

“Inclusion through Accessibility” (ITA Project)

Reference of the Call for Proposals	EuropeAid/132-514/L/ACT/GE
Title of the Call for Proposals	European Instrument for Democracy and Human Rights (EIDHR): Country-Based Support scheme for Georgia.
Name of the Coordinator	NON-ENTREPRENEUR (NON-COMMERCIAL) LEGAL ENTITY “PARSA”
Partner organisation	European Network for Accessible Tourism (ENAT)
Title of the action	“Inclusion Through Accessibility” (“ITA” Project)
Location of the action	Capital of Georgia Tbilisi; Autonomous Republic of Adjara: Batumi.
Contract number	EIDHR- 2012/291-960
Budget / EU financing	Total: € 86,125 / EU financing: 92.1% (€ 79,321)

Aims

The ITA project will contribute to development of a new direction in the tourism sphere in Georgia, that will not only benefit the groups of beneficiaries (in particular, persons with disabilities and elderly citizens), but also contribute to economic development of Georgia by involving directly civil society organisations, small and medium-sized enterprises and public sector bodies.

One of the main goals of the project is the realization of the advocacy campaign on adaptation of the tourist infrastructure (physical environment, means of transportation and relevant services).

The ITA project will disseminate and elaborate the principles of the human rights of people with disabilities and, furthermore, put in place sustainable organisational structures which can support the realisation of accessible tourism in specific destinations for the identified target groups.

The project will establish new working relationships between diverse sections of society and the business community and will set new standards for tourism management in Georgia, based on international accessible tourism best practices.

Objectives

The main idea of the action is consolidation of state, non-governmental structures and private sector for promotion of the rights and equal opportunities for people with disabilities. A public relations and advocacy campaign on promotion of Accessible Tourism for All and the equal rights for persons with disabilities will be one of the key activities under the project. The campaign will be focused on raising public awareness and formation of a positive public opinion on issues of equal opportunities, needs and rights of people with disabilities.

Participation of Disabled People's Organisations (DPOs), NGOs and Government structures in workshops for development of recommendation for inclusive tourism and identification of the roles of the parties in implementation of the recommendations will result in an established partnership between the Government and NGO and private sector and will promote their cooperation in the future.

Activities

1. National Conference for actors and stakeholders in Accessible Tourism for All conducted with the European Network for Accessible Tourism (ENAT). www.accessibletourism.org
2. Conducting two roundtable meetings on Universal Design and Accessible Tourism in target regions: Tbilisi and Adjara Autonomous Republic of Batumi.
3. Conducting research on accessibility of local touristic infrastructure in project target regions.
4. Creation of database of accessibility of touristic places in project target regions.
5. Development of a Comprehensive document, with recommendations on inclusive tourism and Universal Design reflecting international practice standards. Recommendations will address: tourism marketing and information, physical planning, transport, information, service management and staff training.
6. Creation of pilot inbound inclusive tour package in Batumi and Tbilisi.
7. Selection of project beneficiaries (trainees): fifteen people with disabilities. The Priority will be given to wheelchair users and Internally Displaced Persons (IDP's) from 2008 year Russia occupation.
8. Implementation of Training of Trainers (TOT) Training Programme on Universal Design, Disability Advocacy and Inclusive Tourism undertaken by the experts from the European Network for Accessible Tourism (ENAT).
9. Conducting of trainings on Inclusive tourism and Universal Design for stakeholders by the advocacy and professional consultancy group members.

Through the participation of ENAT, the project will be publicised widely in the European Union and linked with related initiatives including the European Union's "Preparatory Action on Tourism Accessibility" (commenced 2012), managed by DG Enterprise and Industry; the EU Social Tourism action www.eCalypso.eu (where ENAT is a partner); the planned CEN Workshop on "Universal Design of Tourism Services" (2012 – 2013); and networking with ENAT members and partners.

The project will foster the development of high-level contacts between the Georgian tourism authorities and National Tourism Organisations in European Union Member States, as well as the European Commission and European private and non-governmental organisations.

“PARSA” is an Associated Member of ENAT. Through the activities of this project, PARSA will develop its expertise and be able to act as a continuing **Expert and Resource Centre**, working with private, public, NGOs and academic institutions to foster links with European Union partners and to encourage a wider development of accessible tourism within Georgia.

The project envisages introduction of a new segment to tourism business development in Georgia – “Accessible Tourism”. Implementation of the project will contribute to increasing social responsibility (and will increase the number of accessible hotels and transportation in Georgia). It will help establish a well-coordinated network among governmental, non-governmental and private sectors.

Ultimately, the project aims to contribute to changing the mentality of the Georgian public towards disability issues, as well as promoting the necessity of adapting physical infrastructure more generally in Georgia.

Further information

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