



Accessible Tourism –project

Duration	1.6.2008–31.12.2010
NKUAS /ISAK as	coordinator
Total costs	330 300 €
NKUAS share of funding	31 975 €
Funding program	North Karelia Regional Environment Centre / European Regional Development Fund

Objectives of the project

The objective of the project is to develop nature tourism services for a wider scale of customers. Another aim is to support organisations providing nature tourism services in their development of accessible environments and services. In addition, an objective is to launch strategic and persistent development for evaluating, instructing, and classifying accessible nature tourism.

Implementation of the project

1. Planning of procedures for advancing accessible nature tourism
2. Development of the operational environments and services of attending organisations (surveys, recommendations, plans)
3. Development of evaluation methods for accessible nature tourism resorts in cooperation with national partners
4. Development of guidelines for accessibility factors at nature tourism resorts
5. Compiling of background material for classifying accessibility. An experimental classification will be created, which requires special expertise as regards certification and auditing.
6. An open seminar and training about accessibility
7. National and international exchange of information between expert organisations
8. Compiling of a publication on accessible nature tourism

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Abstract of the project

The project aims at developing the services and operational environments of nature tourism businesses in North Karelia. An objective is to provide nature experiences for all, including senior citizens, the disabled, and families with children. Another objective is to launch strategic and persistent development for evaluating, instructing, and classifying accessible nature tourism.

The project will result in the following:

1. Procedures for advancing accessible nature tourism
2. 10-15 evaluations, instructions, and recommendations for accessibility
3. Analysis on customer needs
4. A publication on approved patterns and results

Target group

- Municipalities in North Karelia, and tourism businesses and service providers within tourism who are willing to develop accessible tourism environments and services and to promote their own expertise on accessibility.
- Senior citizens, the disabled, and families with children who benefit from accessible tourism services.