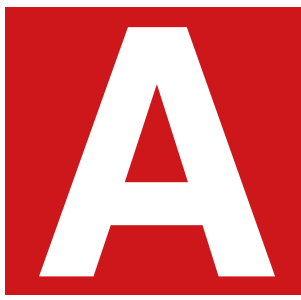
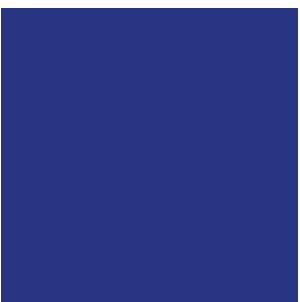




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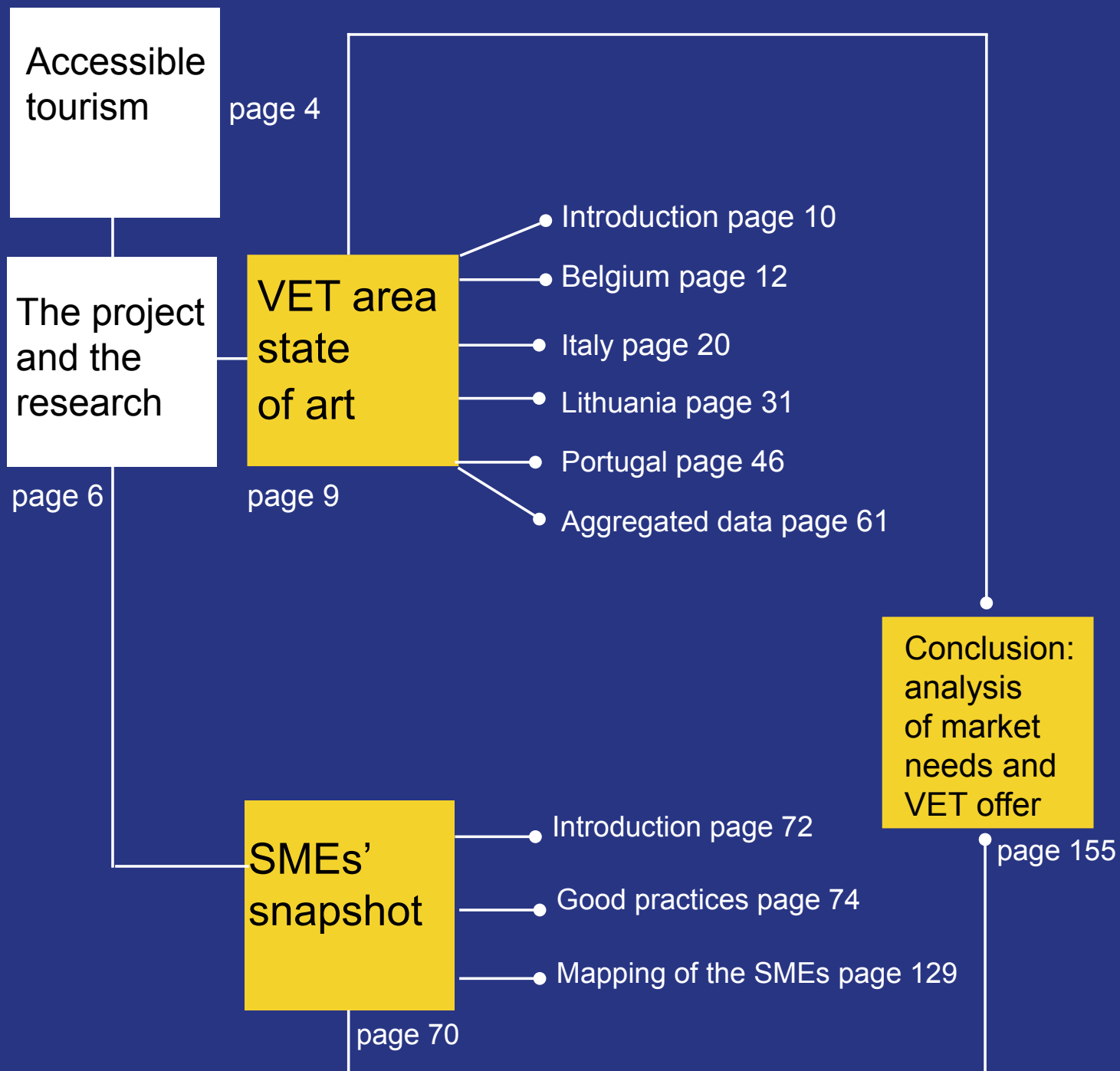


A tour around





You start  
here





# Accessible tourism

## Tourism for all

## Inclusive tourism

Accessible Tourism, which is often also called Tourism for all or Inclusive tourism, means that any tourism product should be designed to be used by everyone, irrespective of age, gender or ability and, ideally, with no additional costs for customers with specific access requirements<sup>1</sup>.

Accessibility refers to visitors' abilities to approach, reach, enter, use, understand, touch, see, hear, speak and taste and the design of the environment and its components, including products, services, devices, information and orientation systems.

There are a lot of myths connected to accessible tourism or accessibility in general.

A common one is that accessible tourism is only for people with disabilities. That is not true because although persons with disabilities are mentioned most often when speaking about accessibility, accessible tourism serves a wide variety of customers with different access needs (which are not always visible) which can be caused by impairment, illness, injury, age, foreign language proficiency or culture. As such, good accessibility benefits any person who, when travelling, faces some difficulties in accessing, using or enjoying tourism services and facilities comfortably, safely and independently<sup>2</sup>.

When we talk about accessible tourism we talk about the needs of persons with motor, hearing, speech or vision impairments, learning difficulties and cognitive impairments, long-term health problems (e.g. respiratory and circulatory conditions or invisible disabilities) etc.

We also refer to seniors with age-related impairments such as restricted mobility, ability to receive and process information, difficulties in spatial and temporal orientation, speaking, reading, writing or understanding words etc. In addition it is important to consider the access requirements of small children, pregnant women, persons with allergies, asthma and/or food intolerances, persons with injuries, carers of persons with disabilities, people with pushchairs and prams or with luggage, local residents, foreigners etc.

In fact, accessible tourism can benefit everyone and all of us at least once in our lives will have a need for accessible environments, products and services<sup>3</sup>.

Another typical misconception of accessible tourism is the idea that

1.Source: Messages of the World Committee on Tourism Ethics on Accessible tourism, <http://cf.cdn.unwto.org/sites/all/files/docpdf/wctemessagesonaccessibletourism.pdf>

2.Source: World Tourism Organization (2016), Manual on Accessible Tourism for All: Principles, Tools and Best Practices – Module I: Accessible Tourism – Definition and Context, UNWTO, Madrid, <https://www.e-unwto.org/doi/pdf/10.18111/9789284418077>

3.Source: British Tourist Authority (VisitEngland), At your service, [https://www.visitbritain.org/sites/default/files/vb-corporate/at\\_your\\_service\\_17.12.10.pdf](https://www.visitbritain.org/sites/default/files/vb-corporate/at_your_service_17.12.10.pdf)



it is a niche market, while in fact it is a loyal, growing market which brings competitive advantage and new opportunities to businesses<sup>4</sup>. Tourism is one of the largest and fastest growing economic sectors in the world. According the United Nations World Tourism Organization, 1.2 billion people travelled to a foreign country in 2015 and their number is expected to reach 1.8 billion in 2030. Tourism accounts for 9% of the world GDP and generates one job out of 11. It is, therefore, a key driver of socio-economic development, creating wellbeing for communities. It is also an integral part of the lifestyle of much of society and provides tourists with experiences for their personal growth. Moreover, the direct gross value added of EU's Accessible Tourism in 2012 was about €150 billion; after taking the multiplier effect into account, the total gross value added contribution amounted to about €356 billion. (GfK, 2014).

The numerical importance of people with specific access needs for the tourism sector has been confirmed by the results of the study published in 2014 that the European Commission has commissioned in order to provide a coherent picture of the current and future potential demand of accessible tourism in Europe and to estimate its economic impact<sup>5</sup>.

According with this study, in 2011 there were 138.6 million people with access needs in the EU (around 27% of total population), of which 35.9% were people with disabilities aged 15-64, and 64.1% were the older population aged 65 or above. In 2012, people with access needs in the EU took approximately 783 million trips, thus generating a total gross value added contribution of about €356 billion, as mentioned above, and a total employment of about 8.7 million persons.

Driven by the ageing population, which in Europe is much higher than elsewhere, the demand is anticipated to grow by 10% to about 862 million trips per year by 2020, equivalent to an average growth rate of 1.2% annually.

However, the overall potential is far greater: if it would be possible to increase the accessibility of tourism-related facilities significantly, then up to 1.231 million trips per year could be realized, equivalent to a growth of 43.6%. If accessibility is significantly improved, the total economic contribution generated by the EU tourists with specific access needs is expected to increase against the current contribution by roughly 36%.

Moreover, like most of the people, persons with specific access needs rarely travel alone; on the contrary, they usually prefer or need to travel with relatives or friends. According to the previous study, on average, people with access needs in the EU travel with about 1.9 companions. Therefore, if we consider this, the economic contribution of Accessible Tourism will be amplified by a similar scale if the travel companion effect is taken into account.

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4. Source: UNWTO, Tourism Highlights 2016 Edition, UNWTO e-library

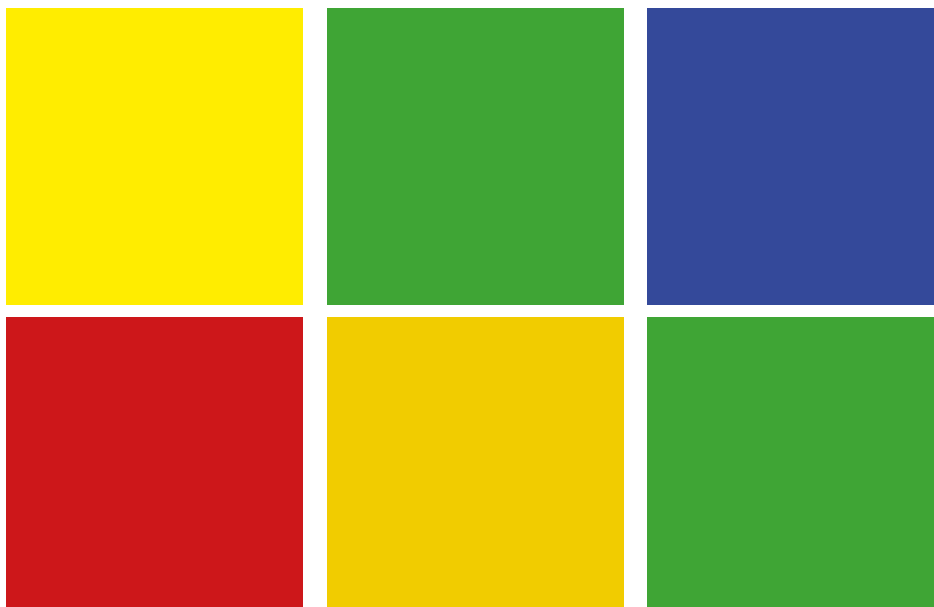
5. Source: GfK and Partners. Economic Impact and Travel Demand of Accessible Tourism in Europe (2014). European Commission.



Another typical misconception about tourism for all is that accessibility means absence of architectural barriers but it is not only confined to physical parameters. Accessibility is often narrowed down to the adaptation of facilities but other types of barriers and difficulties faced by tourists have a wide impact on all tourism and travel-related services. Accessible destinations have to ensure the accessibility of the complete value chain including hotels, transport, attractions, free-time facilities, tourism information offices, information and booking systems, marketing and a positive and welcoming attitude of all relevant actors. Accessibility measures in tourism must also be accompanied by adequate accessibility of public spaces and involvement of public bodies in service delivery. Visitor satisfaction depends on coordinated efforts addressing each phase of the visitor's travel experience.

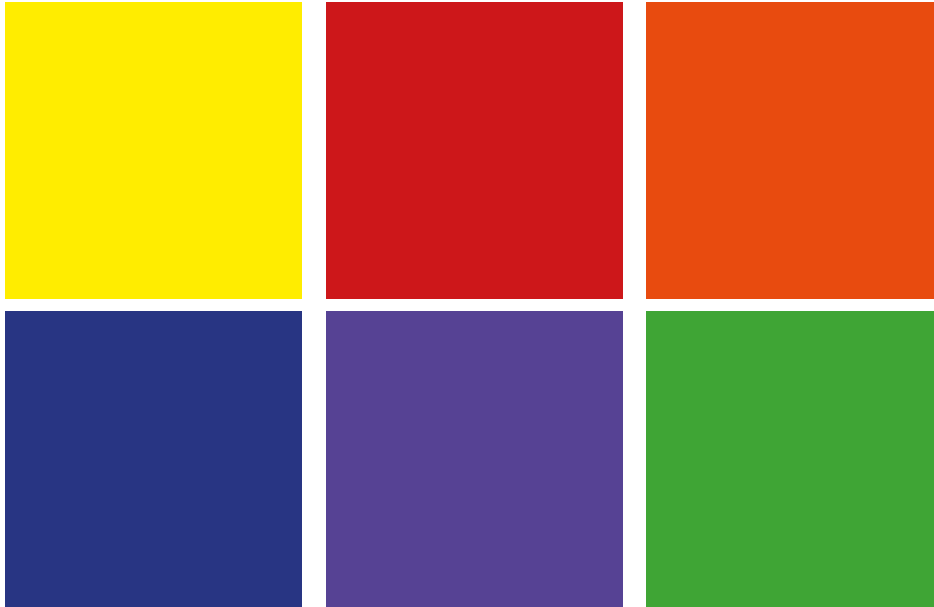
It is necessary to understand that each element of the tourism chain influences and depends on the others: if one of the elements is weak, in terms of the quality and the experience offered to the customer, the holiday can be compromised as a whole. A hotel without barriers but located in a place without recreational and cultural facilities that are accessible to people with specific access needs, would not be assured of attracting these customers, however good the quality of its accessibility and usability. The same would apply to an accessible museum or monument that cannot be reached by suitable means of transport or that does not have adequate accommodation facilities nearby suited to customers with specific access needs. Destinations should therefore seek to create a comprehensive supply of Tourism for All products and services in which all the elements of the supply chain (reservation systems, accommodation, transport, etc.) are easily accessed.

Tourism operators often think that accessibility is expensive and needs big investments, but even small adjustments and smart solutions can positively affect visitor's decision and experience. There are many low-cost actions with positive impact on tourists with access needs, like accessible websites and information, honest information about accessibility of facilities and services provided in





alternative formats, trained staff capable of dealing with accessibility issues, an inclusive marketing, providing technical aids and disability equipment (wheelchairs, bath chairs, toilet raisers) to rent, giving free entry with assistance dogs, providing well-adapted hotel rooms with capacity for bigger groups, universally designed tourism products and activities. having a paper and pencil on hand in case a deaf person comes to the reception counter, printing menus in large print, providing water bowls for assistance dogs... and others.



Efficiency of investment in accessibility is often measured as costs in relation to the number of visitors with disabilities. In fact, accessible measures improve safety and comfort and ensure that environment, products and services can be enjoyed by any person. That is why investment in accessibility should be perceived as an investment in dignity and quality for all.

Finally, it must be added that a tourism destination that adequately caters for the needs of visitors with specific access needs leads to improved quality of service and ensures a good experience not only for them but also for all the other visitors and improves the quality of the daily life of the local population.

## The project and the Research

Project TAD (acronym for “The Ability aDvisor”) addresses accessible tourism and aims at contributing to making Europe a truly accessible destination for all visitors by training professionals in the tourism and hospitality sector through a work-based learning approach, looking at the issue from a new point of view.



TAD will prepare, test and introduce the professional profile of an “Ability Advisor” whose mission and acquired knowledge and skills will help Small and Medium-sized Enterprises (SMEs) in the tourism field to develop their business and improve their services to the accessible tourism market. To enhance access to training and qualifications for all, the project output will be released as an Open Educational Resource and will be widely disseminated among VET providers and other stakeholders, both at local, national and European levels.

Accessibility skills such as proper etiquette and understanding assistive methods and technology will be taught, as well as the strategic understanding of accessibility and Design for All, by working on accessibility assessments, inspections, consultations and audits, where external consultants help to analyse and inform managers how accessibility can be integrated in their existing businesses. Accessibility assessments and analysis are considered powerful training tools which induce businesses to become more aware of the strengths and weaknesses in their tourism offerings.

The TAD project will develop two major “Intellectual Outputs”: the present document, “A Tour Around” and a training course.

## **A tour around**

As we already pointed out, the development of accessible tourism is one of the pressing issues for the EU tourism market and the current report aims to contribute to defining a common open framework, able to give inputs and ideas to stakeholders: VET providers, SMEs and decision makers, by providing a slideshow in which reader may decide to select and pick up the information he deems useful for his purposes in relation to his role.

Through the research carried out for this project, we have examined the topic from different points of view, collecting information about VET providers and experiences and practices regarding SMEs, exploiting and enhancing, in all this, the complementarity of the partner’s organisations.

The current publication serves as an operational tool for the construction of a course to train an “Ability Advisor”.

Through the snapshot of the enterprises’ facilities and the professional education and training offers from Lithuania, Belgium, Italy and Portugal it was possible to understand the existing market needs.

The exercise was made at local, regional or national level, according to previously defined criteria, in the respective countries, based on the surveys of VET organisations and an analysis of enterprises in the tourism sector.

Through the research “A tour around”, we have outlined the state of the art of accessible tourism, drawing on the analysis of current VET training offers, through the definition of different good practices and through the mapping of some SMEs - operating in the sector. We have evaluated how accessibility can be integrated in existing tourism businesses and how the



Ability Advisor can effectively operate within this category of companies -, within the reference areas outlined by the project partners, starting from two points of view: that of professional training and that of the enterprise. The project has built on the heterogeneity and the respective strengths of the partners involved - two VET providers, an SME, an association dealing with accessible tourism and point of reference at European level on the topic and an association aiming to promote the transfer of knowledge between the University, enterprises and society.

This document reflects different approaches and styles of writing, because the reality of reference is different, because there are different sensitivities and the point of view of people and organisations involved but the vision and the direction are unique and shared.

Each partner worked on contents for each section of the research. As regards the general parts, introduction and conclusions of the chapters, the partners gave their contribution to verify the topics according to their expertise.

ENAT, according to its specific mission on accessible tourism, worked on the opening introduction giving a general overview of the theme; Panevezys Labour Center, as VET provider worked on the VET introduction and data selection and analysis; Bluebook and Engim contributed to the sections on SME introduction and Tecminho worked on the final conclusions.

As mentioned above, linked to “A tour around”, a training course will be developed. The course will provide skills to VET learners or graduates aged 20 to 35 to start a self-employed activity as external consultants or to be employed as an internal service provider or as a consultant able to carry out accessibility assessments, inspections, consultations and audits, to analyse and inform SMEs managers and owners how accessibility can be integrated in their businesses.

To ensure the high quality and relevance of the course contents, the training will actively involve people representing associations of and for people with disabilities and trainers with expertise in this field and will include a “Work Based Learning” (WBL) phase involving the above mentioned SMEs.

Through this approach, the project is going to generate new job opportunities for trained people; tackle the topic through a cross-sectoral approach matching the needs of VET providers and SMEs with special attention being given to people with disabilities; and develop a cross-sectoral partnership to look at the topic from a European perspective reinforcing the partners’ existing networks. The needs the project intends to fulfil are strictly related to the target group identified and to the key stakeholders’ needs: VET providers, SMEs in the tourism field, public bodies in the fields of education, labour market, social policies.



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Introduction



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Aggregated  
data of the VET  
survey:  
a common  
transnational  
overview



**“As we look to Europe’s future, we need [...] a driver for unity. Education is key, because it is education that [...] helps us [...] develop a European identity”**

EU Commissioner for Education, Culture, Youth and Sport, Tibor Navracsics, 2017

## **Introduction**

Insofar as the project seeks to expand the competencies of tourism professionals, it is particularly important to analyse the current situation of vocational training in partner countries: the state of art, trends in its development, the offer of the training programmes in the tourism services chain, highlighted competences / skills and their correspondence to the labour market needs. The Communication on “Strengthening European Identity through Education and Culture”, prepared by the European Commission (2017), calls for investing in people and their education and to make sure that education and training systems help all learners acquire the knowledge, skills and competences that are deemed essential in today’s world. It also makes a strong link between a common understanding of the competences everybody needs and the establishment of a European Education Area.

The statistical data reveals that a majority of the tourism sector employees has a vocational training background, so continuing analysis of the programme offers and dynamic market needs can ensure the quality of these training services. General preparation for the labour market of the current vocational school graduates is characterized by the following general life-long learning key competences (as described in The European Parliament. “Recommendation on Key Competences for Lifelong Learning, 2006”):

- Communication in the mother tongue;
- Communication in foreign languages;
- Mathematical competence and basic competences in science and technology;
- Digital competence;
- Learning to learn;
- Social and civic competences;
- Sense of initiative and entrepreneurship;
- Cultural awareness and expression.

The study carried out for the European Commission “Mapping skills and training needs to improve accessibility in tourism services” (consulting partner - ENAT) states, that training content and learning outcomes of the future tourism service provides should include:

- Knowledge of disabilities / types of disability and access requirements,
- Barriers to accessibility & Design for All,
- Strategic development of accessibility in business,
- Principles of effective customer service,
- Proper etiquette for dealing with PwD,
- Recognising and responding appropriately to people using personal supports and
- Service animals and assistive technology.



In order to reflect the present situation of the vocational training service offer in the light of the mentioned competences, the project partners reviewed the vocational training systems in each partner country concerning the path for the initiatives of the new vocational training programmes. This document also provides an overview of public authorities representing the different levels of the vocational education provision, engaged in planning and conducting VET changes in all areas of tourism and their ability to ensure VET students can acquire the necessary competences. In-depth analysis questionnaires were used to investigate the VET providers' experience in accessible tourism. The survey conducted in Lithuania, Italy and Portugal through questionnaires and in Belgium through a dialogue with their national members offered valuable data and insights for the necessary future steps to develop the tourism sector training programmes providing an offer tailored to meet the market needs. The summary of the survey results is provided in the following pages.



An overview  
of the VET  
system offer

Belgium

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VET training  
programmes  
and initiatives  
in the Tourism  
area



Integration of  
a professional  
profile into  
the regional  
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Overview  
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analysis



# An overview of the VET system offer Belgium

## Vocational training in Belgium

Belgium is a federal nation whose powers are divided by geographical and cultural institutions. There is a Federal Government and Parliament with power to set the social security, the taxation system and international relations. Then there are 3 Regions, Flanders, Wallonia and the Brussels – Capital Regions who decide on political economy, work policies, public works, regional transport above all. Finally, there are the Communities, which doesn't correspond to the geographic regions, as we have the French speaking Community, the Dutch speaking Community and the German speaking Community, who have strict competence on education and training. Brussels is the only Region who is officially bilingual (French and Dutch).

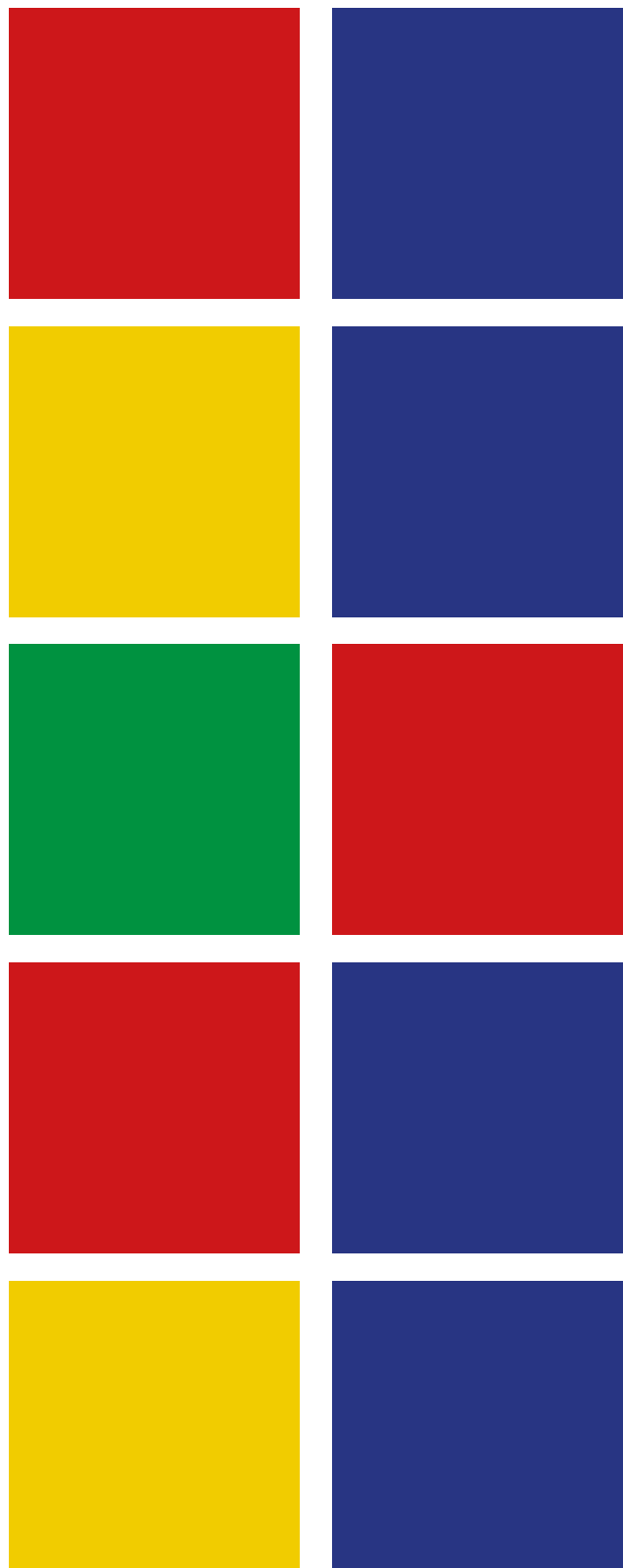
This state of things, plus the different liaisons and distributions of powers between Regions and Communities, makes it quite complicate to summarise how Vocational Training is financed and organised in Belgium (as there are also different education and vocational education schemes for every community, and vocational organisations funded by the different Regions).

In any case in general terms there are 3 general kinds of vocational training:

- training for unemployed and job-seekers
- training for workers
- staff training organised for enterprises.

