

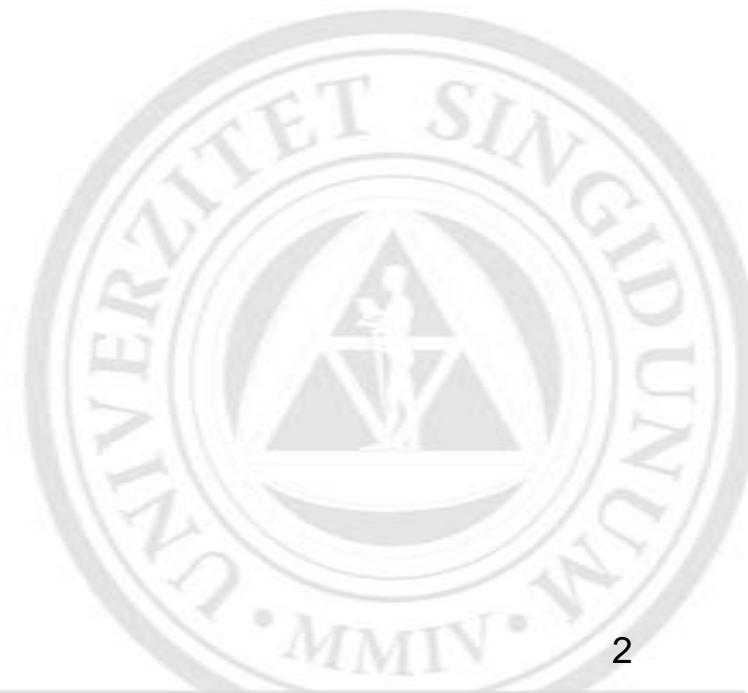
**the Second International Conference on
Accessible Tourism
“Tourism For All”
Belgrade, 26-27.11.2008.**

**The need for tourism workers’
education and training**

**Prof. Jovan Popesku
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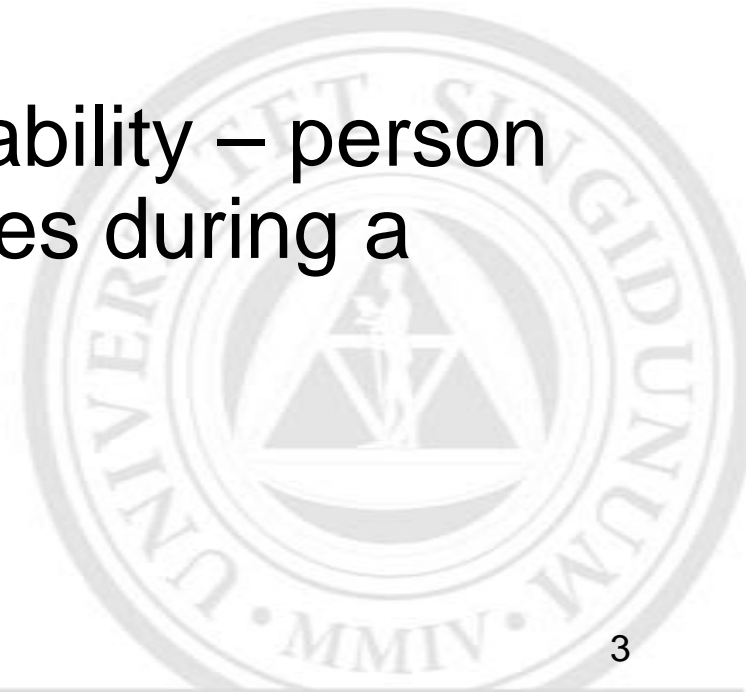
High quality touristic product

- Ethics
- Responsibility
- Sustainability
- Accessibility –
Accessible tourism



Accessible tourism

- Involves accessible services and facilities for people with disabilities so they can fully experience the joy of traveling without any botherings.
- Consumer/tourist with disability – person who need special privileges during a touristic travel

