditions for European and International standards work
- ENAT supports the use of existing standards in countries and regions where these exist



Reflections...(2)

- Standards should safeguard the health and safety of consumers, and protecting consumers' rights.
- Good standards enable markets to function efficiently and fairly by providing industry with frames of reference for the design and delivery of products and services.
- Industry has always adapted to win new markets - standards can help this process of adaptation.



Reflections...(3)

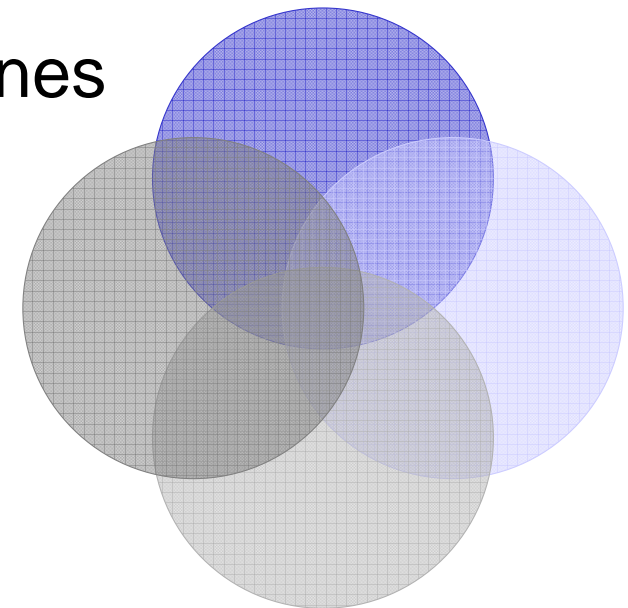
- Standards for tourism need to pay attention to local and sector-specific conditions.
- Accessibility Guidelines are needed to support the industry.
- Voluntary compliance: the first step
- **Without Standards** a myriad of “proprietary” guidelines may bring more confusion than clarity for providers as well as customers.



ENAT's Proposal (1)

ENAT's approach is made up of four elements, creating an **accessible tourism quality assurance system for tourism providers**, based on:

- **Commitment** to a code
- **Implementation** of access guidelines
- **Recognition** by a label
- **Compliance** monitoring



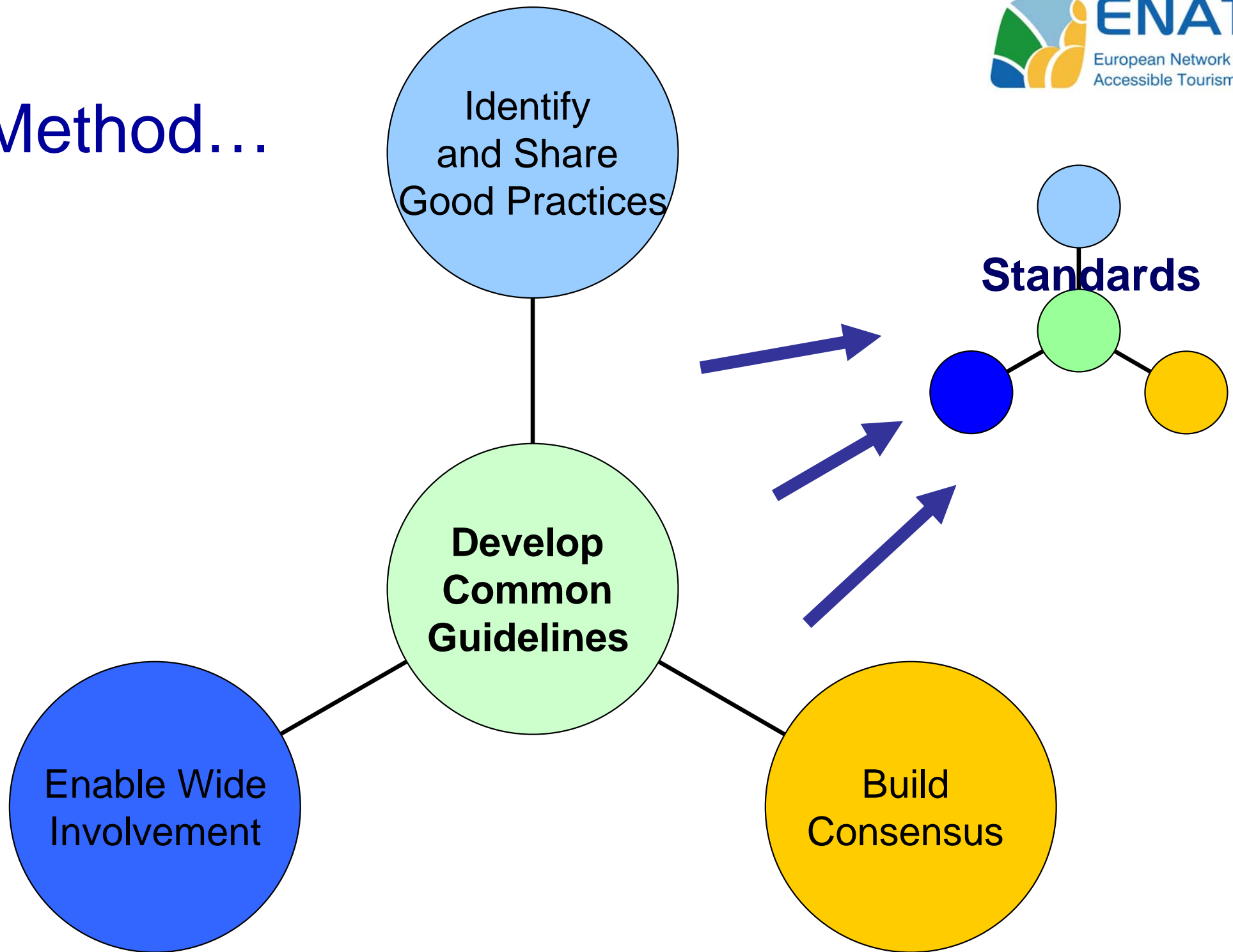
ENAT's Proposal (2)

- **Commitment:** We will introduce the ENAT Members' Code of Good Conduct which will define a set of general service requirements and aspirations which tourism operators and providers who are members of ENAT must adhere to;
- **Implementation:** We will develop and introduce Accessible Tourism Guidelines, based on existing standards and good practices, targeting service delivery, facilities design and management practices. The ENAT Guidelines will act as a set of references that can be applied internationally, and will help ENAT members to meet the requirements of the Code of Good Conduct;

ENAT's Proposal (3)

- **Recognition:** We will offer an Accessible Tourism Compliance Label exclusive to ENAT members, in order for them to publicise their adherence to the ENAT Code of Good Conduct; this will provide a much needed international marketing device for tourism providers, which customers can rely on;
- **Compliance:** We will supervise the ENAT members' compliance with the Code and give advice to members on the implementation of the Accessible Tourism Guidelines. The responsibility for maintaining supervision and giving advice will be delegated to ENAT National Coordinators where these have been established, and will be monitored by an international committee under the ENAT

Method...





Working together to make
Tourism in Europe Accessible for all



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