Training is provided by institutional organisation, directly funded by the Regions, or by private organisations recognized by the institutions. Often there is a link between those organisations and the employment centers.

That said, the offer of vocational education in tourism is quite fragmented in the three systems and courses span from “managers of tourist agencies”, to “knowledge of the booking softwares for hotels”, to “customer care”. Since none of such offers directly tackle accessibility, it is easier to look “the way around” to search for organisations which promote the rights of people with disability and accessibility and cooperate with VET providers to train staff or job-seekers.





# VET training programmes and initiatives in the Tourism area

## Tourism organisations

Belgian Tourism institutions follow the country's federal organisation in three Regions, Flanders, Wallonia and Brussels Capital - Region.

The tourism organisations are directly funded by the Regions and are:

Tourisme Wallonia, [Visit Wallonia](#)

Tourism Flanders, [Visit Flanders](#)

Brussels Tourist Agency, [Visit Brussels](#)

Each of the organisations has different tourism marketing strategies and care for their respective territories and tourism suppliers.

Experiences of training in accessible tourism have been made, though without continuity, both for people working in the tourism offices and for tourism operators and the general public.

## Tourisme Wallonie

The General Commission for Tourism (CGT) financially supports the non-profit association Access-i ([www.access-i.be](http://www.access-i.be)). Access-i works with 13 professional non-profit organisations.

The CGT organised in 2017 with the non-profit association Access-i a first day of training with the 5 Walloon tourist federations and some CGT agents who go "on the ground" and are therefore confronted with questions from tour operators.

It is planned to propose to the General Commissioner another general awareness raising session for all CGT staff (end of 2018 or beginning of 2019).

## Tourism Flanders

1. In-house training for the personnel who deal with accessibility and accessible tourism issues.

- Accommodation inspectors have an advisory function with operators, also in terms of accessibility. They received internal training, given by Inter Vlaanderen (<https://www.inter.vlaanderen/>). On the programme: general awareness, different types of disabilities, vision. Explanation on the one hand on the technical aspect (why the free space next to a toilet is so important, for example), and on the other hand on the reception of people with disabilities.
- Staff working on grants and procurements (where accessibility is a basic requirement): an "accessibility" team gave a few hours of "training" in small groups. In which they discuss best practices on accessible tourism. This in collaboration with two experts.
- For staff working in overseas offices, they have developed an online toolbox. Alongside the general principles of accessibility, they pay particular attention to the accessible holiday



chain: what are the needs of holidaymakers with disability? How does he / she live, sometimes requiring different holidays from the average traveller, ...

## 2. External training for partners in the tourism sector:

- This is done on request. Each year, they send a call to partners to respond to the training request. In this way, a tailor-made offer is always developed for guides and tour guides, office staff in information desks, attractions and museums, etc.
- Training courses are given by Inter Vlaanderen.
- Each training can be adjusted according to the needs and questions that exist and the time available.
- Content: general section on the image, different types of disabilities, friendly reception, specific advice for physical adjustments, interaction with experiential experts, immersion session (e.g. blind luncheon, learning a blind person, game of role, ...). <https://www.toerismevlaanderen.be/opleidingen-toegankelijkheid>

## **Tourism providers organisations**

Some organisations representing tourism providers organise training sessions for their members and other suppliers. We report the experiences of the Flemish Belgian organisation representing youth hostels.

Vlaamse Jeugdherbergen <https://www.jeugdherbergen.be>

In the past, they have organised training for their employees on accessibility. The purpose of this information session was “How to cater for people with disabilities”. This training was open to all employees but was mainly attended by host staff and hostel managers. The topics were:

- How do you treat people with hearing or visual impairments?
- How do you treat people with mobility impairments / motor disabilities?
- How do you treat people with intellectual disabilities?
- What are their specific needs?

This training was given in cooperation with VFG ([www.vfg.be](http://www.vfg.be)) the Flemish Organisation for people with disabilities.

In addition, with ‘Doof Vlaanderen’, the Flemish organisation representing deaf people, they gave a sign language course. ([www.doof.vlaanderen](http://www.doof.vlaanderen)).

A limited number of employees also attended accessibility information sessions, focusing primarily on technical changes to the infrastructure (co-organised with Visit Flanders).

They will integrate it into their next mainstream training offer.

# Training providers are not VET accredited

“They are public or private organisation which deliver tourism to enterprises and their staff, with funds from the regional tourism organisations or from the Regions”



# Integration of a professional profile into the regional qualifications catalogues

The Belgian case is quite unusual as the different language communities and the Regions, which have the power to organise and fund vocational education and training, set their own standards, even if there is a tendency of each institution to comply with European regulation and treaties.

In this matter a useful source to understand the Belgian way of forming the qualification catalogues and on the accreditation and certification of training is the guide recently published by CEDEFOP, the European Centre for the Development of Vocational training, from which we are quoting the following extracts<sup>1</sup>.

“In each Community, the government in question sets out the framework within which educational institutions can organise their programmes. The framework for provision of VET is set out in different acts or circulars, per educational level: secondary education, adult education and higher education. Alongside this general principle, each community/region has developed its own approach to defining or reviewing skills and qualifications in VET and assesses local needs.

The three Communities each have their own qualification framework.

In French speaking Belgium, the “SFMQ” establishes reference professional profiles and translates these into common training profiles. The scope of this mission involves all training bodies (education, vocational training, and socio-professional insertion) and the Skills Validation Consortium. It also issues a common terminology and references to all providers involved in the field of VET. The SFMQ allows for relations to be established between:

- professional profiles pertinent in relation to the employment market (based on the sectoral profiles of social partners and information provided by Public Employment Services);
- training profiles based on Approved Learning outcomes Units (UAA) (64), an assessment profile and an equipment profile which are imposed on all providers.

The purpose of this mechanism is to provide guarantees as to the quality of profiles on which training programmes and operator references will be based, in addition to the legibility and transparency of systems. This being so, it is intended to promote connections that allow the skills acquired by trainees to be taken into consideration and for greater mobility between systems. According to the SFMQ, all training providers are updating their programmes or training references and assessments accordingly. The Skills Validation Consortium develops standards which are then imposed upon Skills validation Centres, by involving social partners, public vocational training providers and social advancement education (adult education).

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1.Source: Allinckx, I.; Monico D. (2016). Vocational education and training in Europe - Belgium. Cedefop ReferNet VET in Europe reports; 2016. [http://libserver.cedefop.europa.eu/vetelib/2016/2016\\_CR\\_BE.pdf](http://libserver.cedefop.europa.eu/vetelib/2016/2016_CR_BE.pdf)



In progression with SFMQ productions, the Consortium based its approval references on these professional profiles”.

Developers in other federate entities were concerned with fully taking stock of the guidelines in the Flemish framework, the first to have been adopted, by implementing an identical structure: eight qualification levels or two entry pathways and the same type of descriptors. The adoption of qualification framework(s) allows for greater legibility and transparency of systems and therefore to increased mobility of trainees.

In the Dutch speaking Belgium, since 2012, the “SERV” has been using the web-based system ‘Competent’, a database containing all occupational profiles and information on competences, presented in form of a detailed description of professional activities and the related knowledge and skills. The data of ‘Competent’ are used for several purposes, amongst others to create ‘qualification dossiers’ (beroepskwalificatiedossiers) which are assigned to one of the eight levels of the Flemish Qualification Structure, after having passed a validation by the social partners in the Agency responsible for the development of professional and educational qualification standards (Agentschap voor Hoger Onderwijs, Volwassenenonderwijs, Kwalificaties en Studietoelagen, AHOVOKS). Following official confirmation from the Flemish Government, the professional qualifications of level 1 through 5 form the basis of the educational qualifications which then constitute the standards for education providers. The ‘certificate of vocational experience’ (Ervaringsbewijs) is also transposed into the Flemish Qualifications Structure. The professional references of SERV are also used as references for the development of the curricula at SYNTRA Vlaanderen. The apprenticeship training programme requires also the approval by the Minister of Education.

In the German speaking Belgium, Identification of skills, development and updating educational and training content in apprenticeship is in the responsibility of the IAWM (Institut für Aus- und Weiterbildung im Mittelstand und in kleinen und mittleren Unternehmen). The IAWM works in close cooperation with the professional sectors, companies and professional associations. Whilst updating training programmes and developing new programmes, it continues to take due consideration of commercial opinions, socio-economic requirements and also the working environment.

These programmes take general and professional skills into account in addition to operational skills. The pedagogical service of the Ministry of the German-speaking Community has the same role in the secondary VET schools than the IAWM for the apprenticeship. Integration and training programmes offered by the ADG are designed in line with the situation on the employment market. Social partners, members of management committees, and the Employment Office are all involved in the decision-making. Moreover, the ADG is certified to issue training in the cleaning, office and construction sector.



## **Validation of non-formal and informal learning**

Validation of non-formal and informal learning leads directly to certification which may be used either on the employment market or to enter an education programme in inter-operator transfers. The Skills Validation Consortium (CDVC) in BEFR issues Skills certificates on behalf of the three governments. The Skills certificate may be promoted on the employment market, and taken into account by public employment services. It allows for transfers between vocational training providers which are members of the Consortium. In BEFL, there is an equivalent mechanism, developed by the SERV and organised by the Flemish Government with approved centres (Ervaringsbewijis). It should be noted that despite the differences (concerning how awards are designed and how they operate), both skills validation systems are communicable. In BEDG, a skills validation system is under development. A steering group is going to be set in place at the end of this year to elaborate a concept for a validation system.

## **Recognition of non-formal and informal learning**

Recognition of non-formal and informal learning allows an individual to promote a certain previous pathway (experience, training) when joining a public VET provider so that there is no need to repeat a portion of the pathway and then go on to obtain certification with same provider. This is the case in French-speaking Universities and Higher Education Institutes, which enable entry into postgraduate education (Master's level). We can also mention here Article 8 of the Adult Education Act which allows an individual to avoid repeating all or part of the training modules that have already been covered, with the exception of the final test (épreuve intégrée) which approves the certification pathway. The same principle is applied by the IFAPME. More widely, adult education may take special measures to acknowledge the particular training pathway and the qualifications acquired for further studies within this system. In Flanders, the concept is generally referred to under the name of Erkenning van Verworven Competenties or recognition of acquired competences. With regard to higher education, the recognition process of non-formal and informal learning aims at the recognition of 'knowledge, understanding, skills and attitudes acquired through learning processes for which no diploma was awarded', for adults wishing to enter or re-enter universities. It makes non-standard access, course exemptions (partially or in totality), and credit transfers possible. The process offers students' recognition of prior formal learning acquired in other establishments and institutions to facilitate their mobility and transfer; it also extends the process of recognition to include people who are able to demonstrate that they have acquired knowledge, skills and competences through professional or personal experience. The immediate result of a successful recognition process is a proof of competences, which then in turn may lead to access to higher education programmes, or to the award of credits or a full degree (on the basis of an exemption). Adult education pays great attention to approving acquired competences, both with regard to dispensations and the certification of acquired competences. A distinction is made between the following actions: the measuring and testing of acquired competences as a function of the dispensations applied by the centres and the assessment of professional competences. Adult education centres may act as assessment bodies for the delivery of the Title of Professional Competence. The validation of acquired competences in the context of dispensations from course components is the responsibility of the director of an educational institution.



## Overview of VET analysis

The analysis of the state of art of professional training in accessible tourism in Belgium was made with a different methodology than the one followed by the partnership (through a survey to VET providers).

The peculiar case of Belgium (three official languages in a language separatism set, federal and regional institutions with different responsibilities and budget lines) was difficult to tackle with an email survey.

Moreover, ENAT, as the partner conducting the analysis in Belgium, already knows the providers of accessible tourism trainings in Belgium, which are not official VET providers, but organisations (private or public) dealing with the rights of people with disabilities. As the analysis should offer clues and examples of cooperation between content experts, training providers and institutions, ENAT found more fruitful to talk to their national members providing training in accessible tourism (even if they are not VET providers) to investigate VET and its offer in Belgium, and it ended up with a qualitative analysis which shows that despite the interest in training (often paid by tourism offices of the main Belgian regions), VET providers don't tackle that subject in their (very scarce) training courses on tourism.

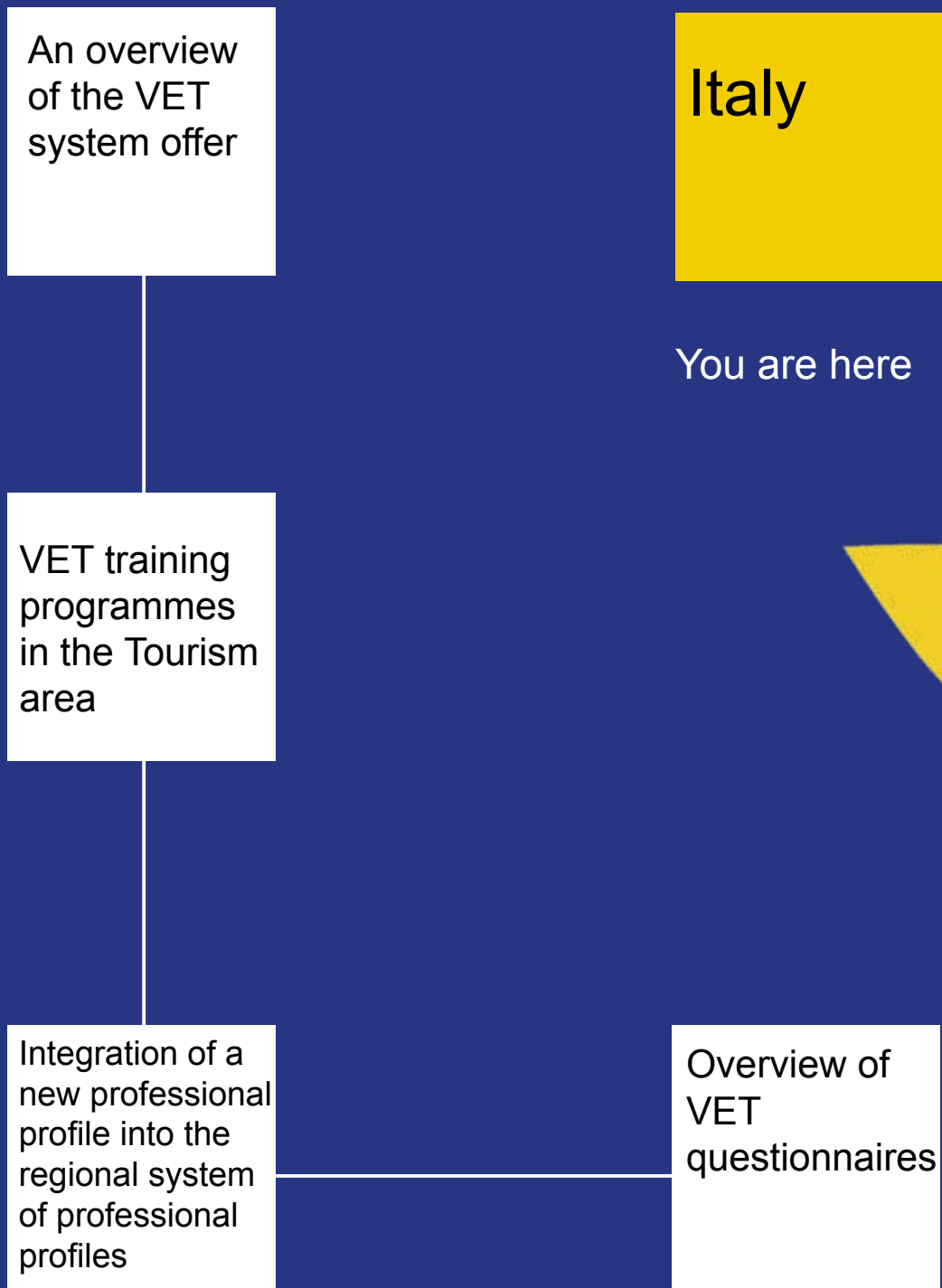
Territorial extension: 30.528 square kilometres  
Population: 11.497.532 persons  
Number of municipalities: 608



### Criteria of investigation:

interviews of ENAT member organisations  
widespread on the Belgium territory







## An overview of the VET system offer - Italy

**In Italy, the system of Vocational Education and Training is characterized by a “multilevel” governance** - as described in CEDEFOP Uno sguardo d'insieme, Italy 2014 - involving a wide number of national, regional and local players' network aimed at managing and planning the training offer as a whole, in order to improve the flexibility and cooperation with the labour market.

**The term Formazione Professionale (Vocational Education and Training) refers to specific programmes and actions whose formulation falls under the competence of the Ministry of Labour and Social Policies, the Regions and the Autonomous Provinces.**

**The courses offered by the technical and professional institutes are, however, considered part of the education system: specific competence of the Ministry Education, University and Research.**

**The training provision of the Regions is still characterized by a marked heterogeneity.**

In order to ensure greater transparency and flexibility in the training paths - proposed and implemented at regional level - a specific **agreement between State and Regions has been signed.**

The agreement fixes, at national level, the minimum standards of education and training required for accessing National professionals and their qualifications included in the National Qualifications Register created in 2011.

With reference to the **second cycle of education**, in Italy the **VET paths** available are the followings:

**Five-year programmes offered by technical institutes** providing knowledge, skills and competences for pursuing technical and administrative professions and by professional institutes that provide both theoretical and practical preparation for qualified professional roles in productive sectors considered strategic for the country's development. Graduates acquire a 4th EQF level (or qualification) and have access to higher education.

**Three-year and four-year VET programmes organised by the Regions (IeFP)**, structured in modules, enabling to acquire basic, transversal and technical-professional skills, including work-based learning experiences (mainly through internships). The qualifications of 3rd and 4th level of the EQF provided are recognized at national level.

**Apprenticeship of three years, finalised to achieve the professional qualification** - corresponding to the 3rd EQF level - or four years of apprenticeship for achieving the professional qualification - corresponding to the 4th EQF level. The minimum age for accessing - to the first level of apprenticeship- is 15 years.

Apprenticeship is a working relationship and includes both on-the-job training and classroom training.

**Post-secondary level includes** many training alternatives, all comprising internship or apprenticeship paths:

**ESF funded courses:** these can be one year courses, or 2 years courses or shorter courses. They are all free of charge and are provided by training organisations which are funded by local authorities.

The training offer normally is subjected to a call for proposal by the funding authorities which sets standards, rules and sometimes contents of the professional profiles. This is done in order to keep the same level of quality in the VET organisations.

The certificates awarded are of levels 1 to 5 of the EQF and are recognized in the whole region and some of them in overall Italy.



The target group of potential learners are the following:

- unemployed young (< 35 years of age) or adults
- migrants
- offenders
- people with disability
- young people in need of a further qualification
- adults who want to enhance their competencies while working.

**IFTS (Higher Education and Training)**, that enables to achieve a 5th EQF qualification.

**ITS (High Tech Institutes)** that allows to achieve a 5th EQF qualification and provide non-academic training in professional areas considered strategic for the country's development. Access to ITS requires a high school diploma.

**Post-lePP** and other pathways aimed at the acquisition of theoretical knowledge and technical and managerial skills, including worked-based learning, allowing qualifications recognized at regional level. These courses are generally addressed to young unemployed, adults, migrants and disabled people.

## **VET training Programmes in the Tourism area**

The reference point for a comprehensive framework of the training offer is the **Repertorio nazionale dei titoli di istruzione e formazione e delle qualificazioni professionali (National Register of Education and Training and Professional Qualifications)**.



Search through “Courses in tourism field for employed people”



Search through “Courses in tourism field for unemployed people”



Search through “Courses in tourism field for enterprises”



The tool is devoted to **four different educational levels**:

- University
- Secondary school
- Education and Vocational Training: three-year and four-year education and training - leFP;
- Education and Vocational Training: higher education - ITS.

### **National framework of regional qualifications**

As the Vocational Training is regional-based we provide below the Piedmont offer within the “2017-2018 Regione Piemonte Catalogue” extrapolated from the [Sistema Piemonte](#) according to three criteria

#### **a) Search through “Courses in tourism field for employed people” Relevant course**

##### [Tourist hospitality/reception technician](#)

Provider: Fondazione Casa Carità Arti e Mestieri onlus

Course of 250 hours - early evening

The tourist reception technician is a multifunctional professional figure characterized by a deep knowledge of the territory in which he/she operates, with strong communicative and relational skills and the ability to cope with the needs of tourists, creating the most favorable situations.

This professional takes on both front office and organisational and planning functions: this professional gives information on different services offered, meets needs by proposing appropriate solutions, evaluates the quality of the reception services offered and promotes initiatives for their improvement, both in the organisational context in which he/she operates, both within the network of tourist services. He/she manages and promotes relationships with public and private entities and with sector associations for an adequate and shared definition of the tourism offer of the territory in the logic of its valorization and promotion.

This professional can operate in private structures and public offices for tourism promotion, in the incoming department of travel and tourism agencies and in the reception point of accommodation facilities and areas of tourist interest and in the tourist information and reception offices (IAT). The professional collaborates in the planning of tourist reception policies as a strategic tool for the development and promotion of a territory in Italy and abroad. The evolution of its professionalism can include consulting activities on the techniques and methods of tourist reception in private companies operating in the sector and public bodies, in the definition and implementation of marketing strategies and in monitoring the outcomes of the promotion actions undertaken.

#### **b) Search “Courses in tourism field for unemployed people”**

Relevant courses:

##### [Operator for promotion and reception services](#) -Tourist services

Providers: ENAIP (Grugliasco, Arona, Cuneo); V.C.O. Formazione - società consortile a responsabilità limitata (Verbania)

It is aimed primarily at young 14-year-olds who have completed the first cycle of education. Course of 2970 hours articulated over three years, with a second year internship lasting 300 hours.



### Operator for promotion and reception services - Accommodation

Providers: II.RR. Salotto e Fiorito (Rivoli); ENAIP (Torino, Nichelino)

Course of 1980 hours divided into two years, with a second year internship lasting 300 hours. Both courses consists of a part dedicated to subjects for the acquisition of basic skills, such as Italian, mathematics, English, history, law, computer science, and a part dedicated to vocational subjects, related to administration and accounting, tourism services provision, information processing, work planning and organisation. In parallel, both in the first and in the second year, some hours are dedicated to guidance and citizenship for the conscious and motivated assumption of personal and professional choices and behavior.

In the working context, the operator for promotion and reception services:

- manages the relationship with the guests;
- organises and manages the secretariat in various aspects (technical, organisational and technological);
- carries out booking and assistance for the sale of tourist packages and travel;
- performs front-office and back-office activities, archiving and recording accounting documents also with the aid of specific software.

He/she is part of structures and agencies for the sale and promotion of tourism services, of agencies active in the promotion and enhancement of the territory and in the organisation of local events, cultural and sporting events, events within hotels, residences and bed & breakfasts.

The operator for promotion and reception/hospitality services profile intervenes at the executive level in the process of providing promotion and reception services within accommodation facilities, with executive responsibilities. Its skills are functional to the business in the hospitality of different types and support the performance of activities related to the provision of booking services, check-in and check-out.

### Technician of motor and sport activities

Provider: IUSTO (Torino)

The Technician of motor and sport activities is responsible for transferring knowledge related to the human gesture and to develop a greater awareness of the importance of movement towards health, of feeling good with oneself, with others and with the environment. This professional designs, structures and proposes intervention programmes aimed at physical-sporting activities, disease prevention, health promotion and quality of life. The aim of intervention concerns groups or individuals during different evolutionary phases of life: preschool and school age, adolescence, adult and large age. Therefore with reference to the training objectives the course aims to train a professional able to:

- educate to a sustainable and healthy lifestyle, through stimulation to motor activity, respecting the possibilities and needs of the person;
- promote the social inclusion, respect for the person and the environment through education to motor activity
- define, monitor, evaluate training programmes for everyone and, where necessary, for people with special needs with a view to quality of life provided for distance training

### Tourist hospitality/reception technician

Providers: Fondazione Casa Carità Arti e Mestieri onlus

Città Studi spa. (Biella)

ENAIP (Arona)

See the professional as defined previously

### Technician of educational labs

Providers: Centro operativo Flora (Torino); C.I.O.F.S. - F.P. Piemonte (Torino, Chieri); ENAIP (Settimo)



Course with 200 hours of internship with public and private bodies, associations and institutions that carry out educational and cultural activities in the territory.

The course is aimed at developing the skills that enable the educational laboratory technician to design and manage educational, cultural and educational activities and paths within thematic workshops in the artistic, environmental and social fields, with particular attention to the scope of activities. of permanent and extra-scholastic education.

The main skills of the professional are:

- familiarity with different expressive languages (musical, theatrical, artistic, multimedia)
- expertise in active and cooperative learning methodologies
- communication skills for setting up an effective educational relationship
- expertise in a wealth of theoretical knowledge in the psycho-pedagogical field

The topics of study are structured around three great areas of learning:

- analyze the socio-educational and regulatory context
- develop projects of laboratory activities
- implement and manage workshops in the expressive, environmental and cultural fields.





### c) Search “Courses in tourism field for enterprises”

Relevant courses:

[Communication techniques - Relationships in disability](#)

Provider: Engim Piemonte (Pinerolo e Torino)

[Sustainable tourism management techniques](#)

Provider: Immaginazione e Lavoro (Torino)

[Italian sign language and communication assistance techniques](#)

Providers: CNOS-FAP (Saluzzo e Savigliano); Studio professionalità in formazione (Torino)

### **The new reality of ITS: higher technical institutes**

[Fondazione ITS Turismo e Attività Culturali](#) - ITS Foundation for Tourism and Cultural Activities

The tourist activity is constantly growing, the accommodation capacity is hard to keep up and the enhancement of cultural heritage requires a professional use of specialised resources and well prepared in the field of new technologies applied to hospitality.

The ITS Foundation for Tourism and Cultural Activities aims to play a central role in the territorial promotion system, in its various facets, Not just as a training entity able to respond to market demands but as a real service to the regional territory: an institution capable of stimulating the market in the direction of technological and methodological innovation. The high quality and wide regional distribution of the partnership is extremely favourable to a widespread dissemination of the Foundation's activities in the Piedmont area. In addition, the strong corporate representation allows the Foundation to be an important link between education and the world of work by facilitating the identification of the needs of the sector.

Its more relevant objectives:

- a strong interconnection between tourism and enhancement of artistic and cultural assets,
- cutting-edge ICT solutions dedicated,
- involvement of the territory
- training of excellence to prepare professionals of the future.