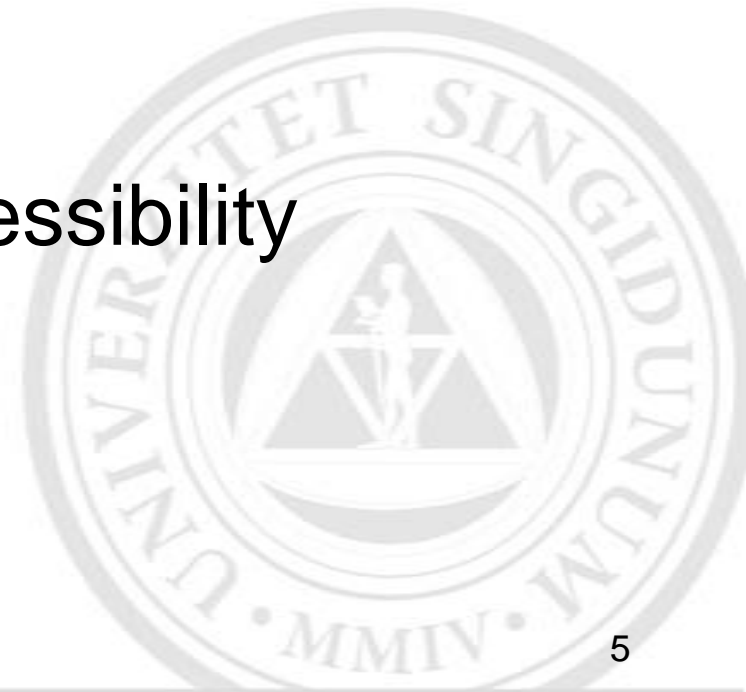


Accessible tourism

- Consumers – people with disabilities, elder, families with children and injured or chronically ill people
- Europe – 127 million people has a need for accessible tourism (27% entire population), 50 million of that number are disabled
- Europe – 70% are financially and physically able to travel, most of them with an assistance – 133 million people, income 80 billion € (some estimates say 260 million people and 166 billion € revenue)

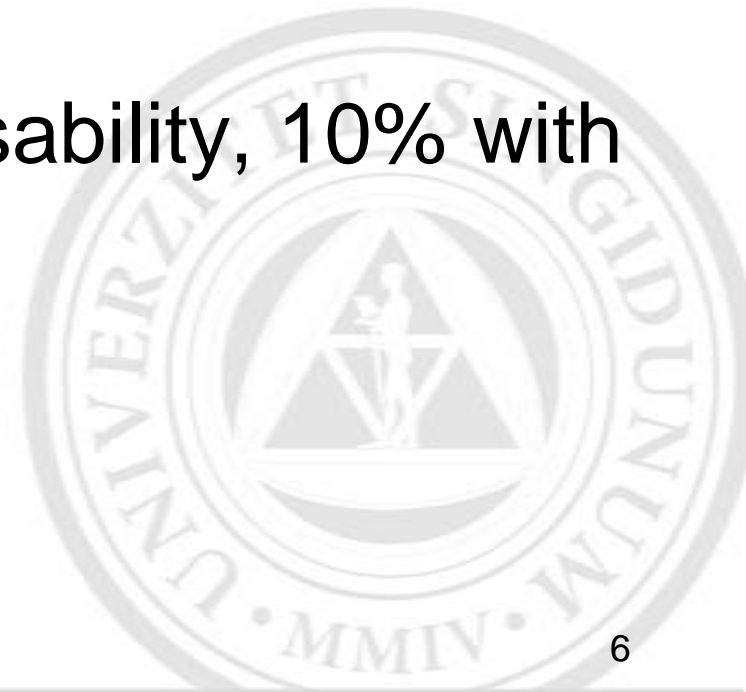
Accessible tourism dimensions

- Physical accessibility in terms of destination and partial tourism product (hotels and others)
- Availability of product accessibility information
- Holistic view



Serbia - facts

- 700 000 people with disabilities, 21 000 employed
- 40% with some form of disability, 10% with severe disability



Potential market for accessible (national) tourism in Serbia

- 1 800 000 people (in proportion to EU)
- Assuming that 30% are able to travel (physically and financially) – 540 000
- With an assistance – 800 000 individuals/potential tourists
- With average annual travel spending of 200 € - potential revenue 160 000 000 €

Preconditions for development of accessible tourism in Serbia

- Process of EU integration
- Higher level of abiding disabled peoples' rights
- Accessible traffic
- Accessibility information and marketing
- **Accessibility training and education**
- Accessible destinations' infrastructure

ETCAATS project

- **European Training Certificate - Access for All in the Tourism Sector**
- **Goals:**
 - making road map to EU system certification inside the field of accessible tourism education inside of The European Qualifications Framework
 - Creating on-line accessible tourism training course

ETCAATS project

- Target audience: employers and employees in travel and tourism market
- Making service providers, enrolling course, able to make their offer accessible for all potential customers
- We have partners in: ENAT, Sweden, Greece and Belgium

Opportunities in Serbia

- Ministries (cooperation)
- TOS and other tourist organisations
- Tourism sector of economy and partner associations
- NGOs
- Educational institutions
- Media
- Local people



Thank you for your attention!

Jovan Popesku, PhD, Professor

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