

INTERNATIONAL CONFERENCE ON ACCESSIBLE TOURISM, "TOURISM
FOR ALL"

Belgrade, 26th and 27th November 2009.

ACCESSIBILITY, TOURIST
AGENCIES POINT OF
VIEW. TODAY AND THE
FUTURE.

ASSOCIATION OF TRAVEL AGENCIES OF SERBIA



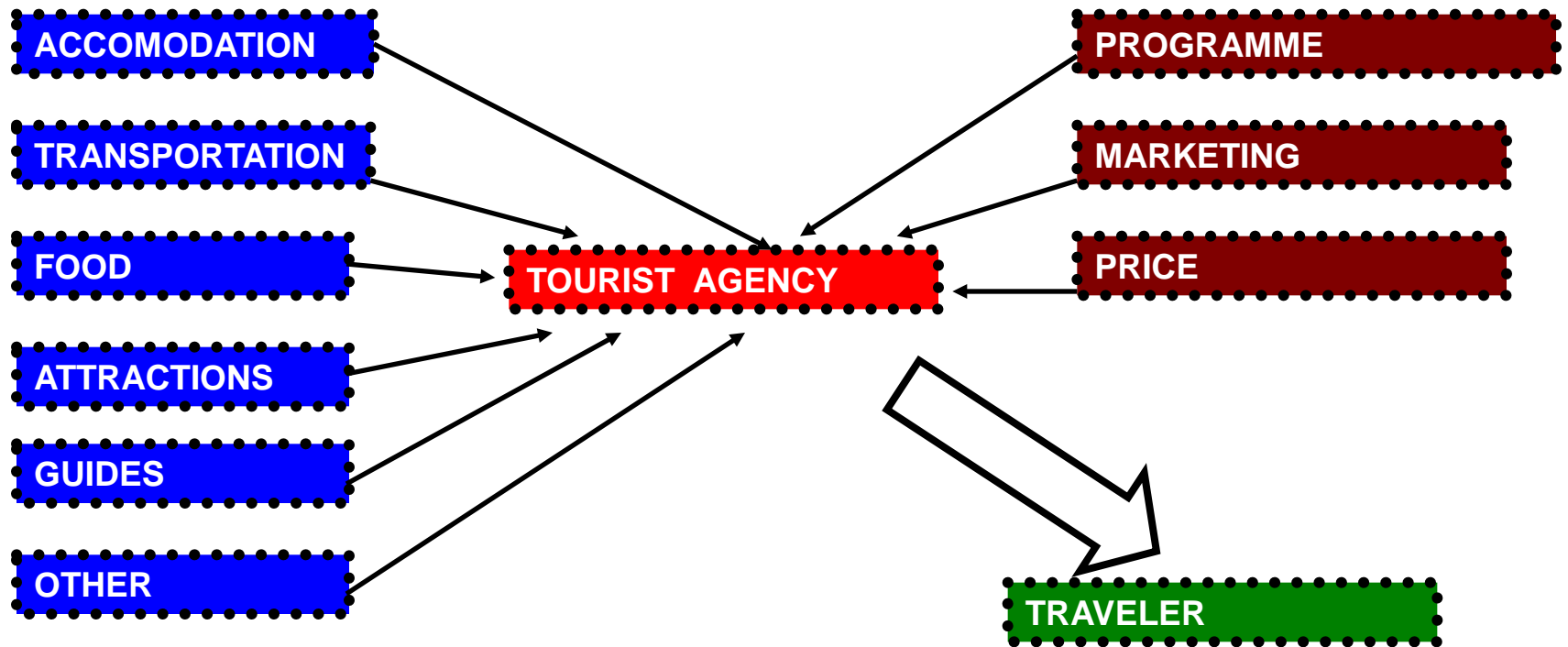
GENERAL GOALS OF ACCESSIBLE TOURISM – TASK FOR EVERYONE

- MAKING ALL SEGMENTS OF TOURISM ACCESSIBLE
- IMPROVING AWARENESS LEVEL
- PROVIDE VALID INFORMATION ABOUT ACCESSIBLE TOURISM TO ALL
- PROVIDE REGULAR PRICES TO ALL SERVICES

PRACTICAL ASPECT OF SETTING GOALS – TASK FOR TOURIST AGENCIES

- DESIGNING SPECIFIC TOURISTIC PROGRAMMES
- INCORPORATING PEOPLE WITH ACCESSIBLE TRAVEL NEEDS IN REGULAR TOURISTIC PROGRAMMES

GENERAL POSITION OF TOURIST AGENCIES IN TERMS OF TOURISM PRODUCT DEVELOPMENT



SHORT ACCESSIBILITY ANALYSYS OF MAIN TOURISM PRODUCT ELEMENTS IN SERBIA

- 4 AND MORE STARS HOTELS **VERY HIGH**
- 3 OR LESS STARS HOTELS **VERY LOW**
- OTHER FORMS OF ACCOMODATIONS **VERY LOW**
- TRANSPORTATION **VERY LOW**
- RESTAURANTS **AVERAGE**
- ATTRACTIONS **LOW**
- GUIDES **AVERAGE**

WHAT IS THE OUTCOME OF THIS SITUATION

?

PROBLEM CONVERSION!!!

**INSTEAD OF SOLVING PROBLEMS –
ACCESSIBILITY REQUIRMENTS ARE
BECOMING PROBLEM**

ACTIVITES' MAIN DRIVER IS

P R O F I T

ASSOCIATION OF TRAVEL AGENCIES OF SERBIA



PROFIT POTENTIAL OF ACCESSIBLE TOURISM

- ACCESSIBLE TOURISM GOES THROUGH BIG EXPANSION
- IT IS ESTIMATED THAT 27% OF PEOPLE IN EU HAVE SHOWN A NEED FOR ACCESSIBLE TOURISM
- PROJECTED REVENUE FOR THIS MARKET IS 80 BILLION USD

GETTING STARTED

- MAKING QUESTIONNAIRES TO DETERMINATE REAL NEEDS OF POTENTIAL TRAVELERS
- USING GATHERED INFORMATION TO DESIGN TOURISTIC PROGRAMMES
- PROMOTION OF SUCH PROGRAMMES
- INTRODUCING SPECIAL MARKINGS FOR ACCESSIBLE TOURS AND DESTINATIONS



TOURISM FOR ALL!

**ALL FOR ACCESSIBLE
TOURISM!**

THANK YOU!

ASSOCIATION OF TRAVEL AGENCIES OF SERBIA

SRDJAN Dživdžanović, generalni sekretar