The ultimate goal of the new ITS is therefore to train a new generation of tourism and cultural operators, not only able to use innovative techniques and tools but also to influence the processes according to the local situation in which they operate. The operators will have to apply to be the excellence of Italian and European territorial marketing and hospitality in the near future, getting used to operating in a constantly evolving global context.





## Integration of a new professional profile into the regional system of professional profiles

As pointed out in the previous pages, at the moment in the Piedmont vocational training system, there are very few professional profiles in the tourism sector: one of the reasons is that the system of professional profiles is relatively old while the tourism as a sector for economic growth is relatively new.

As a consequence, the topic of accessible tourism is even newer.

The TAD project has the aim to build a professional profile able to meet the needs of the market and people looking to enhance their competencies in this field.

Once the professional profile is built the partnership will propose its introduction in the regional system of professional profiles.

The **introduction of a new course in the regional framework** is quite a complex and long procedure but it can vary according to the targets of the course and its length.

As a general rule, it is not possible to add new professional profiles to the ones already in the “official system” unless it is something decided by the working tables or department of Training of Regione Piemonte (Piedmont Region) itself.

The courses included in the “standard lists” of the official system are provided by accredited training organisations that get funded for their provision and the learners attend the courses free of charge.

### **New courses can be included in the official system if they are:**

- professional profiles **for teenagers in compulsory education**, if the need is proved
- professional profiles **for the lifelong learning courses (adult and employed)**
- professional profiles which refer to a **standard profession with national standards and rules** (e.g tourist guide, refrigerator repair service person...etc)

The procedures for the inclusion in the standard framework can be described as follows.

The training organisation describes the professional profile using the standard framework: competencies and minimum requirements to perform them and skills demonstrated during the work process.

For every competence a set of “knowledges” or “subjects” to be studied has also to be provided as well as a the EQF level, the kind of certificate and the kind of final assessment the students have to undertake.

Once the professional profile is described in this way it has to be sent to the local authority/Regione Piemonte, department responsible for training and it will be examined by a committee.

The committee accepts or refuses the description and if it is accepted it is put in the official profiles framework and can be used by training organisations in Piemonte. In fact, having a course included in the standard framework means that every training organisation can provide it and receive funding for it.



Any training organisation can ask for the validation of a course. The procedure is similar to the one described above but the requirements are less strict. As a general rule we can say that the courses are generally accepted and validated. The course must be free. The difference between the two procedures is that in the second case the organisation asks for recognition of one specific course carried out only once while in the other case it is officially accepted in the system for vocational training in Piemonte.

If a training organisation wants to provide a course and the course is paid for by the students there are no rules and the course can be provided: in this case the students will only have a certificate of attendance with no official value or validation.

After the material and the content of the course are completed and the course is provided, the partners will update it and amend it according to the recommendations of the students/participants.

Each partner will adapt it at local level.

At the Italian level, concerning the Piedmont region, there are two possible choices as far as the already existing training courses are concerned:

1. Contact the trainers involved in the “Equal Opportunities” module and provide them with the course material as a suggestion for topics to be debated in the classroom. Every course has such module but the contents have to be relevant to the professional profile of that specific course; or
2. Use the materials with the trainers involved in Tourism and Hospitality courses so that they can tackle this theme of “Tourism of all” as it involves all this professional profiles.

Regarding the new possible courses using the material developed during the project, there is an interesting option which is the “Formazione Continua Individuale – lifelong learning courses” catalogue. These courses are dedicated to employees who want to update their competencies: each training organisation has about 20 courses in the catalogue and the courses have to be first approved by the funding authority. The courses are partly funded by the European Social Fund (80% of their costs) and partly by the participants (20%).

It is possible to insert the training course “Tourism for All” in this catalogue as a course aimed at people working in the Tourism sector. Once the course is in the catalogue, people can apply and the course can have as many editions as possible, according to the numbers of people who are interested in it.



## Overview of VET questionnaires ITALY

27 VET organisations answered the questionnaires: the organisations were from all parts of Piedmont as the vocational training system is organised at regional level. Among them some big organisations have been working in the VET sector for many years while some others are fairly new.

### Training Offer in the Tourism Sector

The main sectors of activity (i.e providing courses) are catering and hospitality (17) and Tourism and Leisure (15): in the majority of cases these VET organisations train both young people in compulsory education (level 3 of the EQF) and unemployed adults (level 3 and level 4 of the EQF). Most of the courses have classroom lessons and work-based learning in the form of a work-placement. At the time of the survey, organisations were also training people in employment as a form of lifelong learning: these kind of courses are shorter in length and focused on professional competencies.

The EQF levels covered by these courses are from 3 to 5, and some other courses such as the courses for employed people are providing a certificate of attendance.

The courses for the official professional tourism profiles (tour guide, tour operator etc..) have not been running for several years due to the market saturation and to the high level of unemployment. However, for these professionals it is compulsory to update their competencies in order to retain the authorisation to perform their profession. We must underline that online training is not very common in our context: the majority of training courses are traditional classroom courses, partly with work-placements for longer courses.

Nearly all the courses are funded by the European Social Fund (ESF) together with some contribution from the local authorities.

**Piedmont**

**Territorial extension: 25.402 km sq**

**Population: about 4,5 millions**



- 1 Torino
- 2 Alessandria
- 3 Asti
- 4 Biella
- 5 Cuneo
- 6 Novara
- 7 Verbano Cusio Ossola



## **Specific modules or contents on accessible tourism**

Even if, as an horizontal priority of the ESF funding, every course has to have a module of “Equal Opportunity” VET providers did not answer providing information about its content.

54,2% of VET providers does not include accessibility in any modules, nor about the welcome of people with disability or special needs.

The organisations have the “Equal Opportunity” module and other compulsory modules connected with “Health and Safety”, but only one of them has a specific module on accessibility. However, 50% of the organisations states that they partially talk about “accessibility issues”, especially dealing with mobility disabilities or mental disabilities.

In one case the topic is specifically mentioned. Unfortunately there are not specific modules on accessibility or on welcoming people with different needs in any of the courses. Thus, we can say that there is a need to raise awareness on this issue as well as a need of providing this competence.

## **Target groups**

Concerning the target groups taken into consideration, the majority is focused with mental disabilities as there is also a line of funding, followed by people with physical disability.

## **Main problems in providing these courses**

Half of the organisations that actually have implemented specific modules regarding the subject of “Accessible tourism” have encountered “lack of interest from the businesses to have personnel with these competencies”.

As our experience suggests, the problem is also that the standard contents for the courses do not offer much flexibility.



An overview  
of the VET  
system offer

Lithuania

You are here

Role of the  
professional  
education for  
the development  
of the tourism  
sector



Overview of  
VET  
questionnaires



# An overview of the VET system offer - Lithuania

## General overview/policy

VET policy and meeting labour market needs are important factors in the competitiveness and long-term well-being of Lithuania. Only 29% of the country's youth population opts for VET (Statistic Lithuania, 2017) (the EU average is 50%), whereas others, upon completing their general education, immediately apply to higher education institutions or enter the labour market without any vocational training. Around 22% of the population are employed without having acquired any certified qualification.

Official statistics show, that most of the vacancies registered in the Lithuanian Labour Exchange database in 2017, were allocated to skilled workers (almost 57%), one fifth for specialists and managers, 23.3%. - for unskilled workers. The distribution of employees by sector of economic activity at the end of 2016 shows that most of Lithuania's employees worked in service sectors that are oriented towards the public sector (education, health and social work, public administration and defense) or private sector (logistics, retail trade) services. To ensure skilled workforce market needs, during the EU financial support period of 2007–2013, most attention and funding was targeted at three areas of VET activity: educational infrastructure, developing the qualification of educating personnel and updating educational content. The attractiveness and quality of VET depends on this combination.

From 2012 to 2015, a total of 42 sectoral practical training centres opened their doors in Lithuania, and 118 million euros were invested in their establishment. The centres were established in 33 of 74 VET institutions (45%) and equipped with the latest practical training equipment for the practical training of any of the country's residents wishing to acquire a qualification or to develop an existing qualification. The decision was made to provide vocational educators with technological competencies, which are an important part of work in a new practical training base, and so internships in various business enterprises were organised for them. In order to ensure that the services provided by educational establishments meet the needs of the labour market and are flexible, amendments of VET law were developed and agreed, investments were made in formulating qualifications and updating vocational education content, resulting in 10 new qualification standards (planned all to be legislated at the end of 2018), more than 70 modular vocational training programmes and 14 sectoral education tools.

## Institutional system

Lithuania has one of the most centralised, state-regulated vocational training institutions management models. An essential role in the development of vocational training is assigned to the Ministry of Education and Science of the Republic of Lithuania. A similar model is applied in Latvia, Poland, Denmark, Finland and Norway.

The Ministry of Education and Science is responsible for education policy and coordination of its systematic development initiatives, covering the vocational training sector implementation in Lithuania.

The main functions, related to VET sector, include approval of:

- the annual plan for VET programmes and procedure for implementing formal VET programmes;
- students' enrolment in State-funded VET programmes;



- the procedure for developing and licensing formal VET programmes.

The Ministry of Economy of the Republic of Lithuania, ensures the coordination of the initiatives for the development of the human resources, necessary for the successful internal market development, planning related VET policy, also organises research on future skills needs (e.g. the research implemented in 2016 [“Study of the Active labour market and social support policy for non-economically active people integration”](#))

Other central authorities also are involved in the development and implementation of the education and training policy by submitting proposals for legal acts on education and training, participation in the working groups for the actual legal acts preparation. Ministry of Finance, Ministry of Social Security and Labour, Ministry of Health, Ministry of Internal Affairs, and Ministry of Agriculture contribute to initial as well as continuing education progress processes, sector related training programmes creation and development. The official report on VET state, announced by the Ministry of Education and Science in 2017, declares initiative stage of the social partnership and cooperation of VET sector representatives. Development of the social partnership is also a key priority for the VET system quality assurance. The amendments of Vocational Training law, put in act in 2018 02 01, obliges the VET schools to establish the board with at least 9 members - representatives of trainees, teachers, other employers, ministry of Education and Science, social partners, regional authorities.

The national authority – The Qualifications and VET Development Centre - assures VET development in line with the qualifications standards. The Centre collects and analyses information on VET, designs methodologies for VET development and assessment. It also acts as representative for the national European Qualifications Framework coordination.

Advisory institutions also play an important role in designing and implementing the VET development policy. The most important advisory institutions are:

- the Vocational Education and Training Council - collegial advise institution, entrusted to form VET strategy in cooperation with the national education authorities. It consists in equal parts of representatives of State governance and municipal institutions and organisations representing employers' and employees' interests;
- the Central Professional Committee, a collegial, cooperation-based advisory body that coordinates strategic issues pertaining to development of the qualifications system.

Its main roles are:

- initiatives of legislation, necessary for development and support of the qualifications system;
- identification of qualifications system priority sectors;
- coordination of initiatives regarding the VET qualifications system's structure;
- up to date correspondence to ensure the present qualification system and labour market needs;
- accreditation of the competence assessment institutions;
- revision of the LTQF;
- blending the national qualifications with the EQF.



These Advisory institutions play an important role in designing and implementing VET policy and the qualifications system by the right to initiate new qualifications, standards and VET programmes. Employer representatives participate in devising and assessing VET programmes according to labour market needs and training organisation. They may also participate in management of VET institutions and become shareholders. Currently, social partners, enterprises and municipal authorities participate directly in managing one quarter of all VET providers, namely those that have self-governing institution status.

## **Development of the VET system**

In 2014 the action plan for developing VET for 2014–16 (Lithuanian SMM, 2014c) was approved to identify areas for VET development and propose a preliminary list of projects of strategic importance for VET development. The following measures are foreseen in the action plan that will continue until 2022 through projects supported by EU funds and the national budget:

- optimisation of the network of VET institutions and effective use of infrastructure;
- optimisation of the supply of VET programmes and improvement of the quality and relevance of these programmes;
- improvement of the system for the assessment and recognition of competences;
- improvement of training of teachers working in VET institutions;
- improvement of management and training quality in VET;
- provision of guidance and counselling services.

All these measures are aimed at improving the image of VET as an education sector of high quality. A project to promote the public image of VET and lifelong learning is also foreseen (2017-20); this will include various promotion events, campaigns, skills competitions, etc. A total of EUR 4 million has been assigned to fund the project.

[More info about this](#)

The Government has a high priority for strengthening the innovation in the economy. In this context, VET can contribute to innovative economics performance. However, the national policy for innovation is currently focusing on the higher education.

VET learners can be supported in acquiring skills that are needed for creativity and innovation by:

- Participation of VET institutions at clusters;
- Involvement of companies with new opportunities in apprenticeship training form to foster and support skills for innovation;
- Usage of digital technologies to open up new opportunities and implement virtual, open learning innovations.



## Content of the VET curriculum

Framework of the Professional Standards is the tool to describe the most important competencies, necessary for the particular economic sectors. Practice of the professional standards is a new practice in Lithuania. All European countries, except Denmark, Finland, Germany, Ireland, Norway and Sweden, have been developing or are preparing or intend to develop Professional standards. Due to the implementation of common EU labour market policy principles it is necessary to form policies, taking into account the successful experience of other EU countries in this field. The official learning programme register currently records more than 450 VET qualifications in Lithuania.

There are 2 types of the VET programmes in Lithuania:

### **1. Formal VET training programmes, also divided into:**

- traditional, based on subject / formal qualification system;
- modular, based on gained competences system.

### **2. Non-formal VET training programmes.**

The path to introduce new formal training programmes is described in detail in a legal act - with a procedure for the preparation and delivery of formal vocational training [programmes](#) and their official registration, also legal act for approval procedure for the registration of studies, training programmes and qualifications registering [subjects](#). The VET providers who are interested in new modular programme initiative implementation must follow [methodological requirements](#) prepared by the Qualifications and Vocational Education and Training Development Centre.

The national education policy priorities estimates modular training system development and practical implementation until the first of January 2021. The qualification system will ensure the quality of VET services, generally recognised competences related to the professional standard, recognition of competencies gained in the non-formal way and ability to participate in life-long learning processes for the trainers.

In addition to formal VET leading to state-recognized qualifications, non-formal VET programmes are conducted. According to legislation, for non-formal VET programmes and their implementation the requirements may be set by the organisation that orders training services under this programme or finances any such training. Objectives of VET programmes, admission criteria and duration are different and mostly depend on the target group. Decisions on fees are also made by VET providers. Non-formal adult education may be offered by any education provider, schools, freelance teachers, and agencies, companies or organisations that do not have education as their main activity but are authorised to provide education. Non-formal VET is widely applied in continuing vocational training and is designed for acquisition of a vocational qualification or individual competences. It is carried out in various forms: learning at the workplace, attending non-formal training courses, distance learning, etc.



In most cases, the following three forms are used for organising CVET:

- non-formal training/learning of employees and self-employed persons initiated by the employer. It is organised in various settings, using forms and programmes chosen by the employer. Some companies have their own qualification frameworks or apply internationally-recognised sectoral qualifications and programmes. Such training/learning is funded by a company or agency or a learner. When relevant, tax incentives are used;
- state budget funds for the employees training (civil servants and employees in certain economic sectors: healthcare, agriculture, etc.);
- training the unemployed and people notified of dismissal funded through a voucher system introduced in 2012 to finance training in formal and non-formal education programmes.

## **Key competences of VET**

When analysing the VET offer in Lithuania it is also important to define the key competences of Vocational Education and Training.

The importance of key competences is underlined in major educational strategic documents in Lithuania. The national education strategy for 2013-2022 (2013) stipulates the following mission for education – to provide everyone with foundation for independent and active life, to help to improve skills and to become a full participant of democratic society who actively participates in social, economic and cultural life.

The Law on education (2015) prioritises the development of key competences and aims at developing values enabling to become an honest, knowledge-seeking, independent, responsible and patriotically-minded human being; cultivating the communication skills important in modern life; assisting in internalising the information culture characteristic of the knowledge society by providing for command of the state language, foreign languages and the native language, information literacy as well as modern social competence and the skills to shape one's own life independently and to live a healthy lifestyle.

When implementing VET curricula, VET institutions follow generic training plans that are annually approved by the Minister of Education and Science. They define what subjects in three areas of training (general education subjects, vocational subjects and general vocational subjects) should be offered and their duration. Key competences are part of curricula in all three subject areas.

In the area of general vocational subjects, key competences are covered by fundamentals of economics and business, Lithuanian language culture and occupational language, civil security and occupational information technologies. Three of these subjects (fundamentals of economics and business, Lithuanian language culture and occupational language and occupational information technologies) can be integrated into other subjects.



# Role of the professional education for the development of the tourism sector.

## General VET tourism offer programmes overview

Vocational education plays an important role to support the labour market of the tourism industry. The screening of the vocational education programme supply shows, that some Lithuanian vocational schools specialise in preparation of tourism sector specialists (e.g. Klaipėda Vocational School of Tourism, Vilnius Tourism and Commerce School), or have special tourism sector training departments (e.g. Kaunas Food Industry and Trade Training Centre). Sectoral training centres, established at these schools, ensure market-ready specialist training. The learners have an ability to use modern equipment, cooperate with the qualified training staff and practice in real working environments.

Nevertheless, it is important to mention, that most of the Lithuanian vocational training schools, providing tourism-related programmes, have only one or few of them (e.g. Zarasai agricultural school offers such training programmes as cooks and rural tourism organisers together with the interior finisher or tailor and faces a lot of challenges in order to ensure quality of the vocational training services. Some of provided programmes are directly linked to the organisation of the tourism services:

All Lithuanian formal VET training programmes are listed in the official register [AIKOS](#). The aim of AIKOS is to help the citizens of Lithuania choose a marketable profession, which can be obtained for the first time or through re-training at Lithuanian or European higher and vocational schools, by accumulating, processing, and presenting easily accessible information to a wide range of users. AIKOS is an open vocational information, counselling, and guidance system providing a wide range of users with information based on public, departmental, and other databases and registers.

Review of the vocational training programmes shows, that supply of accessible tourism sector related programmes can be divided into two sectors:

### **1. Programmes, directly related to the tourism organisation and services e.g.:**

- Rural Tourism Business Organiser Training Programme (EQF level 3);
- Travel agent training programme (EQF level 4)
- Travel guide training programme (EQF level 3)
- Recreation service agent training programme (EQF level 4)

Persons with the basic education can choose programmes at EQF level 3, persons with secondary education can study EQF level 4 programmes.

General curricula of these programmes includes courses such as client service, organisation of the accommodation services, psychology of communication, production practice. They cover the selection of accommodation services and, as far as possible, adaptation of them for the disabled people, communication with the disabled (without distinction of types of disability). Duration of them is 1-4 theoretical hours; practical hours are not provided.

Some of these programmes include subjects such as psychology and professional



ethics, where the particular needs of children, adults and elderly people's needs are analysed. Subjects such as accommodation, catering includes 1-2 hours of theory and 2-5 practical lessons, related to the following topics: accommodation and care of non-disabled and special needs travellers, healthy food and healthy nutrition, organic products and eco-nutrition. The number of hours of theory and practice is not high, but more hours are planned for practical training.

Students are trained to contact disabled and elderly people and children to ensure the skills to help these clients to choose the suitable accommodation and catering services and to provide proper catering service for people with special needs.

**2. Programmes indirectly related to the tourism organisation and services**, but can be identified as a possible part of the chain of the tourism services.

These include such sub-sectors as: hair and beauty services, hotel, restaurants and catering, sports and leisure services, child care and youth services, social work and counseling, nursing and care services. Some of them are listed below:

- Women, Men and Children Hairdresser (EQF level 3)
- Hygiene cosmetics training programme (EQF level 4)
- Cook-confectioner training programme (EQF level 3)
- Waiter training programme (EQF level 3)
- Hotel employee training programme (EQF level 3)
- Sports Club Service Staff (EQF level 4)
- Nanny - social worker's assistant training programme (EQF level 3)
- Guest service employee training programme (EQF level 4)

General analysis of these indirect tourism-related training programmes shows, that most of them are targeted to ensure the ability to provide the qualified customer service in line with the special subjects. The listed vocational training programmes include such subjects as: psychology of communication, professional ethics, communication etiquette. None of these programmes has special exclusion of persons with disabilities or those with special needs. Some distinguish other customer groups by age, nationality, gender or temperament.



# **VET offer for accessible tourism in Lithuania**

## **overview**

Due to the given information it is relevant to make deeper analysis of several of the educational training programmes in order to identify the possibility to integrate the planned training programme of the consultant of the accessible tourism into the curriculum of the existing training programmes or introduce them as non-formal training programme for the post graduates of the tourism sector programmes, thus promoting their adaptation to labour market needs and employment opportunities.

Three modular training programmes are taken as an example for this:

- Rural Tourism Organiser Training Programme
- Guest service employee training programme
- Social worker's assistant training program

Rural tourism organiser modular programme aims to prepare qualified and appropriate labour market specialist ready to meet the requirements for rural tourism organisers, able to work in rural tourism farmsteads, to establish and organise a small rural tourism business, to provide accommodation, catering and recreational activities.

The aim of the modular programme for guest service employee is to prepare skilled worker who is able to carry out hotel guest services, meeting and checking out procedures at the hotel, to provide necessary information to hotel guests, to carry out arrangements for property maintenance, property cleaning and maintenance of cleanliness, to prepare and serve breakfast to hotel guests.

The programme consists of 6 compulsory modules: Hospitality services in the accommodation company; Keeping records in the accommodation company; Monitoring general arrangements for accommodation companies; Cleaning hotel rooms and common spaces in the accommodation companies; Preparing breakfast; Providing of catering services in the accommodation companies. The content of modules consists of theoretical and practical training. The following competences will be assessed in the final assessment: to provide hospitality services, to provide information to hotel guests, to supervise general arrangements in the hotel and its branches, to clean and manage the hotel rooms and common spaces, to prepare and to serve simple breakfast in the hotel, to lay restaurant tables, to serve breakfast and coffee breaks to the hotel guests.

The aim of the social worker assistant modular training programme is to prepare a qualified specialist who: meets the demands of labour market; is capable of providing overall as well as specific social services (social care and social patronage) at clients' homes and in the institutions which provide social care and patronage services; is able to communicate and cooperate with a client and his relatives; is capable of working in a team adhering to ethical standards. The programme also facilitates the acquisition of professional competence in the following areas: information management; social care, overall and specific social services as well as nursing care; maintenance of personal hygiene skills; needs analysis; basics of social work related to values; preparation of social projects; practical application of a foreign language; communication with clients and their relatives.



These competencies listed in the modular vocational training programmes:

	<b>Rural tourism organiser</b>	<b>Guest service employee</b>	<b>Social worker assistant</b>
<b>Compulsory competences</b>	Management of the information*	Guest reception in the accommodation establishment*	Manage information related to the social employee assistant professional activity*
	Organisation of the rural tourism*	Organisation of the accounting process in the accommodation establishment	Provide social support for the different target groups of the customers*
	Provision of accommodation services*	Supervision of the general order in the accommodation establishment*	Provide general social services for the customers*
	Provision of the catering services*	Room and Shared Facilities at the Accommodation Service*	Care for the person*
	Organisation of the recreation*	Breakfast service*	To maintain a person hygiene skills at the different types social institutions*
	Maintenance of the tourism homestead	Catering services*	Provide social care services for the customers*
			Analysis of the social care service need*
			Apply social work values for the clients social services*
			Apply social work basics of providing general and corporate customers special social services*
			Provide social services for the different groups*
			To plan and implement small social projects
			Apply professional foreign language knowledge communicating with clients and their relatives*



<b>Optional competences</b>	Run an appealing work services of various kinds social institutions	Room management and care in rural tourism homestead*	Conference and other events service*
	Organisation of the social cultural services*	Organisation of banquets and festivities in rural tourism homestead*	Maintenance of textile products in the laundry facility of the accommodation establishment.
	Provide palliative care services for the sick and incurable individuals	Promotion and sale of rural tourism services Information management	

\*can compliments with the accessible tourism consultant training programme

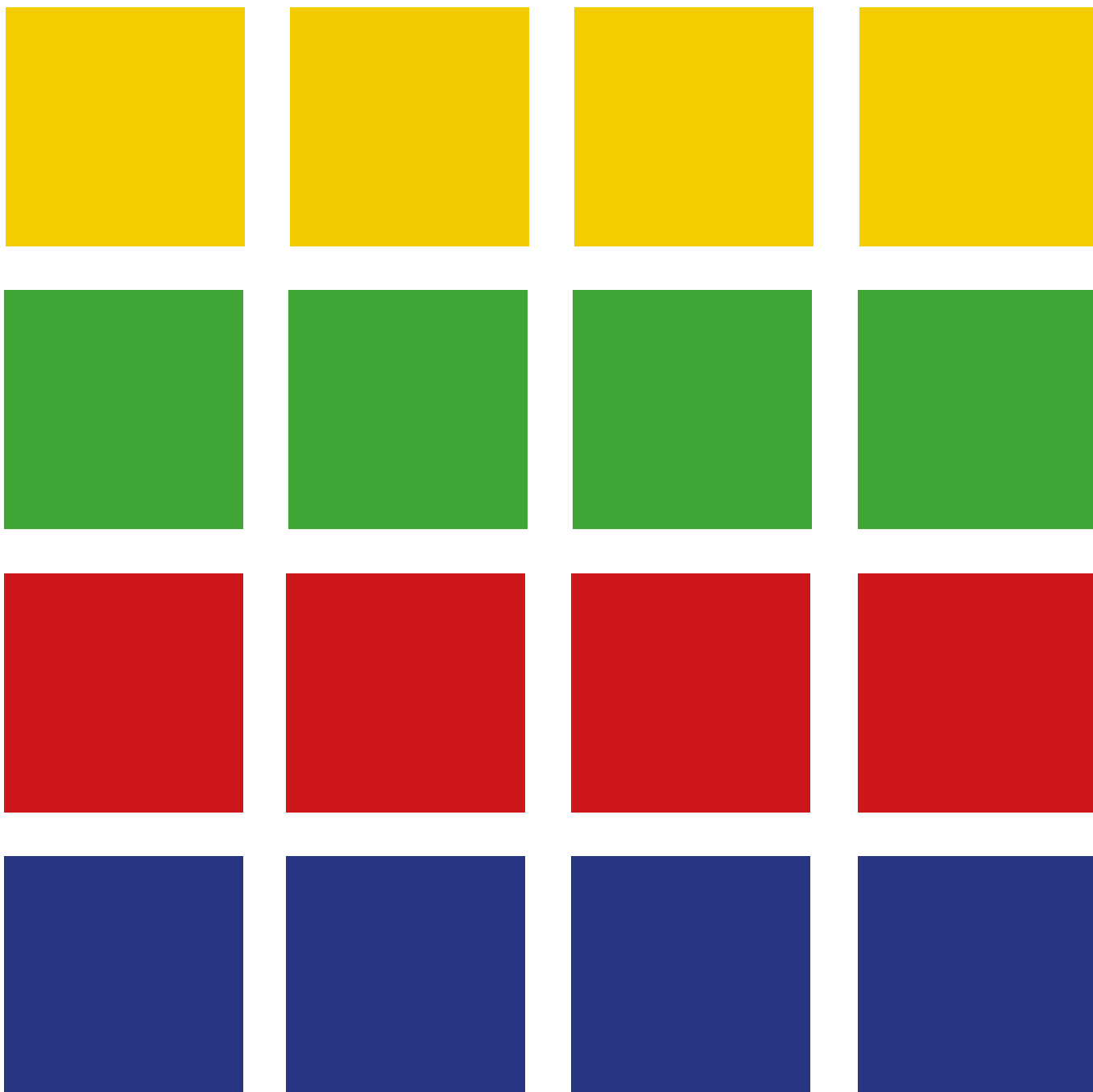
## Accessibility allows us to tap into everyone's potential

### Debra Ruh

North American representative for the United Nations (UN), International Labor Organization's (ILO), Global Business and Disability Network (GBDN).



The analysis of the listed programmes modules shows that there is no direct accessible tourism related topics, still it is clearly seen, that a planned training programme can be applied as continuous vocational training programme or compliment modules of the existing ones: social services, catering, room management and etc. should be also explained from accessible tourism needs point of view. Information provided in this report should also work as a starting point for development of vocational education programme curriculars on the accessible tourism topic in Lithuania.





## Overview of VET questionnaires Lithuania

These observations, describing vocational training, go along with the deeper analysis of the current situation of vocational training, engaging the vocational schools, operating in Lithuania. A questionnaire, prepared in the frames of the project partnership, was presented to 52 vocational schools in Lithuania. The number of schools were defined after the detailed screen of training programmes, presented at the official webpages of the schools and the official register AIKOS. The list of potential respondents included vocational schools offering training programmes in these sectors:

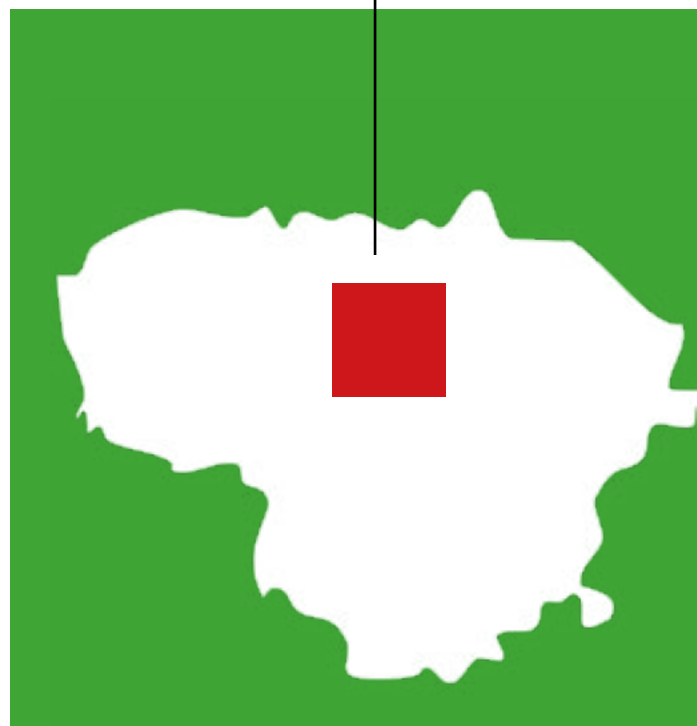
- organisation of tourism/leisure services,
- guest service;
- horeca - hotel catering and restaurant services
- social welfare

25 answers were received and analyzed. The majority of respondents – 84% consist of representatives of the administration of the vocational schools. The following overview provides summarized information on the experience of vocational schools in perceiving students' knowledge of accessible tourism services, the needs for improving them and the potential need for these service integration into the existing ones in the labour market.

### Training Offer in the tourism sector

All the respondents (100%) noted, that they provide vocational training equivalent to EQF level 4/3, that gives the level of secondary education obtained through a dual certification course or vocational post-secondary education. The vast majority (88%) provide continuous education (EQF 1-3 levels) for the unemployed people, more than half of the respondents (72%) - Continuing Professional Development (CPD) – for people in work (- short duration courses for improving skills of employees/professionals). The occupations in the tourism sector

Territorial extension: 65 300 sq. Km  
Population -01/01/2017: 2,847,904 persons  
Average population density: 43,6 per Km<sup>2</sup>  
Number of Municipalities: 60



1	Alytus	6	Šiauliai
2	Kaunas	7	Tauragė
3	Klaipėda	8	Telšiai
4	Marijampolė	9	Utena
5	Panevėžys	10	Vilnius



(including all the potential parts of all the tourism chain) in which the national training offer is represented includes:

72% Hotel restaurants and catering

40% Personnel/ Beauty services

36% Food processing

Most of the trainings are provided at school in line with practical training – real working place. It is important to mention that only one programme (specified as other services) has an e-learning course, some of them. Less than half (36%) marked the answer of the blended (class/e-learning) training module provision.

### **Specific modules or contents on accessible tourism**

The majority of the VET institutions (68%) don't include in their programmes any specific modules (subjects) on serving customers with disabilities/special needs and /or older people accessibility or inclusion. However, part of the institutions (28%) lists it in the mandatory module (subject) register and the minority (12%) offers it as an optional module (subject).

Below are some examples of modules (subjects) that are part of the tourism training programmes:

- Social work with the disabled people;
- Etiquette/ quest service for th groups of the special needs;
- Catering of the people with the special needs.

It is important to mention the respondents on accessible tourism related modules (subjects) recognised mostly as special medical care for the people with serious health problems (e.g. listed ones: palliative care, care of elderly people).

The survey results revealed, that despite the fact, that only some programmes have the mandatory or optional accessible tourism modules (subjects), more than a half (60%) of the respondents also haven't integrated these topics into the existing training programme topics. It is also important to mention than part of them (12%) were the ones that were presumed to cover this subject in their programmes.

The list of the integrated topics also reveals the stage of the accessible tourism development in Lithuania.

- Social policy and regulatory framework;
- Work with the elderly/people from social risk groups;
- Care of the disabled people;
- Provision of social care services;
- Introducing the patient to a temporary living environment in a personal health care institution.

All these modules are included in the social care programmes, so the biggest potentiality of the accessible tourism development in the vocational training programmes can be identified in the horeca/client service/ tourism organisation/leisure services.

### **Target groups**

Concerning the target groups that the existing modules / contents that take into consideration the specificities of people with special needs address, these were the answers:

- Older people (59%)
- People with mobility impairments (53%)
- People with a long-term health condition, e.g. diabetes, asthma/allergies (47%)
- People with dietary needs (47%)



- People with sensory impairments (29%)
- People with mental disabilities (29%)
- Other (23%)

Quite significant number of respondents (41%) stated, that they don't have specific modules (subjects) or topics in this area.

### **Main problems to provide these courses**

The majority of respondents (32%) assume that they don't provide this kind of programmes/ subjects. Among the education and training institutions who claim to provide these courses, quarter (24%) of the respondents do not experience any problems to do so. The rest of the respondents identified these main problems to teach these subjects:

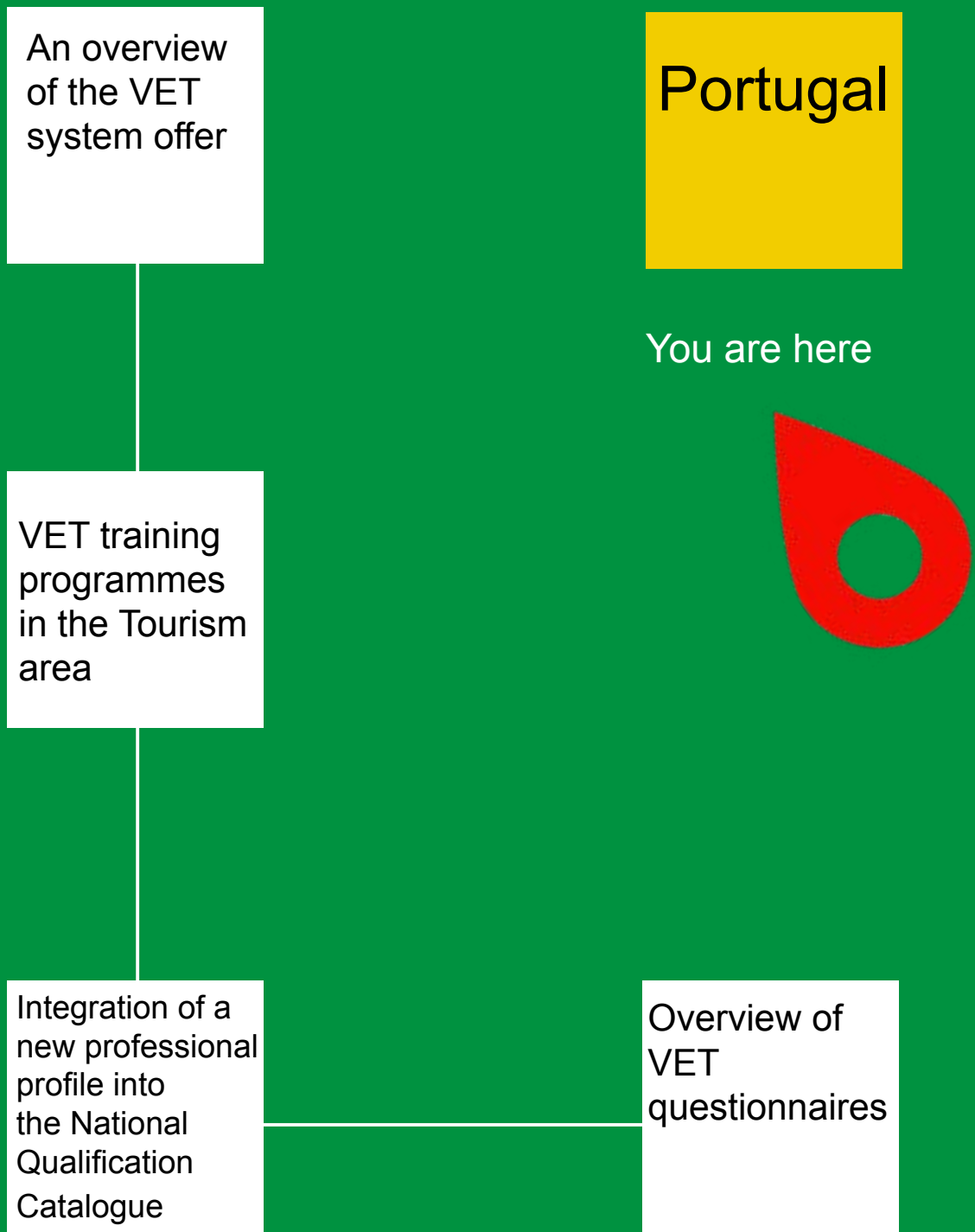
- lack of training material (24%);
- lack of professional trainers (16%);
- lack of practice places (12%);
- employers are not interested in these skills (8%).

### **Sources of funding for tourism sector training courses**

It is worth mentioning, that vocational training services are defined as public services in Lithuania, so an absolute majority of the respondents pointed out the central government funding (Ministry of Education) as the main source of budget of the institution. EU funds (46%) also play an important role to ensure high quality services of the vocational training: development of the material base, training of the staff, mobility visits and so on.

One third and less schools indicated other sources, supplementing their budget: private companies (33%), private sponsorship / donations (25%), self-payment of the trainees (20%). These results can also be taken into consideration when planning the further steps of the programmes of the accessible tourism development, involvement of the stakeholders and potential beneficiaries.







## An overview of the VET system offer - Portugal

Currently, about 44.9% of young students in Portugal in the upper secondary level attend VET courses, compared to 55.1% of students in the general system (Cedefop data from 2015, based on Eurostat data, in [Spotlight on VET: Portugal - 2017](#)).

The establishment of “technical education” in Portugal took place in the mid-1940s, but was discontinued in the period after the 1974 revolution due to social stigmatization. In the end of the 1980s, government authorities began to include practical component of professional training into the mainstream education system by setting up professional schools. It was already in the early 2000’s that professional programmes (cursos profissionais) were gradually introduced in secondary schools, offering a choice between a general/formal path (leading to higher education) and a professional training/vocational education path (leading to the labour market, further or higher education).

More recently, the Portuguese education and training system has undergone a number of major reforms, starting in 2007 with the Agenda for the reform of Vocational Training. These changes included the creation of the **National Qualifications System (SNQ)** in Portuguese), with the publication of Decree-Law no. 396/2007, of December 31, compatible with the European Qualifications Framework (EQF), with the main objective of promoting the basic education of the active population through school and professional progression. It was revised by Decree-Law no. 14/2017, of the 26th of January. All qualifications from the different education and training subsystems, regardless of means of access (basic, secondary and higher education, vocational training and the processes of recognition, validation and certification of competences obtained through non-formal or informal learning) are included in the SNQ.

The following entities / bodies are part of the SNQ:

- The National Agency for Qualification and Vocational Education, I. P. (ANQEP, I. P.), which coordinate the SNQ;
- The General Directorate for Education (from the Ministry of Education);
- The General Directorate for Employment and Labour Relations – DGERT (from the Ministry of Labour, Solidarity and Social Security);
- The Institute for Employment and Vocational Training, I. P. (IEFP, I. P.);
- bodies and structures with competence in the financing of education and vocational training policies;
- The sectoral councils for qualification;
- Centres specialized in adult qualification;
- Primary and secondary schools;
- Vocational training and rehabilitation centres for direct and protocol management;
- Poles of excellence that are created from training providers that are distinguished by the quality of their training interventions, namely from the protocol centres for vocational training of the IEFP.
- Other entities with certified training structures.

The SNQ also includes enterprises that promote the training of their employees, and other entities that contribute to the same purpose. Higher education institutions are also part of the SNQ, in accordance with the specific and applicable legislation.



The Vocational education and training - VET (Formação Profissional) in Portugal is, therefore, under the responsibility of the Ministry of Education and the Ministry of Labour, Solidarity and Social Security. The overall responsibility for vocational education and training is assured by the central government.

The Ministry of Education is responsible for the educational sector (including pre-primary education, basic education, secondary education, school-based training). The Ministry of Labour, through the Institute for Employment and Vocational Training (IEFP), is responsible for training through apprenticeship programmes, continuing vocational training and active labour market measures implementation ([CEDEFOP - Spotlight on VET: Portugal – 2018](#)). The Ministries of Education and Labour share equal responsibility for the National Agency for Qualification and Vocational Education (ANQEP). ANQEP and IEFP have the responsibility for implementing VET policies. Regional authorities for non-higher education and VET are responsible for the implementation of policies at local level. The Ministry for Higher Education and Science is responsible for tertiary education. ([DGERT - Vocational education and training in Europe – Portugal - 2016](#))

With the creation of the SNQ, it was possible reorganise the VET system into a single system, ensuring that there is a connection between general and VET programmes that allows young people to freely choose between different types of VET programmes, provided that they meet the admission requirements in terms of age and achieved education. Also, the successfully completion of VET programmes grants a double certification: an education diploma and a vocational qualification level according to the SNQ and the EQF.

In Portugal, ANQEP is responsible for the national qualifications catalogue (Catálogo Nacional de Qualificações - [CNQ](#)), which is a strategic management tool for non-higher national qualifications and a central reference tool for VET provision. The CNQ is permanently developed, evaluated and updated by ANQEP by including, excluding or changing qualifications, in a process supported by 16 sector qualifications councils composed of social partners, training providers from the national qualifications system, entities responsible for regulating professions; public structures that oversee business sectors; technology and innovation centres, companies and experts) ([CEDEFOP-PORTUGAL: European inventory on NQF 2016](#)). This catalogue includes an occupational profile for each qualification, with a training standard (that awards a double certification) and a recognition, validation and certification of competences standard.

## **The Portuguese Education and Training System**

An overview of the VET within the Portuguese education and training system is available in a DGERT publication from 2016 (DGERT - [Vocational education and training in Europe – Portugal](#)) which also includes a clear and complete diagram of the different levels of qualifications.

From 2009, compulsory education was extended to 12 years of schooling, comprising basic education (1st to 9th year/ three levels of basic education) and secondary education (10th to 12th year), that can be provided either from public schools (government funded) or by private schools (with or without public funding). The 3rd level of basic education corresponds to lower secondary education.



Parallel to the general education system's programmes, the VET system is available at lower, upper, and post-secondary levels:

- at lower secondary level, VET programmes (referred as to CEF-Cursos de Educação e Formação de Jovens, ISCED-P 254; EQF 2) are school-based and include practical training. They target young people aged 15 and more, who completed the first cycle of basic education (four years) and who are at risk of early leaving. Progression is possible from CEF to upper secondary education;
- at upper secondary level, all VET programmes lead to a double certification: a secondary education certificate and a VET qualification, leading to employment or further studies, including higher education (ISCED-P 354, EQF 4). School-based VET programmes are:
- three-year vocational programmes (referred as “cursos profissionais”) with approximately 3200 hours, that provide learners with the required vocational education and training to develop personal and professional skills to perform a job and to pursue further studies and/or training.

These courses or professional programmes include three training components: sociocultural (1000 hours), scientific (500 hours), and technical (1100 hours). Training fields include applied arts, business administration, computer sciences, electronics, engineering, energy, construction and architecture, food industries, health services, tourism and hospitality etc. Work-based learning is mandatory and lasts 600-840 hours corresponding to 19-24% of the overall programme. These programmes are offered by public (secondary) or private schools.

- **one year to one and a half-year CEF programmes.** Created to tackle the high numbers of young people leaving the school early, all CEF programmes comprise four training components: sociocultural, scientific, technological, and practical. Training is offered in various fields, such as crafts, computer sciences, environment protection, accountancy, management, beauty care, domestic services, therapy and rehabilitation, electronics, food industry, metallurgy etc. CEF can be offered by state schools, private or cooperative schools, IEFP training centres or certified training providers.
- **Three-year specialised art education programmes.** These provide learners with the specific vocational education and training they need to enter a career in the artistic field by developing their capacities and talent or to take further studies/ training in one of the fields. They are organised in three learning areas (general, scientific and technical/artistic). Workplace learning is mandatory in the 3rd year of the programme (12th year of schooling). Programmes are offered by public, private or cooperative schools in the fields of communication design, product design and artistic production.
- **Apprenticeship programmes for young people up to age 25.** The curricula are organised in training components: socio-cultural, scientific, technological, and practice in the workplace. Priority areas of training include audio-visual and media production, computer sciences, trade, construction and repair of motor vehicles, electricity and energy, electronics and automation, hospitality and catering, manufacture of textiles, clothing, footwear and leather, metallurgy and technologies of chemical processing. The programmes include from 2800 to 3700 hours, including mandatory workplace training (40% of the programme duration) and are provided by IEFP training centres or private providers under protocols with IEFP.



At post-secondary level, we have:

- **VET programmes** that combine general education, science and technological training with WBL, and 60 ECTS. The technological specialisation programmes (called CET-Curso de Especialização Tecnológica; ISCED-P 454; EQF 5) last from one to one and a half years and incorporate 30% to 46% WBL. It includes a QNQ/EQF level 5 and also a technological specialisation diploma.
- **Higher professional technical programmes** (cursos técnicos superiores profissionais - CTSP) - from 2014, these programmes include 3 components: general and scientific, technical, and on-the-job training, which takes place through an internship (lasting at least one semester and granting 30 ECTS). They run for four academic semesters, with 120 ECTS and award a diploma of higher professional technicians. These programmes are provided only by polytechnic institutions, and in 2016, they were integrated the higher education legislation.

Outside the VET system, but in the Education system, Higher Education in Portugal is structured according to the Bologna principles and is divided into university and polytechnic education.





### **Education and training programmes/ courses for adults**

(cursos de educação e formação para adultos - EFA) : these courses/programmes are available for people over 18 who wish to complete the 3rd cycle of basic education or secondary education and/or obtain a professional qualification (QNQ levels 2-4). EFA are organised in a lifelong learning perspective; in training paths, defined through an initial diagnostic assessment, carried out by the training provider or through a process of recognition and validation of the competences acquired throughout life. Training programmes are developed in an integrated way, comprising basic training and technological training or only one of these, and are offered in the form of modular training, based on a training standard/referential under the CNQ.

### **Certified modular training**

(formações modulares certificadas): included in the CNQ for people older than 18, who do not have the adequate qualification to access or progress in the labour market or have not completed basic/ secondary education. It follows flexible learning paths with variable length. The curricula organisation of modular training is based on certifiable training units of short duration (unidades de formação de curta duração - UFCD) of 25 or 50 hours of duration/each, available in the CNQ and with different EQF levels.

### **Prior learning process**

(processo de reconhecimento, validação e certificação de competências - RVCC): identification of formal, non-formal and informal competences developed throughout life. There are two different paths (educational and professional) to recognise competences acquired by adults through lifelong learning.



## **VET training programmes in the Tourism area- Portugal**

In general, the secondary professional courses/VET programmes have a curricular structure organised by modules.

The courses' programmes include three components of training:

1. Sociocultural (1000 hours) which includes Portuguese Language, Foreign Language, Integration Area, Information and Communication Technologies, Physical Education.
2. Scientific (500 hours) - 2 to 3 disciplines that include several UFCD
3. Technical: 1100 hours of technical training (distributed by several UFCDs) + 600 to 840 hours of training in the work context.

These courses culminate in the presentation of a project called the Proof of Professional Aptitude (PAP), in which the student will demonstrate, before a jury, the skills and knowledge he developed throughout the training.

In order for a VET course/programme to be promoted by a school, it has to be approved by the ministry of Education. At a national level, the ministry chooses which courses are going to be promoted by each school, taking into account the region of the school, the needed balance between the school's offers in the same region, the results from previous years, etc.

Currently, not all the VET courses in the Tourism and Leisure area, and in the Hospitality and Catering area promoted by schools follow the national catalogue. As the VET programmes in Portugal are under the remit of either the Ministry of Education or of the Ministry of Labour, many programmes are at a gradual transition stage from a legislation from 2006 (some VET programmes are still according to this) to a new stage of qualifications based on learning outcomes, bypassing approaches that focus on duration, content and teaching methods. It is expected that these new approaches already being used by many schools and VET will in the near future be integrated in the national catalogue, and the ones from 2006 will be replaced.

These are the current Qualifications/VET courses available in the area "811 - Hospitality and Catering", and their EQF (European Qualifications Framework) level:

- Cook (EQF level 2)
- Floor Manager (EQF level 2)
- Restaurant / Bar Employee (EQF level 2)
- Hotel Maintenance Operator (EQF level 2)
- Floor Technician (EQF level 4)
- Tourism Technician (EQF level 4)
- Hotel Receptionist (EQF level 4)
- Hotel Reception Technician (EQF level 4)
- Kitchen / Pastry Technician (EQF level 4)
- Pastry / Bakery Technician (EQF level 4)
- Restaurant / Bar Technician (EQF level 4)
- Technician Specialist in Restoration and Beverage Management (EQF level 5)
- Technical Specialist in Kitchen Management and Production (EQF level 5)
- Technical Specialist in Pastry Management and Production (EQF level 5)
- Technical Specialist in Hotel Management and Accommodation (EQF level 5)

The current Qualifications/VET programmes in the area "812 - Tourism and Leisure" are:

- Travel and Transport Agency Technician (EQF level 4)
- Equestrian Tourism Escort (EQF level 4)
- Information and Tourist Animation Technician (EQF level 4)
- Tourism Animation Technician (EQF level 4)
- Tourism Operations Technician (EQF level 4)
- Environmental and Rural Tourism Technician (EQF level 4)
- Technical Specialist in Tourism in Health and Welfare (EQF level 4)
- Technical Specialist in Tourism Management (EQF level 5)



- Technical Specialist in Environmental Tourism (EQF level 5)
- Technical Specialist in Cultural and Heritage Tourism (EQF level 5)
- Technician Specialist in Outdoor Tourism (EQF level 5)

As referred to above, the contents of the VET programmes/courses include a basic training component and a technological training component, organised by autonomously capitalizable and certifiable units of short duration (UFCDs)/modules, within the same area of education and training. These UFCD have a duration of either 25 or 50 hours and are like disciplines or modules and are all included in the National Qualifications Catalogue - CNQ.

In the CNQ, there are not specific VET courses in every EQF level related solely to Accessible Tourism. Nevertheless, we can find several UFCDs related to Inclusive Tourism, but not all VET programmes in the Hospitality and Catering area or in the Tourism and Leisure include such UFCDs/ modules.

Below we present all available UFCDs related to accessible tourism, referring to the VET programmes/courses that include them, either as mandatory, as complementary, or as optional: UFCD 7297: “Inclusive Tourism - opportunities and challenges” (25h) – VET programmes that include it:

811311 - Restaurant / Bar Employee – mandatory UFCD

811182 - Hotel Receptionist - complementary UFCD

812187 - Travel and Transport Agency Technician - complementary UFCD

811347 - Pastry / Bakery Technician - optional UFCD (from a pool of several UFCDs available)

811184 - Restaurant / Bar Technician - mandatory UFCD

UFCD 7298: “Inclusive tourism in catering” (25h) – VET programmes that include it:

811311 - Restaurant / Bar Employee – mandatory UFCD

811347 - Pastry / Bakery Technician - optional UFCD (from a pool of several UFCDs available)

811184 - Restaurant / Bar Technician - mandatory UFCD

UFCD 7299: “Inclusive tourism in Hospitality” (25h) – VET programmes that include it:

811182 - Hotel Receptionist - complementary UFCD

UFCD 7300: “Inclusive tourism in tourist activities” (25h) – VET programmes that include it:

812187 - Travel and Transport Agency Technician - complementary UFCD

812355 - Technical Specialist in Cultural and Heritage Tourism - mandatory UFCD

UFCD: “Inclusive tourism: concepts and principles” (25h) – VET programmes that include it:

8111005 - Floor Technician - mandatory UFCD

8111006 - Hotel Reception Technician - mandatory UFCD

8111007 - Restaurant / Bar Technician - mandatory UFCD

8111008 - Kitchen / Pastry Technician - mandatory UFCD

8121009 - Tourism Operations Technician - mandatory UFCD

8121010 - Tourism Animation Technician - mandatory UFCD

(This UFCD is gradually replacing the UFCD “Inclusive Tourism - opportunities and challenges” in the several programmes).

These 4 UFCDs in inclusive tourism (7297, 7298, 7299, 7300) were created following a study carried out by “Perfil - Psicologia e Trabalho”, a portuguese company aiming to better understand the dynamics of the provision of care services to people with disabilities . Besides being included separately in some of the VET courses/professional profiles in the Tourism area, the 4 UFCDs combined can constitute a complete training package designed exclusively to provide tourism professionals with the necessary attendance skills to welcome people with special needs. In 100



hours (4 UFCDs with 25 hours/each), the participant can learn from:

A “cross-sectoral” module/UFCD for all tourism professionals;

A Module/UFCD on “accommodation”;

A module/UFCD on “Food & beverages”;

A module/UFCD on “other tourist services”.

Therefore, the UFCDs can be promoted by VET organisations or other training companies as individual and short courses, and not only in the contents of VET programmes ([Accessible Destination Management Handbook - 2017](#)). In these circumstances, they are usually promoted for people already in the workforce market, as continuous training courses. Each of these UFCDs/modules includes the 4 major types of impairments or disabilities (mobility, visual, hearing and intellectual) as well as older people’s needs.

Although not included in the VET offer, we have found some training organisations that occasionally promote one or two of these 4 UFCDs as continuous training courses.

Turismo de Portugal (Tourism of Portugal), under the Ministry of Economy and Innovation and as National Tourism Authority has also a mission to develop training of human resources in this area. Therefore, it ensures the functioning of a national network of 12 [Tourism of Portugal Schools](#) integrating in this way, the training activity by preparing young people for their first job, increasing as well the professional skills towards prestige of touristic professions. They offer upper secondary VET offer (EQF 4) with double certification; On-the-job courses (EQF 4) with training in alternation between the school and a particular hospitality/catering establishment; CET- Technological Specialization Courses (EQF 5).



# Integration of a new professional profile into the National Qualification Catalogue - Portugal

The creation of a new professional profile in Portugal can be achieved by two different ways:

## 1. Sector councils for qualifications (CSQs)

Since their establishment in 2007, the Sector Councils for Qualifications (CSQs) support ANQEP's aims to update and develop the CNQ, presenting or analysing proposals for the revision, integration and exclusion of qualifications from the CNQ. Their role is mainly strategic and ensures the active and regular participation of the relevant economic and social stakeholders. The CSQs are technical and consultative working groups, which include representatives from the ministries responsible for the activities performed in each sector; social partners; enterprises; training providers (public, private or cooperative schools, professional schools, IEFP training centres, accredited training providers, technological schools, etc.); technology centres; independent experts; and competent authorities.

These stakeholders have a role in regulating sectors of economic activity or access to professions or have responsibility over specific certifications.

The CSQs cover the needs of VET in 16 sectors of the national economic activity: agro-food; handicrafts and jewellery; trade and marketing; building construction and urbanism; culture, heritage and content production; energy and environment; chemical, ceramics, glass and other industries; IT, electronics and telecommunications; wood, furniture and cork industry; metallurgy and metalworking; fashion; business services; personal services; health and community services; transportation and logistics; tourism and leisure.

The CSQs are responsible for:

- regularly identifying the developments and changes occurring in the different sectors;
- identifying the needs for qualifications and competences that respond to these changes;
- presenting the appropriate proposals for updating and developing the CNQ;
- analysing and advising on external proposals for updating and developing CNQ;
- supporting the design of qualifications;
- facilitating the cooperation, co-responsibility among the relevant bodies of each sector of activity and mobilising their efforts with the objective of promoting the development of innovative solutions for better competences and qualifications, and;
- identifying technical and methodological competencies to support the ANQEP in the processes of updating and developing the CNQ, namely in establishing professional profiles, training referential and referential for the recognition of professional competences.

## 2. Open consultation process

The open consultation process (modelo aberto de consulta) is another mechanism that allows any entity to participate in updating the CNQ through the revision, integration and/or exclusion of qualifications from the CNQ, as well as changing a professional profile or training referential/curricula and a standard for Recognition, Validation and Certification of Competences. The process endows the Catalogue with a greater dynamism and widens the debate around the qualifications needs.

Any stakeholder can submit their proposals by completing an online procedure. If the proposal concerns a new qualification, and if it is accepted, a three-stage process takes place leading to the publication of the new qualification in the official Bulletin for Labour and Employment (Boletim do Trabalho e Emprego). Finally, the new qualification will be integrated into the CNQ and will be made available online.



For qualifications to be integrated into the CNQ, a number of pre-conditions need to be fulfilled, i.e. each new qualification is required:

- to be strategically relevant for an economic, social or cultural sector;
- to match the competences needed to perform one or more profession in a specific sector;
- to be linked to one of the VET areas and to a specific level (2, 4 or 5 of EQF);
- to offer professional profiles clearly distinct from those already considered in the EQF;
- to emphasize further competences development associated to level 4 and further specialisation at level 5 of the EQF, and;
- to allow for a flexible articulation between qualifications provided by the different VET paths granting double certification.

The proposal to create a new professional profile through the open consultation model follows a set of stages, which is summarized below:

1

### **Submission of the proposal and preliminary analysis**

The entities submit a proposal within the model defined by ANQEP, I.P. which analyzes them, deciding on their submission, or not, to the opinion of the Sector Councils for Qualification.

2

### **Opinion of the Sector Council for Qualification**

When the proposal is considered by ANQEP, I.P. as pertinent, this entity presents it to the Sector Council, whose scope fits the activity associated with this qualification.

3

### **Elaboration of Qualification Curriculum**

This stage always occurs when the updating proposal does not contemplate the curriculum for the qualification, namely the professional profile and / or training program, designed in full. In this stage the work of conception, revision or consolidation of the curriculum for the proposed qualification is carried out, namely: professional profile, training curriculum, curriculum for the recognition of professional competences and respective evaluation instruments. For the accomplishment of this work of conception, revision or consolidation, ANQEP, IP must take into account the resources / conditions identified for that purpose by the entity, in the proposal presented.

4

### **Assessment of proposed qualifications**

The result of step 3 is presented to the Sectorial Council for discussion and appreciation.

5

### **Publication of the new qualification in the official Bulletin for Labour and Employment**

The changes to the Catalogue are published in the official bulletin for labour and employment and will be implemented 3 months after publication.



In Portugal, proposals may be submitted by all entities of the network of training entities from the National Qualification System and other employers.

These stages also apply to the creation of UFCDs (certifiable units of short duration) of 25 or 50 hours and which will, in the future, integrate one or more CNQ professional profiles.

It should be noted that in Portugal a professional profile is equivalent to a VET course, which grants a double certification (educational and vocational). A secondary level VET course/program has about 3200 hours of duration.

In order for a VET course or a professional profile to be validated by the responsible entities in Portugal, it is imperative to follow the steps mentioned above. A VET course that is created in an alternative way without being validated by the described steps cannot be recognised as a school certificate, or a professional certification. Despite this, a certified training entity can offer LLL training courses (which may be shorter than a VET courses) and provide them to the market, in order to promote specific competences with pedagogical objectives, curriculum, duration, and developed well defined competences. These training courses are able to prepare a professional to work in a particular field (for example, an Ability Advisor), and they are recognised as training courses / lifelong training courses (without an academic degree or professional certification).

These courses are addressed for example to people who already work or that are unemployed. The difference is that these courses are not recognised as VET courses with attribution of a school level and / or professional category (for this it is necessary to obey the 5 steps described in the previous procedure).

In Portugal it is also possible through an RVCC process (Recognition, Validation and Certification of Competences) developed by the numerous Qualifica Centers distributed throughout the country, a person having the recognition of their educational and professional competences (acquired throughout their life) and thus obtaining a certificate, without having to attend a VET. In order to carry out this validation, the competences of adults are analysed based on a curriculum previously defined and available in the NQC. There are two types of recognition: educational and professional. The School RVCC aims at improving the levels of school certification of adults who do not have the basic or secondary level of schooling. This process makes it possible to recognise, validate and certify knowledge and skills resulting from experience gained in non-formal and informal contexts throughout their lives. The certification obtained through this system is the same as that awarded in the other courses and allows the continuation of studies. Adults who do not have a qualification in their professional area can also join a Professional RVCC process. This system makes it possible to recognise, validate and certify professional knowledge and skills resulting from experience gained in different contexts throughout life. The certification obtained through this system allows not only the personal, social and professional valuation, but also the continuation for training courses of a subsequent level.



## Overview of VET questionnaires Portugal

The questionnaires were designed with the purpose of knowing the experience of the entities in the scope of professional training and more specifically in the area of Tourism, Hospitality / Catering and related areas. The answers collected in this questionnaire come from different types of institutions belonging to the education and training system, namely professional schools; secondary schools from public educational system; polytechnics /high schools and training institutions. They include: 29 VET institutions from the north of Portugal who answered the survey and provided some insights regarding the integration of accessible tourism subjects in the VET courses.

### Training Offer in the tourism sector

Regarding training offer we found that the vast majority (72.2%) has a EQF level 4 offer that gives the level of secondary education obtained through a dual certification course or vocational secondary education. About one third of the respondents (31%) indicated provide continuing professional development (CPD) for people in work (short duration courses for improving skills of employees/professionals), While about one quarter (24.1%) provide EQF level 5 courses, which are Professional Higher Technician courses (TeSP) - qualification of post-secondary level not superior with credits for the pursuit of studies at a higher level.

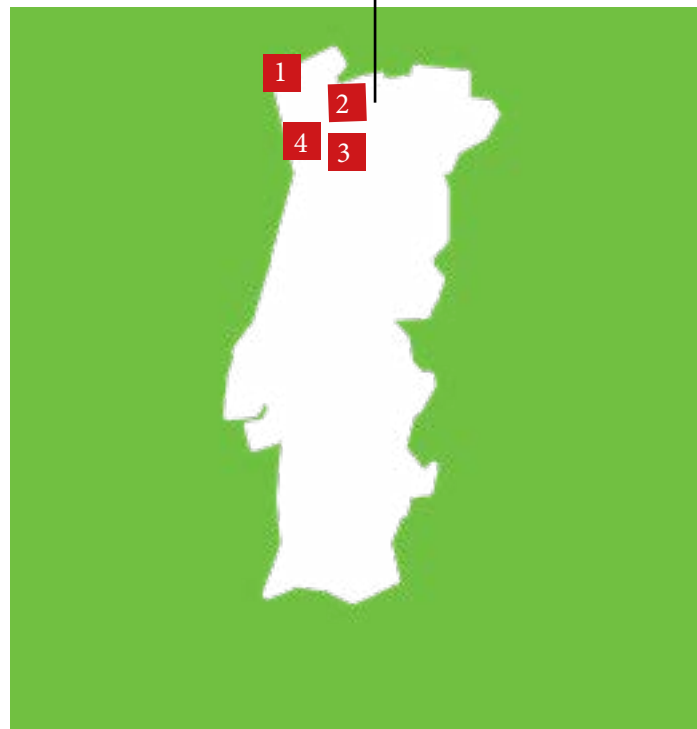
The occupations in the tourism sector (or related to it) in which the training offer occurs more often:

82,8% - Hotel restaurants and catering  
65,5% - Tourism and leisure  
24,1% - Health and welfare

### Specific modules or contents on accessible tourism

The majority of the VET institutions (69%) do not include in their programmes any specific modules (subjects) on serving customers with

Territorial extension: 6.957 sq. Km  
Population: 2.779.000 persons in 2016  
Number of Municipalities: 41



- 1 Alto Minho
- 2 Cávado
- 3 Ave
- 4 Área Metropolitana do Porto



disabilities/special needs and /or older people accessibility or inclusion.

However, for 27,6% of the institutions this is a mandatory module (subject) and in 3,4% it is an optional module.

Below are some examples of modules (subjects) that are part of the tourism training programmes:

- Customer Service and Reception Techniques;
- Aesthetic treatments in differentiated publics;
- Massage in differentiated publics;
- Care in the Health of the Elderly;
- Mental Health Care;
- Inclusive tourism in catering
- Customer service with special needs in the hotel reception service
- Inclusive tourism: concepts and principles
- Food restrictions and menu planning

### **Integration of contents in training programmes**

Asked if the organisation integrates some content about customer service with specific needs, the trend of response remains assuming that the organisations that, in the previous response, indicated that in its programmes this is a mandatory module, were the same ones that assumed that effectively contemplate in their programmes these contents (24.1%).

In the same way and although in a slightly less expressive way the great majority of the institutions (44.85%) continues to affirm that it does not contemplate contents related to this theme. In a partial way 34.5% of the organisations mentioned that they integrate in their programmes contents related to the service to people with specific needs.

The disparity between the existence of specific modules and the existence of content associated with customer service with specific needs (where modules appear less expressive than content) may indicate that these themes may be gradually included in the programmes although formally, they do not yet integrate the programmes in a mandatory way.

Below are some examples of contents mentioned by the organisations that are addressed in tourism training programmes:

- Customer service with special needs in the hotel reception service
- Inclusive tourism - causes and objectives; Policy and regulatory framework; International / EU regulatory framework: European and national legislation; Motor, visual, auditory, intellectual disability or multi-disability; the senior customer with motor, sensory and / or intellectual limitations
- Inclusive tourism
- The students are sensitized to the theme according to the contents. In Professional Aptitude Proof/PAP (a proof developed by the students of the Professional Education, to complete the course, that consists of a presentation and defense, before a jury, of a project developed by the student), a project aimed at inclusive tourism is always suggested.

### **Target groups**

Concerning the target groups that the existing modules / contents take into consideration and the specificities of people with special needs that are addressed, the answers were as follows:

- Older people(36%)
- People with dietary needs (32%)
- People with mobility impairments (32%)
- People with sensory impairments (24%)
- People with mental disabilities (24%)
- People with mental disabilities (4%)



We can't, however, forget that a significant number of respondents say that they don't have specific modules in this area.

### **Main problems to provide these courses**

Just over one third of respondents answer that they don't provide these kinds of programmes/ subjects. Among the education and training institutions who claim to provide these courses 27,6% do not experience any problems to do so. The problems indicated for this show 17,2% claim there is a lack of training material and lack of professional trainers and 10,3% cite a lack of practice places.

### **Sources of funding for tourism sector training courses**

The sources of funding to which organisations appeal in a very significant way to implement their courses in the area of tourism are mainly two, that is the Central government funding (e.g. Ministry of Education) that represent 64,3% of the answers, followed by EU funds (57,1%). The sum of these two percentages indicates that several institutions are using both types of funding at the same time. Of the presented options on the questionnaire only one other funding source - self-payment by trainees - was indicated by a few respondents, namely 10,7% of the answers.

Education is the most  
powerful weapon  
which you can use to  
change the world.

Nelson Mandela



You  
are  
here



Aggregated  
data of the VET  
survey:  
a common  
transnational  
overview



## **Aggregated data of the VET survey: a common transnational overview**

As it was mentioned in the previous sections of the document, the research -through questionnaires- of vocational schools, offering trainings programmes in the area of the tourism, was implemented in three partner countries: Italy, Portugal and Lithuania. Despite the fact, that the distribution of respondents in the partner countries cannot be listed as valid representative data of the current EU situation, it is still worth highlighting general trends emerging during this research.

One of the aims of this document is the collection of the relevant data necessary to develop an updated curriculum for an accessible tourism consultant, able to compete across the European market. Therefore the aggregated study data can be considered as a justification for this training program, indicating the observed differences and similarities in tourism vocational training programmes supply, content increasing the potential of tourism sector employees to provide high quality accessible tourism services and the possibilities to integrate this curriculum by supplementing the list of programmes in the market of existing training services.

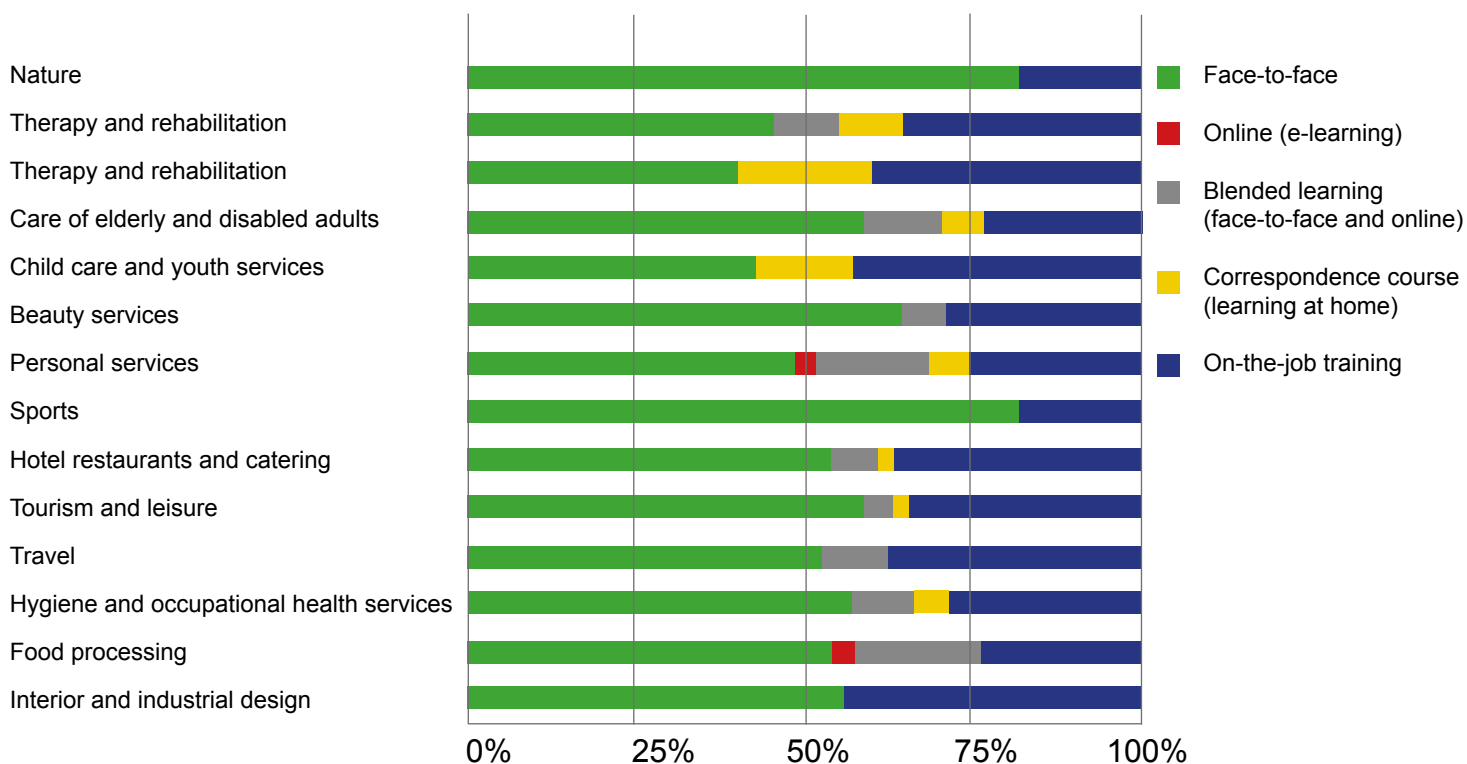
In order to analyze thoroughly the situation, that also allows verify critically responses of the vocational schools and data obtained during the desk research, the survey also included SMEs (120 in Italy, 50 in Portugal, 36 in Lithuania). 206 respondents from accommodation, catering, sport and leisure, transport, rural tourism, travel agencies, camps and etc. answered to the provided questions about their business experience in services for the tourists with the special needs. The majority of them (68%) runs business for more than 3 years, so information can be considered as a reliable source to fine down the data of the VET research. This complementary research data are not widely explicitly discussed in this document, but some of the most relevant insights to complement the study of vocational schools are provided in this chapter.

As regards the VET survey, most of research respondents provide Upper Secondary Level Vocational Training (77% of VET schools). More than a half of them provide Continuing Professional Development (CPD) - for people in work (58% of VET schools), Post-Secondary Level Vocational Training (57% of VET schools), Vocational / Education skills development courses for unemployed persons (54% of VET schools). Respondents reflect the situation of all VET programme sections related to the tourism field: facilities of the hotels, restaurants, catering services, tourism and leisure organisation, food processing, personal services, beauty services, health and welfare, interior and industrial design, care of elderly and disabled adults, hygiene and occupational health services, nature, travel, sports, child care and youth services, therapy and rehabilitation. Face-to-face learning is the most popular model for all mentioned occupations in the countries respondents (from 40 to 80%). On-the-job training, which ranks the second place, is part of the most listed training programmes. On-line learning and blended learning make up a small percentage of tourism programmes.

The data presented by respondents is shown in the graph of the following page.

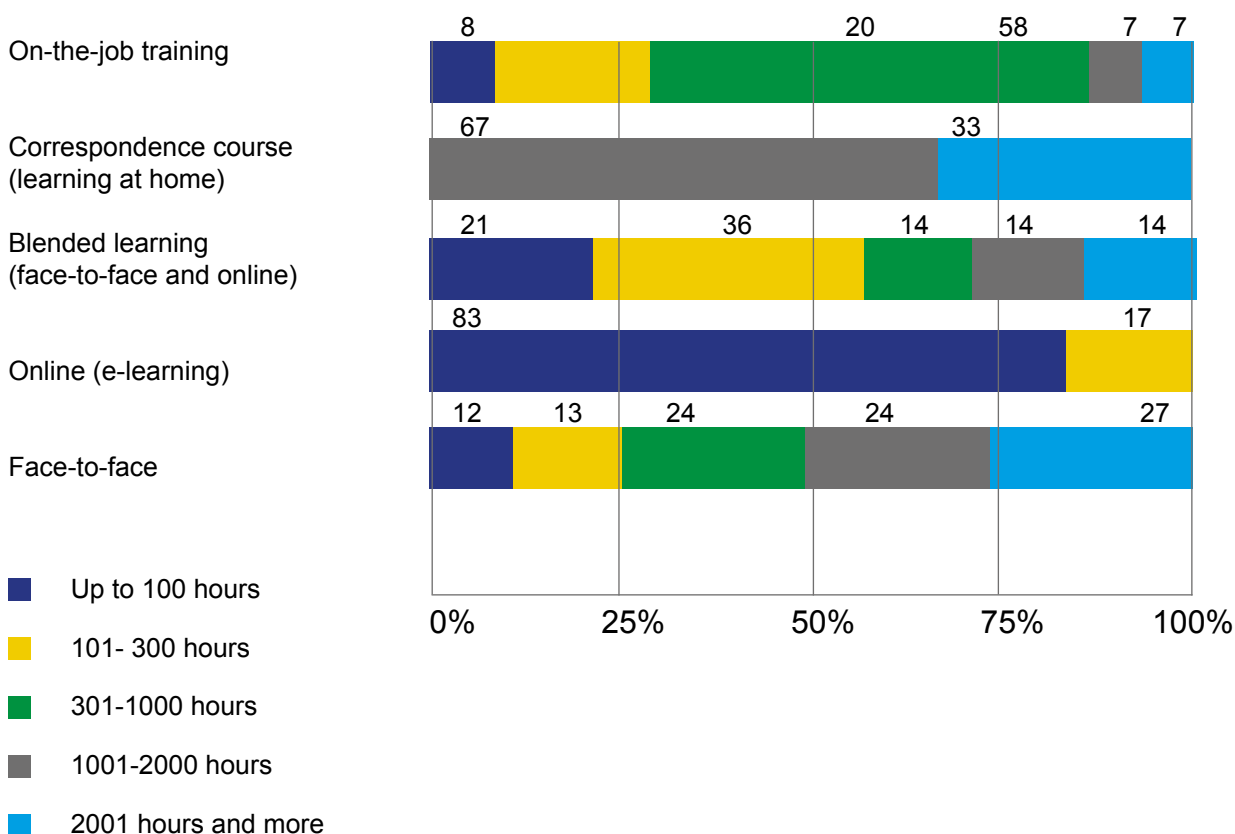


## The occupations /learning models of VET tourism sector offer



Most of the on-line learning programmes (82%) length - up to 100 hundred hours and this corresponds to the duration of the planned accessible tourism consultant training programme of the project (80 hours).

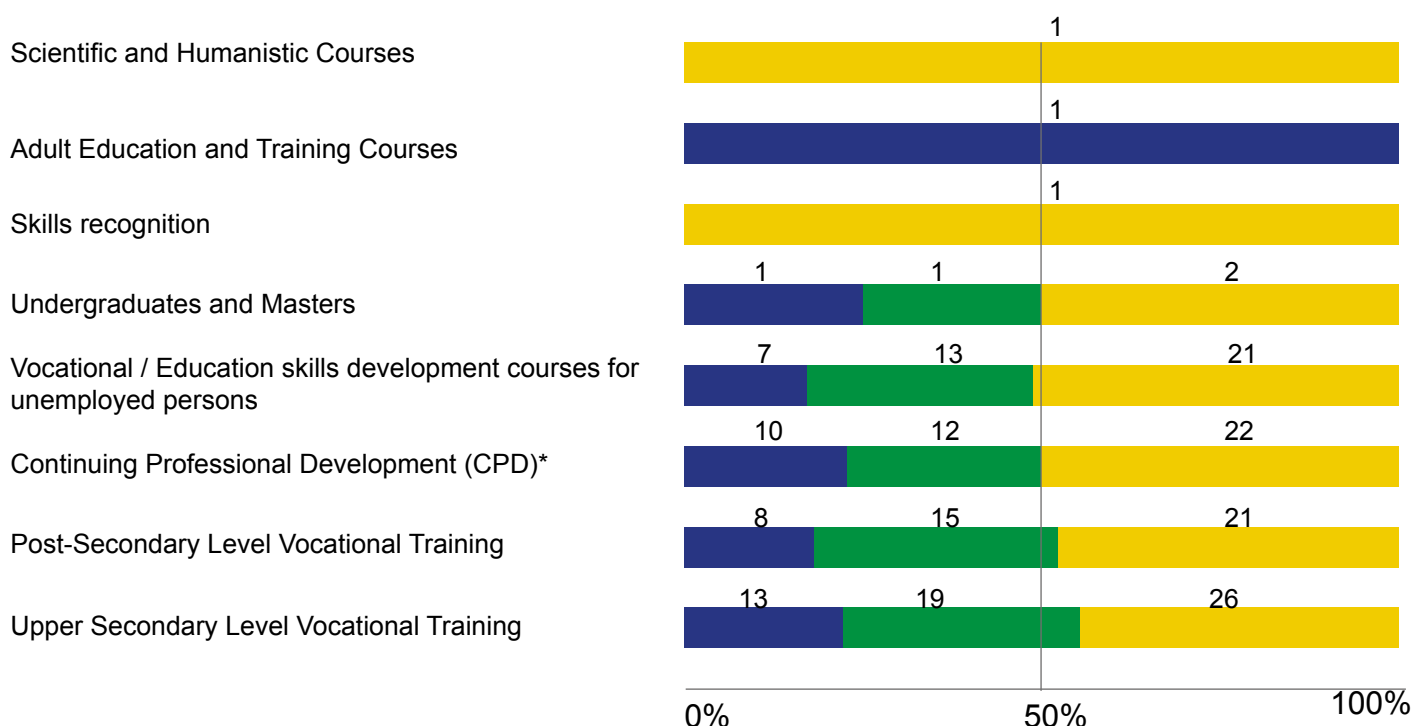
## Length of courses (in hours) for Tourism Sector Training Courses





Most of the respondents – 61%, stated, that the provided programmes do not include any specific modules (subjects) on serving customers with disabilities/special needs and /or older people accessibility or inclusion. 27% of the vocational training school has VET tourism area programmes, that includes obligatory module (subject) with the specific modules (subjects) on serving customers with disabilities/special needs and /or older people accessibility or inclusion. The most noticeable tendency for this can be attributed to adult education and training courses, overviewed in this study. Scientific and Humanistic courses and Skills recognition courses can be marked as a biggest “gap” (100% of them do not provide any accessible tourism module (subject) or the potential for the accessible tourism training development. The data presented by respondents is shown in the graph below.

### Education/Training activities offered by VET / Tourism Sector Training programmes with specific modules (subjects) on serving customers with disabilities/special needs and /or older people accessibility or inclusion



\*for people in work (short duration courses for improving skills of employees/professionals)

- Yes, it is integrated in general content in our training programme
- Partly, in some modules (subjects)
- No

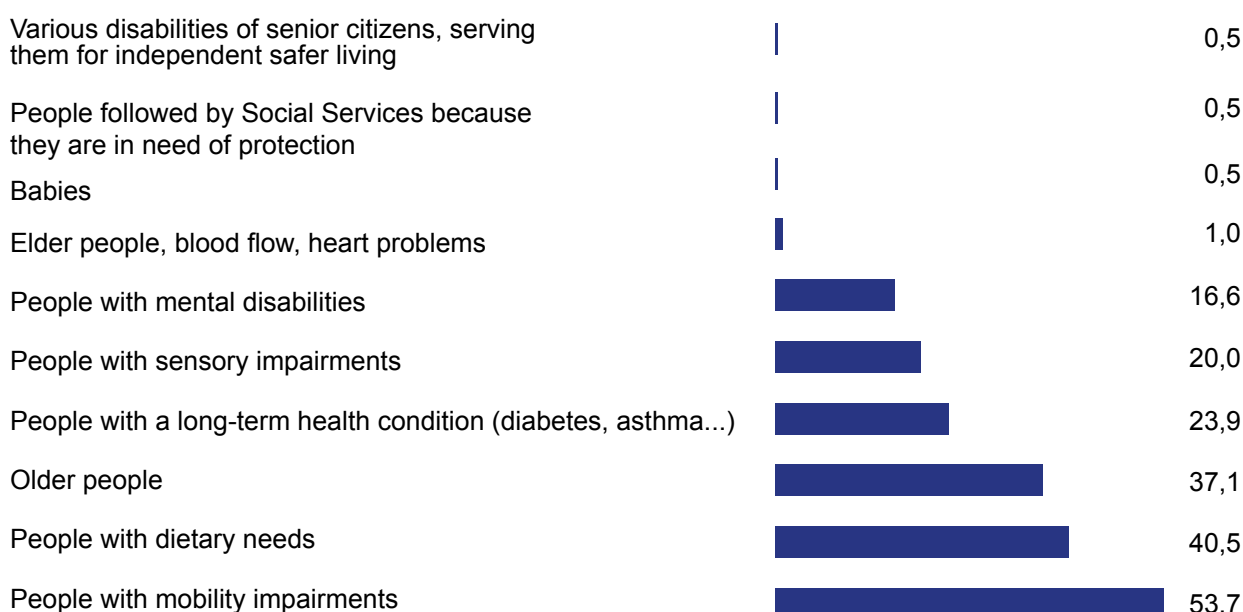


Summarized results of the main target groups of courses (subjects/modules) contents on serving customers with disabilities/special needs and /or older people and / or family accessibility or inclusion definition topics, reveals, that 30% of VET schools are oriented on people with mobility impairments and older people. 23% - people with dietary needs and people with mental disabilities.

To identify the real need of the inclusion of the all special needs groups, this data was opposed to the responses of the above mentioned SME research. Representatives of the SME stated, that people with the mobility impairment and dietary needs can be accounted as the largest share of all customers with the special needs. Half of the respondents (49% ) of the respondents declared that they catered people with mobility impairments and people with dietary needs.

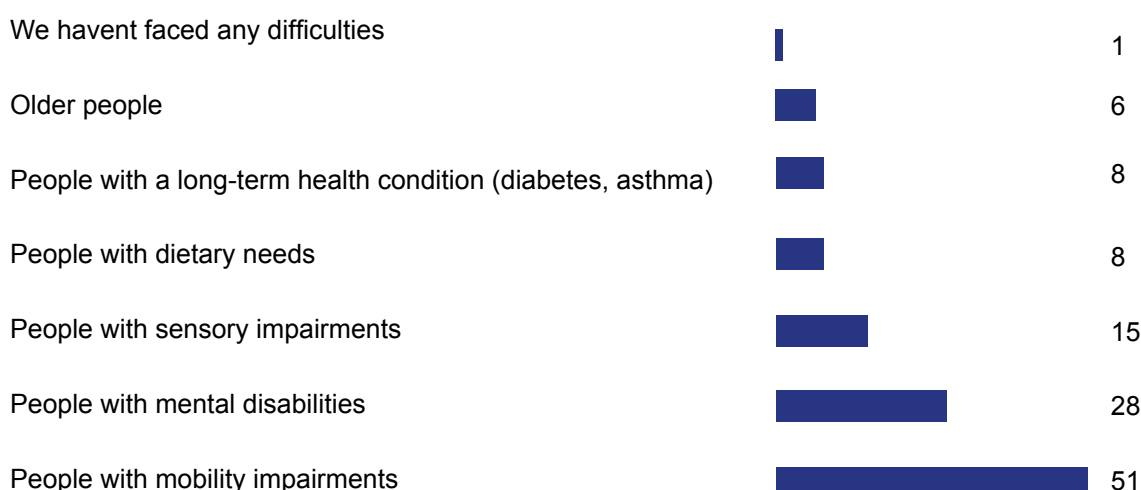
The data presented by respondents is shown in the graph below.

### Clients with special needs of the small and medium enterprises of the tourism sector



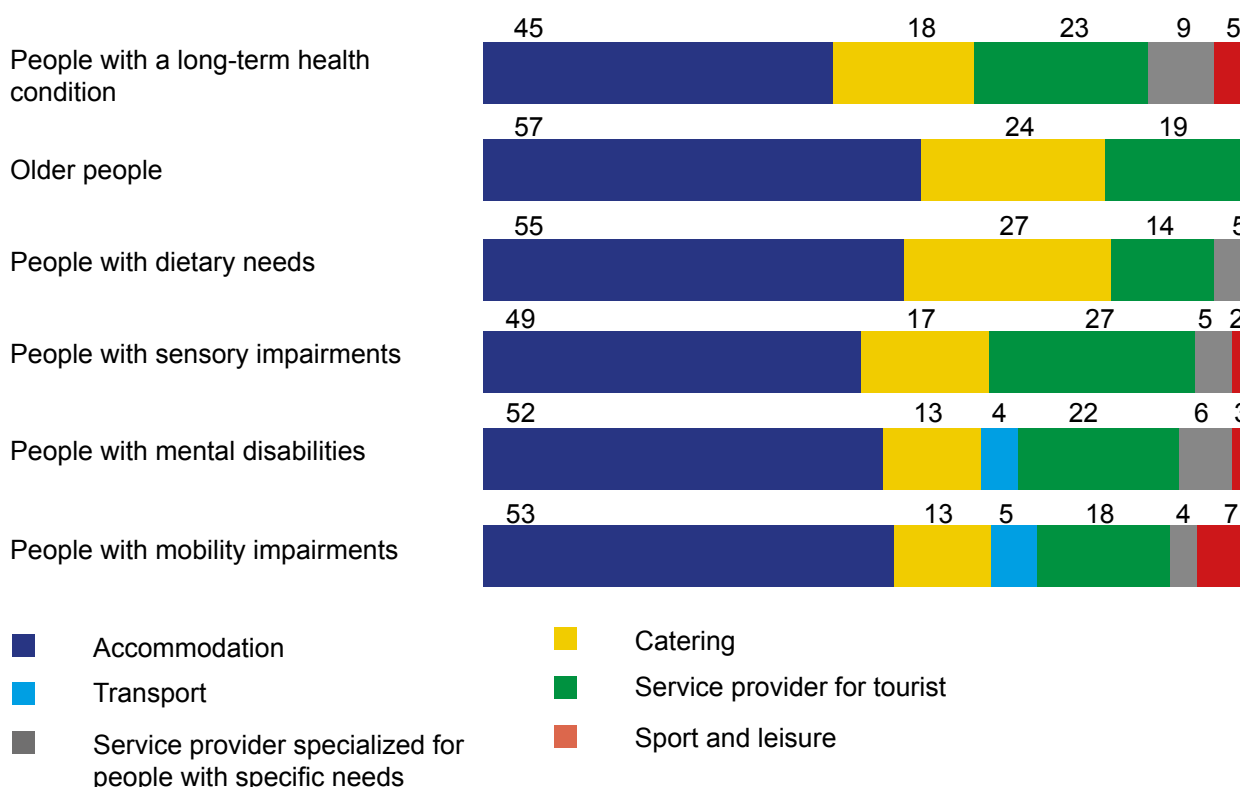
Survey results also shows that most of the SME face with difficulties in catering people with mobility impairments, mental disabilities and sensory impairments.

### Group(s) of visitors SMEs have difficulties in catering or adapting facility/services in order to meet their needs

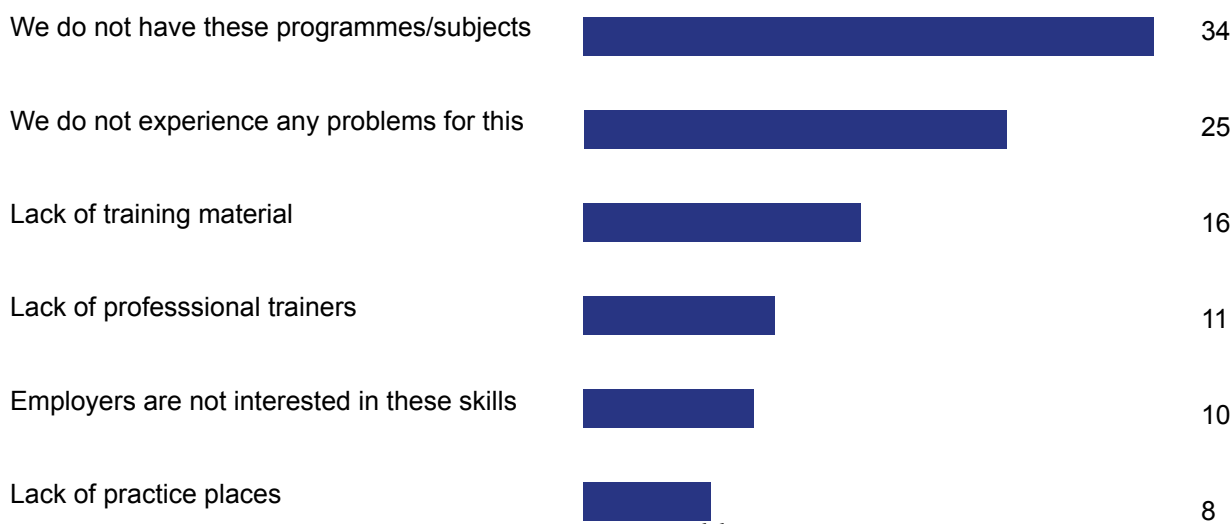




## Business area / Group(s) of visitors SMEs have difficulties in catering or adapting facility/services in order to meet their needs



VET schools, determining main problems in providing courses in accessible tourism field, mentioned lack of training material and professional trainers. These problems can be identified as typical for or all courses: those who has accessible tourism as integrated content and those who provides it partly - in some modules (subjects). Lack of training material is actual for all target groups cognition: people with mobility impairments, with mental disabilities, with sensory impairments, with dietary needs, with a long-term health condition and older people. Meanwhile VET schools face with the problem of professional trainers for accessible tourisms related with people with mobility impairments, with dietary needs, with a long-term health condition and older people.





## The main problems of VET in providing accessible tourism courses

39% of respondents – SMEs, also consider that lack of information about how to provide accessible services are important to address for making environments and services more accessible. 20 % of SME representatives state, that lack of trained staff is relevant for this problem, too.

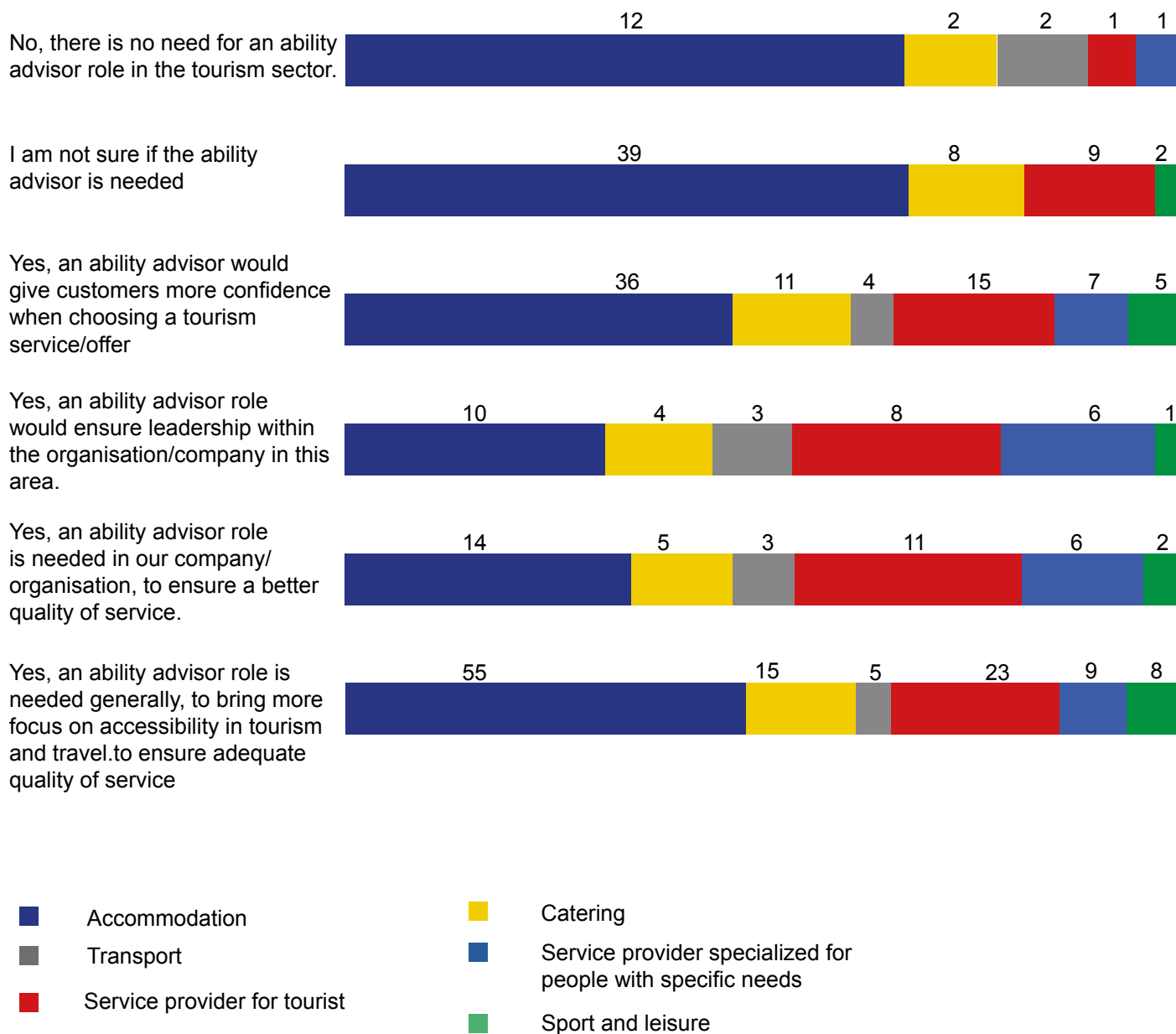
### Barriers and/or difficulties, which SMEs allocates as the most important to solve to adapt environments and services more accessible





The need of the companies due to their business sector is presented in the graph below.

### Type of organisation / company / Opinion about the ability advisor role to improve catering of the people with specific need



These observations of the VET schools also are important in the light of SME responses about the role of the ability advisor. 42% of respondents of tourism sector SMEs, agree that an ability advisor role is essential generally, to bring more focus on accessibility in tourism and travel, to ensure adequate quality of service. 28% of the respondents – SMEs, think an ability advisor would give customers more confidence when choosing a tourism service/offer.



“We need to create specific learning modules for the specialization of different professional figures (tourist guide, nature guide, ..). We would also like to provide them during the continuing professional development courses for the professionals”

A VET school

“The consultant would have the function of helping to connect private companies and the public sector to make the region accessible”.

A SME

These observations are important for the development of accessible tourism services, starting from their initial creation stage to the provision of services to the final customer. Vocational schools should be focused on preparation of professionals of the tourism service, contributing to the business efforts to assure the needs of all customers. Here is particularly important the involvement of business representatives and other stakeholders in improving the content of a vocational training program. Visible trends, encouraging the EU member states to take strategic steps to improve vocational school management by creating new, vocational training programmes that meet labour market needs, can be clearly identified by the research data of this project. The existing vocational training programmes curriculum, the interest of business enterprises in the ability counseling services and the possibilities to develop them by developing brand new ones or integrate into existing training services content are available in all partner countries.

Further sections of this document will be addressed to small and medium-sized enterprises, analyzing their preparation to provide accessible tourism services and at the same time exploring the opportunities for graduates of vocational education and training programmes to engage in the development of these services for small and medium enterprise.

To have a fully view of the research results please consider the [project website](#)



Introduction

SMEs'  
snapshot

You are here

Good  
practices

Mapping of  
the SMEs





We trust that this research will offer all stakeholders -VET providers, SMEs and decision makers - basic knowledge, tools, resources and inputs to make facilities and services accessible for all. We'd like to give inspiration to them through a roundup of good practices and experiences and a collection of accessibility features of SMEs.

TAD team



## Introduction

The involvement of Small and Medium Enterprises (SMEs) in the tourism field is a key aspect in the project as they are one of the main target groups regarding accessible tourism.

They were involved at three stages and in three different ways:

- Using questionnaires
- Collecting good practices
- Mapping their accessibility

### The questionnaire

The partnership sent a questionnaire to SMEs of the tourism sector (hotels, bed and breakfasts, tour operators...).

The definition criteria for sending the questionnaires was based on:

- the coverage of accessibility chain sectors;
- the number of inhabitants of the area

The Italian partners conducted the survey at local level (Province of Torino, with a population of about 2,5 millions people), the Lithuanian partner at national level (population of about 2,5 millions people). In Portugal, the analysis was regional - the region considered is part of the North of Portugal (Alto Minho, Cávado, Ave, and Área Metropolitana do Porto) with a population of about 2,8 millions people.

Where possible the Tourism offices and boards have been involved in this first step of the project. The experience conducted in Italy shows that involving the network allows for more effective answers. This is demonstrated by the numbers of answers obtained at Italian levels. Involving the tourism office in the survey has allowed us to obtain numerically more significant answers.

The questionnaire aimed at gathering information of the concern and interest of the businesses in accessible tourism and what kind of specific clientele they cater for.

207 businesses responded and the results showed that the SMEs have clients with special needs and its majority are people with mobility difficulties or with dietary needs.

When asked why they do not invest or cater for people with accessibility/special needs the majority answered that it is because of the costs involved in adapting their building and facilities: another typical misconception on tourism for all. For the majority accessibility means absence of architectural barriers, but, as said before, we cannot restrict it on that.

In addition they affirm they do not invest on accessibility because they would need trained staff. Nevertheless they think it is a business segment which needs to be implemented and improved.

The data collection, in national language, can be consulted directly on the [project website](#).

### The good practices

As a second step, the partnership focused on the gathering of good practices starting from a format provided by ENAT. The partners gathered 40 good practices related to accessible tourism and services considering, as general criteria of selection the coverage of different fields: HORECA (HOspitality, REstoration, CAtering), leisure and sport, culture, transport, tour operator offer, rehabilitation, welfare and public services.



While selecting the good practices we detected that in these contexts there is a very deep law knowledge and a strong training of the staff involved.

The good practices analyzed show that the crucial factors of success in this field are the following:

- to be part of the accessibility chain;
- to have a trained staff;
- and to work on information and services' visibility and digital accessibility, through social media and website.

The good practices selected on different areas demonstrate a deep attention and great sensitiveness on these aspect but these experiences, unfortunately, turn out to be isolated realities.

The collection of good practices analyzed through the experience description, their impacts and their reachable key learning points define the basics for the second intellectual output, the construction of the course. Through this collection of information the partnership will be able to transfer to the new professional, the Ability Advisor, a rich panorama of usable inputs coming from different european partner countries.

Findings and specific criteria available in each section.

### **The mapping**

The mapping of the SMEs has been a challenge for the partnership, the most enriching experience because allow all of us to get deeply, into the topic. It has been a snapshot of the answer of the territory to accessibility offer able to gather, through an interview both structured (through the Pantou Assess Statement) and “dialoguing”, the nuances, the facets and the feelings of the owners and managers of the SMEs.

The mapping has been a test, in its experimental phase, that -through the detection of different defined criteria - allowed us to collect significant elements, coming from different realities -from institutional structure to micro-enterprises in order to pursue, again, the definition of the next step of the project: the contents for the course and the outline of the new professional profile, the Ability Advisor.

The three partners - Italy Lithuania and Portugal - mapped tourism businesses, according to the accessibility point of view, using the Pantou assess statement (<https://pantou.org/>) “a document describing the accessibility characteristics of a tourism service and/or facility, as objectively and factually as possible”.

The Statement is used to inform potential customers or visitors about the service and it is particularly useful as a planning tool for visitors who have specific access requirements.

The Pantou Access Statement is offered as an open resource for tourism suppliers who offer accessible services and has been elaborated, tested, improved and disseminated by ENAT.

The mapping was made highlighting strengths and weaknesses (plus and minus) of the structures examined, not with a view to evaluation but with a view to improvement and focusing, as regards a very local italian context, on potential improvements for a more accessible offer in a very short term. As said before there are many low-cost actions with positive impact on tourists with access needs -like an accessible websites and information, honest information about accessibility of facilities and services provided in alternative formats- that can be achieved without high costs.

The general findings can be found in each single section.



You  
are  
here



Good  
practices



# Good practices

## Belgium

Good practices in accessible tourism were collected from Belgian establishments on the basis of desk research using available information at <https://Pantou.org> (The Accessible Tourism Directory, developed and managed by ENAT) available also on project website. Pantou only records tourism service providers that have a verified “accessible” tourism service, therefore all providers are potentially “Good Practices”.

Tourism establishments based in Belgium were identified using the Pantou “Country” filter.

Those establishments with the most extensive sets of information were examined and selected as “Good Practices”

The selected establishments operate in a number of tourism service sectors, including accommodation, tour operator, care facilities, visitor activities and others, reflecting different parts of the accessible tourism value chain.

For each establishment the TAD Best Practices template was used as a guide to extract appropriate information both from the Pantou profile pages and from the establishments’ own Webpages. Additionally some FaceBook pages and other social media sites were examined to gather more detailed information about individual establishments and their partner organisations.

Several of the operators’ Websites were only provided in Flemish/Dutch language and these were therefore translated (roughly) using the Google translate tool which is installed in the Google Chrome browser.

Texts written by tourism operators were often phrased in the first person and these were transposed to the third person where necessary (replacing “we” with “they”, etc.).

In general, “Impact” of the services is difficult to demonstrate without a systematic, ongoing independent assessment mechanism. Where operators make claims about their high level of performance, these statements are included. We would make the general caveat that such claims may not always be verifiable from desk research alone.

Where operators referred to their own “success” or notable achievements, such as receiving the Toerisme Vlaanderen A+ rating for Accessible Accommodation, this is included in the General Description and/or in the “Impact” section.



<b>Name of good practice</b>	"Aan de boskapel"
<b>Country - area</b>	Belgium, Lille
<b>Sector</b>	Accommodation (Self-catering Guest House)
<b>Business area</b>	Facilities
<b>Organisation/ Enterprise</b>	Aan de boskapel Zagerijstraat 35, Lille, 2275, Belgium +32474576026; info@zagerijstraat.be
<b>Description of good practice</b>	<p>Aan de boskapel offers the experience a fun-filled weekend with friends or family. It comprises a big house for 10 persons, exclusively for private bookings.</p> <p>On the ground floor accessible facilities are offered including bedrooms with accessible (2 showers, toilet, washbasin - adapted for people with disabilities).</p> <p>The holiday home "Aan de boskapel" is located in rural Lille. The holiday home is accessible by car and public transport (bus stop about 300m away). The access path consists of concrete pavers and has sufficient width for wheelchair users. There is ample parking space in the driveway, the space to the right of the building can be used as an adapted parking space. The entrance of the holiday home is without a threshold.</p> <p>A wheelchair accessible room is just off the entrance hall. On the ground floor there is also a bathroom with adapted toilet and shower facilities. In the shower zone there is a movable shower seat with arm and backrest.</p> <p>From the entrance hall the living areas (lounge, dining room and kitchen) are wheelchair accessible however, behind the door the manoeuvring space is limited. There is sufficient circulation space in the living areas but the kitchen does not have adequate facilities for an independent wheelchair user.</p> <p>From the dining room the outside terrace is accessible via a sliding door. On the inside of the sliding door the space is limited and the bottom rail forms a threshold (4.5 cm). In the living room the first floor can be reached via a stair lift. Here are 3 more bedrooms, a sitting area, a separate toilet and a bathroom. There is an ordinary toilet on the ground floor in the entrance hall.</p> <p>Date of access audit: 03-06-2013. Performed by: CTPA. Commissioned by: Toerisme Vlaanderen.</p> <p>The accommodation has been audited by a professional auditor under the VisitFlanders scheme which is a guarantee of quality for the clients.</p>



<b>Description of impact</b>	<p>This group holiday home has received the “A” Accessibility label of the regional tourist board, VisitFlanders. The A label is awarded to accommodation facilities with a “good” level of accessibility. It is especially used by groups which include wheelchair users but there is no description on the website of facilities for persons with other types of disabilities.</p> <p>The establishment is popular with Belgian families and support groups for young people which include one or more persons with disabilities.</p>
<b>Key learning points</b>	<p>The accommodation owner gives a detailed description of the accessibility of the venue and facilities, highlighting access for wheelchair users, from parking to the accessible bathrooms and toilets. The report also mentions facilities where access is poor (e.g. kitchen) – which is just as important to the potential clients.</p> <p>The Website provides a room plan of the entire facility, so it is easy for families and groups to judge how the members of the party can arrange their stay. <a href="http://zagerijstraat.be/Plattegrond/index.html">http://zagerijstraat.be/Plattegrond/index.html</a></p> <p>The website lists more than 12 local attractions including castles, historical towns, theme park, nature walks, etc., all with web links, providing ideas for what to do when planning a stay in the area. <a href="http://zagerijstraat.be/Omgeving/index.html">http://zagerijstraat.be/Omgeving/index.html</a></p> <p>The Website and booking site is only in Flemish/Dutch so international clients would not find it easy to learn about this accommodation or make a booking.</p>
<b>Other organisations responsible for delivery or in cooperation</b>	None – but local attractions are also listed.
<b>Website</b>	<a href="http://zagerijstraat.be/">http://zagerijstraat.be/</a>
<b>Date of introduction</b>	2013





<b>Name of good practice</b>	<b>WE TRAVEL 2</b>
<b>Country -area</b>	Belgium / Holland
<b>Sector</b>	Tour Operator
<b>Business area</b>	Customer service - Information / Marketing
<b>Organisation Enterprise</b>	WeTravel2 – Asweeny bvba Herenthoutseweg 31B B-2222 Wiekevorst +32 (0) 14 700 600; info@wetravel2.eu
<b>Description of good practice</b>	<p>WeTravel2 is a travel organisation which offers package deals for physically disabled travelers who want to travel to exotic or/and adventurous destinations with their partner, friends, kids or family. At the destination they provide accessible accommodation, adapted transport, medical assistance, medical aid and accessible excursions.</p> <p>This tour operator had different training experience on the themes of accessible tourism, like <a href="#">ETCAATS - European Training Certificate. Access for All in the Tourism Sector</a> in collaboration with ENAT, its services are audited for accessibility by the access scheme of “Accessible Flanders”, by Visi-tFlanders (Regional Tourist Board).</p>
<b>Description of impact</b>	<p>WeTravel2 organises trips from Belgium to many destinations in the world as well as selected destinations in Belgium. It is basically devoted to the Dutch speaking market (Belgium and Holland, as their website is only in Dutch).</p> <p>WeTravel2 has the know-how, experience and local contacts that enable tourists with a disability not only to travel but also to ensure a warm welcome. From the first contact until the final execution of the journey, WT2 has the sole purpose of offering an unforgettable holiday. Their employees (both locally and at destination) pay attention to dealing with limitations. Not only for the traveller, but also for the close environment of the traveller. At all times they listen to the wishes and needs of travellers to ensure that their holiday runs smoothly.</p> <p>WeTravel2 places high demands on the quality of the travel offer. That is why they have started with a limited but varied offer: because they want to be certain that everything at the destination is accessible and well organised. All hotels and local service providers have been carefully selected and visited personally. WeTravel2 also organises tailored vacations and they can provide skilled assistants for the entire duration of the travel.</p>
<b>Key learning points</b>	The assistance service is a remarkable service which is not common among tour-organisers. They follow their travellers through the trips and they ask them to share their experiences through social media to build success stories and to help other people with disabilities to choose accessible vacations. Special attention is given to encouraging the traveller to feel comfortable and safe throughout the travel experience, helping them to overcome uncertainty.
<b>Other organisations responsible for delivery or in cooperation</b>	WeTravel2 works in cooperation with summer-house providers in Belgium, with airlines to organise charters and with insurance enterprises to provide tailored services for their clients.
<b>Website</b>	www.wetravel2.eu
<b>Date of introduction</b>	2014



<b>Name of good practice</b>	<b>Middelpunt</b>
<b>Country /Region</b>	Belgium, Middelkerke
<b>Sector</b>	Accommodation
<b>Business area</b>	Facilities
<b>Organisation Enterprise</b>	Middelpunt Westendelaan 37, Middelkerke, 8430, Belgium 0032 (0)59 30 70 70; info@middelpunt.com
<b>Description of good practice</b>	<p>Middelpunt is the holiday residence for a carefree holiday. Guests with an impairment and/or one who requires any level of care can fully enjoy a relaxing and pleasant stay by the sea in the bustling seaside resort of Middelkerke. The establishment provides 44 rooms that are adapted to the needs of people with disabilities, including wheelchair users, seniors, people with a mental or physical disability and the visually impaired. A walled courtyard, clear signs in Braille, lowered buttons, badge keys, raised tables, wheelchair accessible bathrooms ensure good access for all guests. Middelpunt has received A+ accessibility rating by VisitFlanders audit assessment scheme.</p> <p>The holiday centre also offers flexible, customised care, as relaxing and enjoying oneself is central to the care holiday at Middelpunt, also for the companion carers. Guests can borrow or hire all sorts of technical aids and devices, and even puréed food or food for special dietary requirements is available upon request. The wellness facilities are also suitable for persons with disabilities.</p> <p>Middelpunt also hosts business events, meetings, team-building activities and club events.</p> <p>The facilities of a nursing establishment</p> <p>Standard</p> <ul style="list-style-type: none"> <li>• fully wheelchair accessible site (A+ label)</li> <li>• rooms with adjustable high/low beds with bed rails</li> <li>• wheelchair-friendly bathrooms and showers</li> <li>• handrails, hoists, Braille signs, lowered buttons, room access with badge</li> <li>• 24/7 call system for reception</li> <li>• various medical devices available</li> <li>• private fridge in room for medication</li> </ul> <p>Optional</p> <ul style="list-style-type: none"> <li>• adapted meals and dietary nutrition</li> <li>• separate medical room for high care-needs room</li> <li>• beach wheelchairs and wheelchair bicycles for hire</li> <li>• care, nursing and personal assistance by external care partners</li> <li>• tilting comfort bath and infrared sauna</li> <li>• adapted disabled transport/taxi</li> </ul>



<b>Description of impact</b>	The site is equipped with a particular focus on wheelchair comfort. This is also demonstrated by the A+ label for accessible tourism that has been awarded by 'Toegankelijk Vlaanderen' and Visit Flanders. If guests have specific care needs, the hotel provides a "care sheet" they can fill in, so that the staff can make all the appropriate preparations.
<b>Key learning points</b>	Middelpunt aims to offer a relaxing and personalised care package for every guest in a hotel atmosphere, including persons with advance rehabilitation/therapy/ medical care requirements. Specialist staff are available, including doctors, nurse and care workers to provide a comprehensive health care service.
<b>Other organisations responsible for delivery or in cooperation</b>	The care hotel provides external care professionals to provide care in the room, at extra cost. Also consultation by on-call General Practitioner and consultation by physiotherapist.
<b>Website</b>	<a href="http://www.middelpunt.com">www.middelpunt.com</a>
<b>Date of introduction</b>	2014

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**MIDDELPUNT** Kamers Faciliteiten Concept Arrangementen Contact

# Middelpunt

Zorgeloos overnachten en vergaderen op  
600m van het strand

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MET HOTELSERVICE  
**Kamers**

MEER DAN JE DENKT  
**Faciliteiten**

UNIEK IN BELGIE  
**Het concept**



<b>Name of good practice</b>	<b>JPS TOURS</b>
<b>Country -area</b>	Wezemaal-Belgium
<b>Sector</b>	Tour Operator / Tourist guiding, accompanying clients on tours
<b>Business area</b>	Customer Service
<b>Organisation Enterprise</b>	JPS TOURS Bergzichtstraat 1, Wezemaal, 3111, Belgium 003216585462; Info@jpstours.be
<b>Description of good practice</b>	JPS Tours provides all-inclusive vacation packages for travellers from the ages of 16 to adult with intellectual and developmental disabilities. The enterprise offers a high ratio of chaperones to travellers, with one chaperone for every three or four travellers. The average group size is 8 and they strive to match the mobility, ages, social skills, and capabilities of trip participants.
<b>Description of impact</b>	JPS Tours has over 18 years of experience in special needs travel and has provided peak experiences and treasured memories for more than 300 travellers from Belgium. This innovative organisation has earned high praise and has been featured in many major daily newspapers across the country. JPS offers complete programmes in Belgium, in Europe and across the world. Accessibility Information Scheme: <a href="#">Toegankelijk Vlaanderen</a>
<b>Key learning points</b>	JPS Tours has long experience in marketing and publicity material; high ratio of travel chaperones to clients. Specialist offer for people with intellectual disabilities, both in Belgium and abroad in Europe and overseas, arranged in cooperation with ENAT Member organisations in many countries.
<b>Other organisations responsible for delivery or in cooperation</b>	Works with a wide network of adapted hotels, adapted coaches, and offers adapted programmes and “Travel butlers” for different holidays.
<b>Website</b>	www.jpstours.be
<b>Date of introduction</b>	1998



<b>Name of good practice</b>	<b>Casa Ametza</b>
<b>Country -area</b>	Belgium -Brasschaat
<b>Sector</b>	Accommodation
<b>Business area</b>	Facilities
<b>Organisation Enterprise</b>	Casa Ametza Elshoutbaan 19, Brasschaat, 2930, Belgium Telephone: +3236535274; vakantie@casa-ametza.be
<b>Description of good practice</b>	<p>Tailor-made holiday, made-to-measure adapted to specific needs. This holiday centre provides a wide range of activities, a sunny terrace and large shared garden. Possible help is available from local volunteers. Accessible to everyone: a sustainably designed holiday home, with ecological waste sorting.</p> <p>The facility offers 6 different apartments, all accessible for people using a wheelchair. Furthermore, the facility gives attention to the needs of people with visual and sensory disabilities.</p> <p>Each apartment has its own kitchen, dining room, living room, two bedrooms (for 2 or 4 persons) and a bathroom. The apartments have a surface of 70m<sup>2</sup> and a private terrace of 20m<sup>2</sup>. Behind the garden there is also a shared garden, where it is possible to meeting neighbours and other visitors.</p> <p>Casa Ametza provides professional care if needed and leisure activities. Volunteers are available for those who need support. The neighbourhood offers a variety of activities. Nature, sport, culture, sports</p> <p>Transport: Vehicle Parking for persons with disabilities, bus and coach station/terminal.</p> <p>The facility has received the Accessibility label A + of VisitFlanders accessibility scheme.</p>
<b>Description of impact</b>	The establishment has attained the Accessibility label A + of VisitFlanders accessibility scheme and uses this in its marketing.
<b>Key learning points</b>	<p>Covers needs of clients with multiple disabilities, including mobility impairments, Sensory (deaf) and visual impairments.</p> <p>The establishment's website is in Flemish/Dutch only</p>
<b>Other organisations responsible for delivery or in cooperation</b>	<p>Professional caregivers; the local care network from the neighbourhood is organised by Casa Ametza in cooperation with a team of volunteers.</p> <p>Four local organisations are involved in providing care and support. These are listed on the website: <a href="http://casa-ametza.be/home/index.php/zorg/">http://casa-ametza.be/home/index.php/zorg/</a></p> <p>A number of enterprises are listed on the website as "Sponsors". These provide transport, toys and outdoor equipment.</p>
<b>Website</b>	<a href="http://www.casa-ametza.be">www.casa-ametza.be</a> video on <a href="https://youtu.be/a2QzljP7g4">https://youtu.be/a2QzljP7g4</a>
<b>Date of introduction</b>	2015



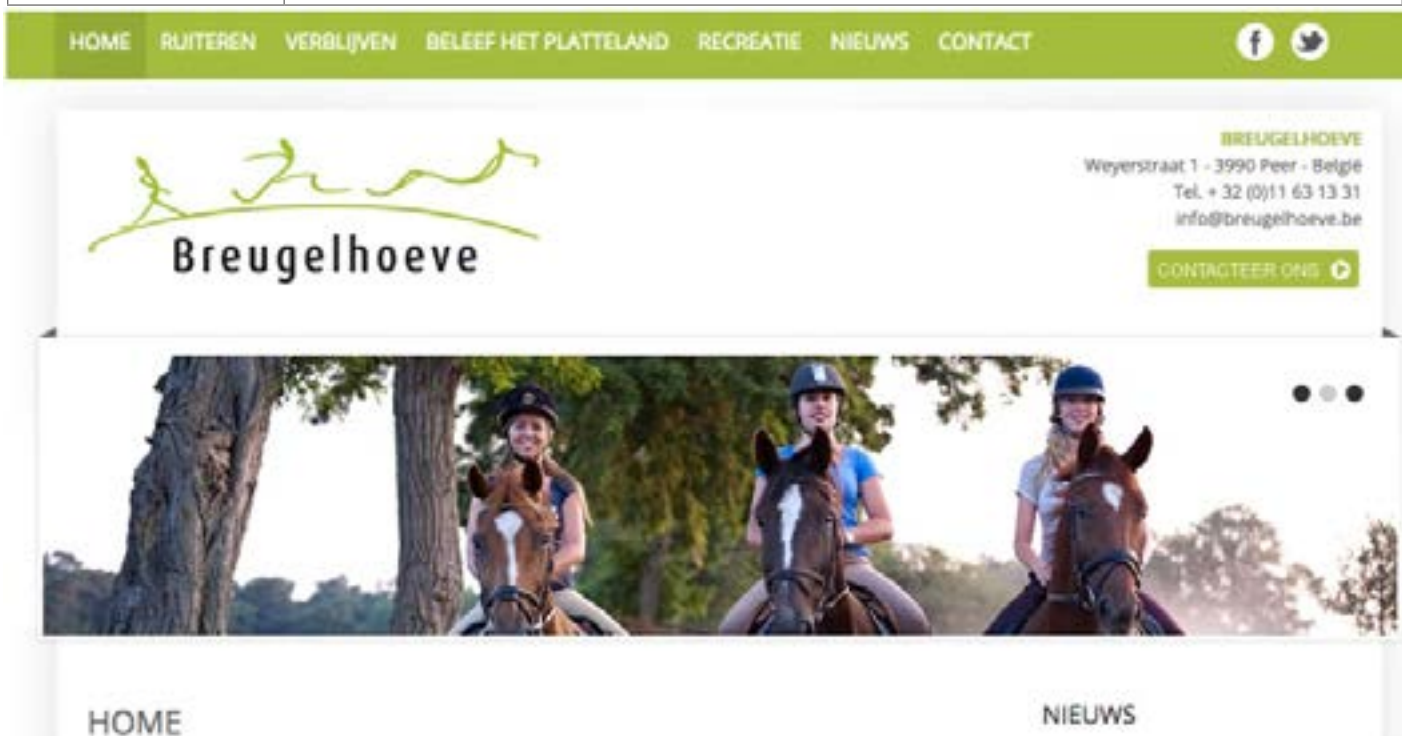
<b>Name of good practice</b>	<b>Hotel Bero</b>
<b>Country - area</b>	Belgium -Oostende
<b>Sector</b>	Accommodation
<b>Business area</b>	Facilities
<b>Organisation Enterprise</b>	Hotel Bero Hofstraat 1, Oostende, 8400, Belgium +3259702335; info@hotelbero.be
<b>Description of good practice</b>	<p>Hotel Bero in Ostend offers environmentally friendly 4-star rooms at the seaside and seminar facilities at the Belgian coast.</p> <p>For guests with reduced mobility it provides 6 adapted wheelchair-friendly rooms. Also offers 6 anti-allergic rooms. The guests have free access to a leisure centre with indoor pool, sauna, bio sauna, steam bath, infra-red bench and gym.</p> <p>Hotel Bero is centrally located, just a few steps away from the promenade, the beach, the protected West Pier, the Fishermen's Quay, the City and the Ensor Museum, the traffic free shopping streets and many restaurants and pubs. The railway station is 10 minutes' walk from the hotel. Guests who come by car, can use the private garage or the public pay parking "Mijnplein" at 100 meters from the hotel.</p> <p>Hotel Bero is one the 10 biggest hotels in Ostend, offering 70 non-smoking rooms of different types.</p> <p>The guests can choose between 35 new energy efficient Ecology rooms (some with limited sea view), 13 contemporary Executive rooms and 22 spacious budget friendly Classic rooms.</p> <p>Furthermore, Hotel Bero, offers 6 wheelchair accessible rooms (Ecology and Executive), 6 allergy free rooms (Ecology), 10 family rooms (Classic) and 3 family suites (Classic).</p> <p>Pets are not allowed in the hotel due to hygienic reasons.</p> <p>Additional rollaway beds for children or babies are available on request: To ensure the comfort of older children and adults, there are family rooms or suites with additional regular beds.</p>
<b>Description of impact</b>	<p>Wheelchair accessibility</p> <p>Hotel Bero bears the Flemish A-label for accessible tourism.</p>
<b>Key learning points</b>	<p>Hotel Bero places focus not only on accessibility but also sustainability, business customers (executive rooms) and family-friendly service.</p> <p>The hotel has a very extensive website with 4 languages and includes user reviews.</p>
<b>Other organisations responsible for delivery or in cooperation</b>	The hotel participates in the VisitFlanders Accessibility Scheme, <a href="#">Toegankelijk Vlaanderen</a> .
<b>Website</b>	www.hotelbero.be; reviews at http://www.hotelbero.be/en/reviews
<b>Date of introduction</b>	2009



<b>Name of good practice</b>	<b>Breugelhoeve: horse riding and other activities</b>
<b>Country-area</b>	Belgium, Peer
<b>Sector</b>	Accommodation, activities, sports, attractions
<b>Business area</b>	
<b>Organisation Enterprise</b>	Breugelhoeve Weyerstraat 1 - 3990 Peer - België 00 32 (0)11 63 13 31; info@breugelhoeve.be
<b>Description of good practice</b>	<p>Breugelhoeve is a centre of excellence where people can enjoy horse-riding in all its facets. In addition, through “Rural Classes” and the “Rural Educational Network” a range of activities in rural life is offered. Persons with specific requirements are proposed by the parents or from a medical referral allowing them to engage in horse riding, providing benefits for mental and physical development in a setting with suitable care facilities. The establishment offers various experiences and packages from a one-time riding lesson to regular lessons (weekly, biweekly, ...). The staff always begin with an exploratory conversation with the person, their parents, counsellors or carers, to identify their expectations and needs and to propose suitable working methods. Qualified teachers supervise the lessons.</p> <p>Competitions: On a regular basis the establishment holds competitions where riders with a disability can taste the competitive event. These competitions are organised in collaboration with the Provincial Sports Service (G-horse training group) and LRV (National Riding Associations’ Association). G-games will be integrated into the regular competition.</p> <p>LRV wants to play a pioneering role to increase the possibilities for riding for people with disabilities. It is not only a healthy leisure activity, but also an opportunity to meet other people, to participate in competitions, to integrate people with disabilities and to give them a story. The recreational aspect always takes precedence over the competitive. Everyone performs at their own level and according to their own capabilities. LRV wants to give all persons with disabilities the chance to participate in dressage competitions, both inside and outside their activities with able-bodied riders. In every province there is a provincial G-club where riders can join.</p> <p>LIMBURG: G-Limburg Riders PTC Breugelhoeve LRV members with a disability who are connected as a walking rider at a local LRV association can automatically (at no extra cost) also join the provincial G-club.</p> <p>G-horseback riding may or may not be combined with a stay in Breugelhoeve where many rural activities can be offered as a supplement.</p> <p>Hippotherapy with S-Sport – Recreas. The centre offers hippotherapy sessions, too. The organisation that manages these activities is S-Sport // Recreas vzw, a Flemish sports federation recognized by Sport Vlaanderen. By supporting sports clubs and organizing sports activities, it offers recreational sports and exercises for young and old and for people with and without disabilities.</p>



<b>Description of impact</b>	Participation of persons with disabilities in social life and therefore sporting activities, with qualified teachers to supervise the lessons. Opportunity to participate in dressage competitions, both inside and outside their activities with able-bodied riders. Reimbursement is given by the social insurance bodies for Hippotherapy for persons with a disability.
<b>Key learning points</b>	Contribution to integration and socialising of persons with disabilities through sports and activities. The importance of training and specialised skilled personnel in addition to volunteering work to give equal possibilities to persons with disabilities to participate in all aspects of life.
<b>Other organisations responsible for delivery or in cooperation</b>	Provincial Sports Service (G-horse training group) and LRV, National Riding Associations' Association of more than 400 local pony clubs and driving clubs. LRV is a recreational equestrian federation recognized by Sport Vlaanderen with more than 11,000 members .The emphasis within LRV is on 'democratic' horse and pony riding and making this sport accessible and affordable. Anyone who has a horse or pony is welcome at one of the local clubs, even if he or she cannot ride. LRV is an association that is supported by volunteers and at all levels, in the local driving club or pony club, as well as at regional, provincial and national level.
<b>Website</b>	<a href="http://www.breugelhoeve.be">www.breugelhoeve.be</a>
<b>Date of introduction</b>	2006






<b>Name of good practice</b>	<b>B&amp;B Altijd Genieten</b>
<b>Country -area</b>	Belgium, Damme -Moerkerke
<b>Sector</b>	Accommodation
<b>Business area</b>	Customer Service, facilities
<b>Organisation Enterprise</b>	Molentje 8, Damme (Moerkerke), 8340, Belgium 050500890; info@altijdgenieten.be
<b>Description of good practice</b>	<p>The manager and hostess of B &amp; B “Altijd Genieten” has a training background as a nurse and warmly welcomes customers to her small and cozy establishment in Moerkerke, rural district of Damme. Until 2008 it was a warehouse and now it is converted into 4 furnished guest rooms. The B &amp; B currently has a permit for a maximum of 10 people. For each room, 2 beds are best suited for people with disabilities. Care has been taken to make adjustments for improved accessibility with an optimal feeling of “home” for people with disabilities. Individually tailored medical and care services can be arranged by appointment with the local doctor and nurses.</p> <p>B &amp; B Altijd Genieten is recognized with the Flemish A + accessibility label for the entire accommodation.</p> <p>There is possibility of using wifi and TV. A charging point is provided for the electric bicycles. In addition, the entire B &amp; B is accessible to everyone, through perfect integration of facilities. The garden is one to enjoy the whole day, with access to a petanque court and “outside” BBQ.</p> <p>The upper floor can be reached by stairs or elevator.</p> <p>Quiet dogs are allowed if mentioned at the reservation. Assistance dogs are always allowed.</p> <p>Smoking inside the B &amp; B is not allowed. The B &amp; B does not offer wellness, but there is the possibility of outdoor wellness. A local wellness centre can be reached by bike or a brisk walk.</p> <p>Children’s play facilities and Sports Activities and Facilities (Horse riding and Golf) are also provided.</p>
<b>Description of impact</b>	<p>It is a successful business that has been established through the design and development of accessible accommodation and a range of activities “for all”. The B &amp; B brings custom to other businesses in the local community (doctor, nurses and a nearby wellness centre).</p> <p>“Altijd Genieten” is known for its participation in the popular TV programme “Four in a bed “. Photos can be found on the establishment’s Facebook page. It has been recognised by the Flemish Accessible Scheme as A+, contributing to the promotion of Flanders as an accessible destination.</p>



<b>Key learning points</b>	<p>The owner has a nursing background which is mentioned in the online description to indicate professionalism and quality assurance. A business has been created by renovating and converting of a warehouse and other facilities to accommodation place with an emphasis on cosiness and a homely atmosphere, with physical adaptations and care services for persons with disabilities. The overall aim has been to provide “wonderful experiences to all”. The B &amp; B highlights in its product description / marketing:</p> <ul style="list-style-type: none"> <li>• it can arrange assistance from local partners (doctor/nurses) as part of the offer.</li> <li>• it is participating in the VisitFlanders regional Accessibility Information Scheme and it refers to the A+ rating in its marketing.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Local doctor, nurses and a nearby wellness centre are available on request.
<b>Website</b>	<a href="https://www.altijdgenieten.be/">https://www.altijdgenieten.be/</a> Website has a Google Earth Virtual tour, outdoors and indoors <a href="https://tinyurl.com/yawahnlz">https://tinyurl.com/yawahnlz</a>
<b>Date of introduction</b>	2008



## B&B Altijd Genieten

Dé B&B voor mensen met een beperking en hun begeleiders en families te Damme (Moerkerke)

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Ligging en bezienswaardigheden

De Bouw

De Papiermolen


Foto's van de verbouwing

Missie




### Altijd Genieten

Goeie dag, Ik ben Kathleen De Meyere en heb 30 jaar ervaring in de zorgsector als verpleegkundige. Tot eind maart 2012 was ik bedrijvig in het RVT Rusthuis te Damme. ...  
[Lees verder →](#)



### Foto's Altijd Genieten

Sedert begin Juli 2014 is iedereen welkom in onze B&B Altijd Genieten, zowel validen alsook mensen met een beperking. De B&B is volledig toegankelijk voor mensen met een beperking, zowel ...  
[Lees verder →](#)



### Foto's : De laatste fase van de bouwwerken

Onze B&B is geopend, maar u had nog wat foto's tegoed van de laatste fase der verbouwingen. Vanwege de vele 'laatste loodjes' die er waren, hebben we daar nu pas ...  
[Lees verder →](#)



<b>Name of good practice</b>	<b>Wheeling Around the World</b>
<b>Country - area</b>	Belgium / Brussels
<b>Sector</b>	Attractions, Tour Operator
<b>Business area</b>	Customer Service, Facilities
<b>Organisation Enterprise</b>	Wheeling Around the World Foundation (WAW)
<b>Description of good practice</b>	<p>The foundation organises different tours around Europe e.g. in the Alps and in the Mediterranean countries, making connections and agreements with local organisations for clients with disabilities and experienced personnel. Just a few examples:</p> <p>Mission Mont Blanc</p> <p>Passionate since always about extreme sport, speed and adrenaline, Alexandre Bodart Pinto, via the foundation Wheeling Around the World, and the Firefighter Department of Paris launch a new challenge: Bringing 3 wheelchair users to Mont Blanc with the help of a team including 12 firefighters from the Firefighter Department of Paris, 2 nurses, 4 professional mountain guides and a cameraman.</p> <p>“I’M FREEE!!” TRAVELLING : Holiday trip assistance</p> <p>I’M FREE!!! Travelling proposes “all-inclusive” packages. Not only housing and facilities on the spot are ensured to be adapted and accessible but also personal assistance is provided from morning to evening. That personal assistance is really the guideline of the I’M FREE!!! Traveling concept. The Personal Assistants (P.A’s), come from the destination’s region. They are specially trained by WAW care staff to help in subtle and discreet ways. The P.A.’s can help as follows:</p> <ul style="list-style-type: none"> <li>• Getting on and off the bus</li> <li>• Getting in and out of the swimming pool</li> <li>• Going to the beach</li> <li>• Swimming in the sea</li> <li>• Climbing stairs</li> <li>• Climbing steep slopes</li> <li>• Carrying your personal belongings</li> </ul> <p>I’M FREE!!! Traveling frees persons with reduced mobility and their family who are already very busy during the rest of the year, and enables to feel totally “free”, for an unforgettable stay.</p>



	<p><b>WELLABLED</b> : Access to seas and oceans</p> <p>In cooperation with the Wellabled project, the first boat in the world to be fully adapted and with facilities to welcome persons with reduced mobility using wheelchairs, the Wheeling Around the World Foundation aims to heighten awareness of water sport lovers for them to realise there is a real market to be developed, and it is thus important to have some boats adapted and accessible for Persons with Reduced Mobility. One of Wellabled's aims is also to create an accessibility label which can be given to all accessible and adapted boats.</p> <p>The boat created by Wellabled has a broad access ramp instead of traditional "gangplank", 3 fully adapted bedrooms, a lift on the three levels and a platform enabling passengers to go as deep as 1 meter, giving disabled people the possibility to swim in the open sea.</p> <p><b>ALMAGIC</b></p> <p>Almagic offers to set up full accessibility in sites for a pre-set period of time, thanks to competent staff and required implements.</p> <p>The association proposes 4 days a year per site. Almagic ASBL does not intend to struggle against measures for the preservation of historical monuments or sites. By installing temporary equipment, the site area remains protected and everybody's needs are met. Thanks to this kind of equipment, the financial expenses for equipment and staff are distributed between all partners of the project.</p>
<b>Description of impact</b>	<p>The WAW foundation is interested in producing benefits for both the tourism destination, the local tourism operators and the tourists.</p> <p>Working on a "project" basis, the foundation helps the locals to adapt services and facilities to the needs of people with disabilities (especially people with reduced mobility) and helps them to find either temporary or, preferably, permanent solutions.</p> <p>The positive test of tourists with disabilities proves the benefit for the destination and local businesses.</p>
<b>Key learning points</b>	<p>Close contacts between local tourist operators, the destination and the tour organisers, who know the needs of tourists with disabilities, leads to exceptional travel experiences for people with motor impairments.</p>
<b>Other organisations responsible for delivery or in cooperation</b>	<p>The Foundation works with local accessible tourism services and with local tourism businesses and destination to improve the tourist offer.</p>
<b>Website</b>	<p><a href="https://www.fondationwaw.org/">https://www.fondationwaw.org/</a></p>
<b>Date of introduction</b>	<p>2005</p>



<b>Name of good practice</b>	<b>Destination Everywhere</b>
<b>Country - area</b>	Belgium
<b>Sector</b>	Tour Operator
<b>Business area</b>	Information / Marketing
<b>Organisation Enterprise</b>	Destination Everywhere
<b>Description of good practice</b>	Destination Everywhere is an online platform that aggregates accessible tour operators and services, making planning a holiday easier for people with special needs.
<b>Description of impact</b>	<p>Promotion of local tour operators specialized in the disability sector, therefore better visibility for their services.</p> <p>People with a disability find more easily information on destinations and a wide offer of adapted services, therefore facilitating the planning process and making a holiday more feasible = encourage more people with a disability to travel.</p>
<b>Key learning points</b>	Often local tour operators don't have the strength, the money to invest to be marketed throughout Europe. Destination Everywhere comes as a market-place to advertise extensively (especially in Belgium but also world-wide) accessible tours by local tour operators. The FOCUS of their service is the OFFER of the tours, especially adventure and exotic places. The staff of Destination Everywhere has tight contacts with the locals to ensure a safe and unique tourism experience tailored to the needs of every tourist.
<b>Other organisations responsible for delivery or in cooperation</b>	Local tour operators are partners of the project
<b>Website</b>	<a href="http://www.destinationeverywhere.me">www.destinationeverywhere.me</a>
<b>Date of introduction</b>	2017



# Good practices- Italy

As regards Italy, the criteria used to define the good practices are two:

1. one focused on local level on the Lanzo Valleys ;
2. one focused on Torino and surrounding areas.

As regards the first point, experiences in the Lanzo Valleys proceed “in a leopard spot”: the initiatives are many, but fragmentary proposed by different entities operating on the territory and covering different sectors within the framework of tourism for all, therefore the challenge, at the moment, as regards our area, is to work on the implementation of the accessibility chain.

The following good practices have been selected according to this criterion.

In the last few years the territory of Lanzo Valleys has invested a lot in this direction. In this territory public bodies, catering and accommodation facilities, associations and businesses, heterogeneously located throughout the territory both are offering services that can satisfy the most diverse needs and allow tourists to visit the valleys and trying to convey them in an accessibility chain. While there are still critical issues in the cultural offer, the strength of the Lanzo Valleys is the offer of outdoor activities of various kinds.

The good practices collected by ENGIM were collected firstly using contacts in the network and, being most contacts not available, on the basis of desk research using available information both online and through the Tourism Office.

The information were collected and then put into the format: starting from the main contact, Consulta per le Persone in Difficoltà (Comitee for People in Difficulty), some practices in the field of accessibility were collected during a seminar focused on the territory seen as a whole, so welcoming people with different needs.

Different needs are also the subject of the other best practices listed below, being them families with children, people with dietary requirements, people with mobility problems.

Overall, we must underline that collecting the good practice was a difficult task as well as estimating the impact; in our region the concept of accessibility has still to make its way into businesses.



<b>Name of good practice</b>	<b>Policies for the local area by GALs</b>
<b>Country -area</b>	Italy-Piedmont- Valli di Lanzo (Lanzo Valleys) + Canavese Valleys and Biella area
<b>Sector</b>	Public administration
<b>Business area</b>	Policies
<b>Organisation Enterprise</b>	Local Action Groups (GALs) of Lanzo Valleys, Canavese Valleys and Biella Borgo Fè, 2, 10070 Ceres TO; 0039 0123 521636
<b>Description of good practice</b>	Agreement of the three GALs for the development of the local areas on the topic. The networking of the projects of the three GALs in the common philosophy of Tourism for All is aimed at creating quality solutions, services and products for the economic and social development of the areas, enhancing the specific features of each area. The goal of the GAL network is to include all the tour operators of the three territories which, thanks to cooperation and the sharing of objectives and philosophy, are expected to develop innovative, welcoming, accessible and accessible services for all.
<b>Description of impact</b>	The experience is recent and we do not have data at the moment to measure the impact but the answer and the interest of the catering and accommodation facilities, associations and businesses is very high.
<b>Key learning points</b>	Soliciting the territory through common policies
<b>Other organisations responsible for delivery or in cooperation</b>	
<b>Website</b>	<a href="http://galvallidelcanavese.it">http://galvallidelcanavese.it</a> <a href="http://www.gal-vallilanzocerondacasternone.it">www.gal-vallilanzocerondacasternone.it</a> <a href="http://www.montagnebiellesi.com">www.montagnebiellesi.com</a>
<b>Date of introduction</b>	2017



<b>Name of good practice</b>	<b>Consorzio operatori turistici Valli di Lanzo</b>
<b>Country -area</b>	Italy-Piedmont- Lanzo Valleys
<b>Sector</b>	Accommodation; Hospitality; Tour operator; Touristic guide
<b>Business area</b>	Customer Service; Information / Marketing; Facilities
<b>Organisation/Enterprise</b>	Consorzio operatori turistici Valli di Lanzo Frazione Fè, 2 10070 Ceres (TO); e-mail: segreteria@turismovalli-dilanzo.it
<b>Description of good practice</b>	<p>The consortium was born as a reference point for the development of the territory. At the moment of the reasearch, 2018, it is composed by about twenty organisations (hoteliers, restaurateurs, agritourisms, farms, tourist service operators). The consortium has the aim of developing the tourist offer of the Valleys of Lanzo Ceronda and Casternone, improving the quality of hospitality and increasing the possibility of enjoying the area, respecting the cultural identity and natural resources of the Valleys. The Consortium organises accommodation packages aimed at the needs and interests of different types of tourists, with particular attention to the issue of accessibility.</p> <p>All tourist packages are marked by the Naturando brand, of which the Consorzio Operatori Turistici Valli di Lanzo is formally the owner.</p> <p>The consortium website has a dedicated area “Without barriers” through which many activities are proposed: rock climbing on the equipped boulders in Balme and Cantoira, a Tyrolean rope that can also be used by people with mobility difficulties (the only one of its kind in all of Piedmont), paragliding, routes in joelette* are offered for people with walking difficulties, the proposed routes can be done either independently or with the help of qualified professionals. Some experiences are described as good practices in the next pages, as well.</p> <p>*The joelette is a special off-road wheelchair, which also allows people with motor disabilities, where live mountain is normally precluded, to participate in hiking on mountain paths and natural roads, has only one wheel, with suspension and brake, and is usually carried out by two chaperones by means of special arms on the front and on the back.</p>
<b>Description of impact</b>	<ul style="list-style-type: none"> <li>• Increase of the number of people with disabilities that can enjoy the mountain activities such as trekking, paragliding, climbing in the area</li> <li>• Intensification and improvement of collaborations between local structures and organisations</li> <li>• Diversification of the tourist offer and the target audience</li> </ul>
<b>Key learning points</b>	A shared strategy of involvement of local organisations for the improvement of the territory and rationalization touristic offer in terms of chain of accessibility
<b>Other organisations responsible for delivery or in cooperation</b>	All the members of the consortium



<b>Website</b>	<a href="https://www.turismovalldilanzo.it/senza-barriere">https://www.turismovalldilanzo.it/senza-barriere</a> ; website in english and italian; <a href="https://www.facebook.com/consorziovallilanzo/">www.facebook.com/consorziovallilanzo/</a> The facebook page counts in 2018 1063 members
<b>Date of introduction</b>	2014





<b>Name of good practice</b>	<b>Les Montagnards</b>
<b>Country -area</b>	Italy-Piedmont- Lanzo Valleys
<b>Sector</b>	Accommodation; Hospitality
<b>Business area</b>	Facilities
<b>Organisation Enterprise</b>	Les Montagnards Frazione Cornetti, 73, 10070 Balme (TO); 0039 0123 233073 info@lesmontagnards.it
<b>Description of good practice</b>	<p>Les Montagnards is an independent villa of the early '900, turned into refuge and restaurant. The refuge has got a park of 2500 square meters and a private parking inside and outside. It is also a place stage for the GTA: The Great Crossing of the Alps - a hiking route that unites the entire western alpine arc in the Piedmont Region.</p> <p>The renovation of the building has been screened and carried out in compliance with the standards required by the CPD - Consulta for People in Difficulty Onlus, thus ensuring inclusion of Les Montagnards in the <a href="#">Turismabile</a> circuit.</p> <p>Les Montagnards is an accessible facility and offers hiking proposals with joelette and tourism for families with children's area.</p>
<b>Description of impact</b>	Les Montagnards became in the year the referent point of accessible tourism offer on the territory also through its experience in the promotion of the topic
<b>Key learning points</b>	Les Montagnards has created a sort of small accessibility chain offering to its customers "structural" facilities and touristic offers: routes and leisure for all, including people with special needs - people with motor impairment and family with children- in order to allow them to fully enjoy a touristic experience in Lanzo Valleys. Les Montagnards, with its holystic approach, is an example of the correct declination for the development and improvement of territory.
<b>Other organisations responsible for delivery or in cooperation</b>	Les Montagnards collaborates with different associations and individuals on the territory: La Piutà, Li Barmenk, Guide Alpine Valli di Lanzo, Terre Alte, Brictour, A.N.I. and the Nordic Walking School of the Valli di Lanzo, Foresta di Sherwood, Exploravita, Eagles & Vultures of the Lanzo Valleys
<b>Website</b>	<a href="https://www.youtube.com/watch?v=O-P0O2zFmmQ">https://www.youtube.com/watch?v=O-P0O2zFmmQ</a> <a href="https://www.lesmontagnards.it/servizi/proposte/senza-barriera-joelette/">https://www.lesmontagnards.it/servizi/proposte/senza-barriera-joelette/</a>
<b>Date of introduction</b>	2014



<b>Name of good practice</b>	<b>Paragliding</b>
<b>Country -area</b>	Italy-Piedmont- Lanzo Valleys
<b>Sector</b>	Sport
<b>Business area</b>	Services
<b>Organisation Enterprise</b>	Peter Pan Scuola di parapendio (paragliding school) Moltalto (TO)
<b>Description of good practice</b>	<p>For years, the paragliding school Peter Pan (Avioclub Montalto, free flight section) has been dedicated to allow people with disability to fly. The school avails itself of instructors who have attended courses for the transport of passengers with disabilities, most of them organised by the French Free Flight Federation.</p> <p>As regards the accessibility, the school acts on two specific activities both carrying the name of Paravolando:</p> <ul style="list-style-type: none"> <li>• the first is the event performing once a year to allow disabled people to fly in two-seater paraglide. Every year at the beginning of July, in the municipality of Chialamberto;</li> <li>• the second one is the opening of a section of the school dedicated to disabled people to teaching to fly independently</li> </ul>
<b>Description of impact</b>	Thanks to this experiences, paragliding is possible for people with different disabilities. During twelve years, the two-seater paraglide has been experienced, in Lanzo Valleys, by paraplegic people, spastic people, people without limbs, people with walking difficulties and blind people. During the years the numbers have increased but limited because the flight involves the presence of different operators (a co-pilot and, at the minimum, two departure assistants and operators on arrival).
<b>Key learning points</b>	Cooperation among paragliding school and municipality (The free flight schools Baratonga Flyers and Peter Pan with the economic collaboration and support of the Mountain Community of Chialamberto, the municipality of Chialamberto and the Lyons San Carlo of Turin are in cooperation for the implementation of the event)
<b>Other organisations responsible for delivery or in cooperation</b>	In cooperation with ASD Baratonga Flyers, Peterpan organises the two days Paravolando event
<b>Website</b>	<a href="http://www.scuolapeterpan.it/paravolando/">http://www.scuolapeterpan.it/paravolando/</a> (only in italian) <a href="http://www.baratongaflyers.it/">http://www.baratongaflyers.it/</a> (only in italian) account youtube: peterpanparavolando <a href="https://www.facebook.com/Paravolando-256565534525167/">https://www.facebook.com/Paravolando-256565534525167/</a>



<b>Date of introduction</b>	<p>The first experience dates back to 1994 when, at the request of a differently skilled boy who had expressed the desire to fly, they built a “buggy” that allowed passengers to be transported. So they made the first flights from the flight of Riposa near Susa with a difference in height of 1700 meters. Then they encountered a series of difficulties in the construction of the buggy for the solo flight and abandoned the project.</p> <p>In 2006, after learning about similar experiences in Francea, they resumed the project. In 2007 it was organised the first event in Italy dedicated to disabled people as well.</p>
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<b>Name of good practice</b>	<b>Four boulders equipped</b>
<b>Country -area</b>	Italy-Piedmont- Lanzo Valleys
<b>Sector</b>	Sport
<b>Business area</b>	Services
<b>Organisation Enterprise</b>	Scuola Guide Alpine Valli di Lanzo info@guidealpinelanzo.it
<b>Description of good practice</b>	Four boulders equipped by the Alpine Guides Valli di Lanzo that offer 19 adventurous and explorative routes with different difficulty, ideal for an approach to the world of rock for all: people with disabilities, seniors, children.
<b>Description of impact</b>	The boulders of Balme and Cantoira have been equipped for an autonomous use. The website of CAI- Alpine Italian Club of Lanzo Valleys section - offers a full description of the boulders' tracks in order the user has clear awareness of the difficulty level.
<b>Key learning points</b>	Fully clear and completed information offering the user the opportunity to have an autonomous experience.
<b>Other organisations responsible for delivery or in cooperation</b>	CAI - Alpine Italian Club of Lanzo Valleys section
<b>Website</b>	<a href="http://www.guidealpinelanzo.it">www.guidealpinelanzo.it</a> <a href="http://www.guidealpinelanzo.it/disab.htm">www.guidealpinelanzo.it/disab.htm</a> ; <a href="http://www.cailanzo.it/index.php?option=com_k2&amp;view=item&amp;layout=item&amp;id=185">http://www.cailanzo.it/index.php?option=com_k2&amp;view=item&amp;layout=item&amp;id=185</a> ;
<b>Date of introduction</b>	2011



<b>Name of good practice</b>	<b>Turismabile</b>
<b>Country -area</b>	Italy-Piedmont
<b>Sector</b>	Public policies
<b>Business area</b>	Promotion of facilities and tourism for all
<b>Organisation Enterprise</b>	CPD Consulta - improve tourism for all in Piedmont
<b>Description of good practice</b>	The project involves not only motor, intellectual or sensory disabled people, but also those categories of tourists who present particular needs: people with food or other allergies, the elderly and also, why not, pregnant women. All these people can find in Piedmont the ideal environment for a "barrier-free" tourism. On the website there is a list of tourist offers for all.
<b>Description of impact</b>	The Organisation is an umbrella devoted to disability in all its aspects and involves more than 50 organisations so its impact is both in numbers and in area as it covers the whole region
<b>Key learning points</b>	Involving networks - Being the reference point for the whole regione thanks to its long history (30 years)
<b>Other organisations responsible for delivery or in cooperation</b>	Piedmont Local authorities
<b>Website</b>	<a href="http://www.turismabile.it/">http://www.turismabile.it/</a> <a href="https://www.facebook.com/cpd.consulta/">https://www.facebook.com/cpd.consulta/</a>
<b>Date of introduction</b>	2007

**MOVIE ON THE ROAD ®**

EURO 24,00 A PERSONA

ITINERARI      PACCHETTI      CATENA ACCESSIBILITÀ



<b>Name of good practice</b>	<b>“Fun Family” and “Viaggi per Famiglie”</b>
<b>Country -area</b>	Italy-Piedmont
<b>Sector</b>	Tour operator
<b>Business area</b>	Promotion of facilities and tourism in Italy for families
<b>Organisation Enterprise</b>	Fun Family Family friendly travels
<b>Description of good practice</b>	<p>Fun Family promotes the ideal solutions for the holidays of the whole family in Italy (and Piedmont), to increase the value of the hotels and all the family friendly hotels that offer services and activities specifically designed to make the holidays with the children a great experience for the whole family!</p> <p>Viaggi Per Famiglie promotes tours for families in Italy (and Piedmont). It suggest what to do with children: where to stay, to eat, to enjoy free time and so on, to ensure relax and funny for all the family.</p>
<b>Description of impact</b>	<p>37 enterprises in Piedmont (accommodation, restaurants, parks) joined the project.</p> <p>The guide is sent to approx 10.000 families in Piedmont.</p>
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• to help families in their daily lives;</li> <li>• to guarantee children services designed for them and their needs;</li> <li>• to raise awareness about “family friendly” and the importance of welcoming a family.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Hotels, tourism facilities
<b>Website</b>	<a href="https://www.funfamily.it">https://www.funfamily.it</a> <a href="https://viaggiperfamiglie.it/itinerari/">https://viaggiperfamiglie.it/itinerari/</a>



<b>Name of good practice</b>	<b>Drawings and games for hotels</b>
<b>Country -area</b>	Italy-Piedmont
<b>Sector</b>	No profit - Public
<b>Business area</b>	Promotion of facilities and tourism for families
<b>Organisation Enterprise</b>	Tuttofamilyhotel Disegna con me
<b>Description of good practice</b>	<p>This service is offered to hotels which would like to improve facilities for families. There are a lot of ebooks of “Designs and Games for Hotels” tool entertain children staying in hotels. They are designed to entertain children at different times of the day and in the different spaces of the hotel. The creative material can be organised in the rooms, in the common areas and in the restaurant, to the delight of the little ones. “Designs and games for hotels” comes from the collaboration of FunFamily with Disegnaconme, with the aim of creating a real creativity package. The ebooks are in fact composed of a series of thematic albums and creative cards: drawings to color and print, games of paper, logic activities and much more ...</p> <p>The “Designs and Games for Hotel” creative packages include:</p> <ul style="list-style-type: none"> <li>3 creativity albums for children</li> <li>5 creative cards for the common areas of the hotel</li> <li>initiative presentation kit for hotel guests</li> </ul> <p>Moreover all the ebook of drawings and games can be customized, on request, with the logo of the hotel.</p> <p>the project is not very popular at the moment, so there are still few hotels or restaurants that use it</p>
<b>Description of impact</b>	The project is not very popular at the moment, so there are not many hotels and restaurants using it
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• to take care of children by offering them an educational product;</li> <li>• to allow parents to eat in a restaurant or to check in the hotel in peace, knowing that the child is engaged in a drawing activity.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Hotels
<b>Website</b>	<a href="http://www.tuttofamilyhotel.com">http://www.tuttofamilyhotel.com</a> <a href="http://disegnaconme.wixsite.com/disegnaconme">http://disegnaconme.wixsite.com/disegnaconme</a>
<b>Date of introduction</b>	2014



<b>Name of good practice</b>	<b>Project “Eating Out”</b>
<b>Country-area</b>	Italy-Piedmont
<b>Sector</b>	No profit
<b>Business area</b>	Health
<b>Organisation Enterprise</b>	AIC - Italian association for celiac disease (Piedmont area)
<b>Description of good practice</b>	<p>With the aim of improving the daily life of the celiac people, AIC has begun a series of activities including a specific project dedicated to the catering industry: “Eating Out”. The aim is to create a chain of catering enterprises informed on celiac disease, in order to offer a service suitable to the dietary needs of celiacs. All the enterprises participating in this project are trained through courses and theoretical/practical meetings on celiac disease and gluten-free cooking. Once the business is ready to officially join the project, it signs a memorandum of understanding in which it undertakes to comply with the requirements defined by the AIC. The AIC carries out regular checks of all the enterprises belonging to this network, through qualified personnel. These checks verify that the enterprises correctly apply the rules established by the project and help them to solve specific problems that may arise.</p> <p>Every year these enterprises receive a window sticker that identifies them as recognized by AIC and which must be displayed.</p> <p>The requirements to enter into the project are:</p> <p>Participation in a theoretical course, also available in e-learning, in collaboration with the local health authority;</p> <p>Participation in a training programme in all the sectors covered by the theoretical-practical course;</p> <p>Participation in an audit/training update for constant monitoring.</p> <p>AIC produces also the guide “Eating Out”: a very useful tool to move on the Italian territory. The publication, in addition to presenting the project in detail, contains a series of basic tips and information for the celiac tourist as well as a list of all the hotels, cottages, restaurants, bars, ice cream parlours, B&amp;B, trattorias, pubs, sandwich shops, catering recognized by AIC.</p>
<b>Description of impact</b>	<ul style="list-style-type: none"> <li>• In Piedmont there are 358 enterprises that joined the project.</li> <li>• 90.000 copies of the guide are distributed every year in Italy</li> </ul>
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• to prepare the area to accommodate people with celiac problems;</li> <li>• to inform, make aware and train citizens and workers of the catering and accommodation sector.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Shops and other businesses selling products for people suffering from celiac disease
<b>Website</b>	<a href="http://www.celiachia.it/dieta/Dieta.aspx?SS=95">http://www.celiachia.it/dieta/Dieta.aspx?SS=95</a>
<b>Date of introduction</b>	2015



<b>Name of good practice</b>	<b>“Out and About with Dementia” - live well with dementia in Val Pellice</b>
<b>Countr -area</b>	Italy - Piedmont - Val Pellice
<b>Sector</b>	Welfare
<b>Business area</b>	Retirement home for Dementia affected patients
<b>Organisation Enterprise</b>	Rifugio Re Carlo Alberto of Diaconia Valdese
<b>Description of good practice</b>	In 2016 the residential care home “Rifugio Carlo Alberto” worked on the ‘Out and About with Dementia’ project, which is part of an international approach aimed at creating dementia-friendly communities: concretely, it is about making countries, neighborhoods and cities more welcoming to people with dementia who, as all of us, want to live a normal life, with all the activities of everyday life. Often, for these people, the discomfort created by the disease is added to the stigma and social isolation, which is paid by the whole family. With this in mind, the retirement home worked in the villages of Luserna San Giovanni and Torre Pellice producing, with the help of people with dementia, an awareness raising programme aimed at tourism businesses, banks, schools, churches, local institutions and associations. A brochure was produced listing services aimed at improving the quality of life of people with dementia. As a result of this work, in April 2017 the Alzheimer Federation of Italy assigned the title of “dementia friendly” to the local community.
<b>Description of impact</b>	<ul style="list-style-type: none"> <li>• 43 enterprises and association have joined the project</li> <li>• A person with dementia told us that: “At the beginning, I was scared to take part in this project, because I thought it couldn’t be possible for me. Now I’m scared to go back home alone”</li> </ul>
<b>Key learning points</b>	The person first: the friendly community emphasizes this approach, giving more voice to people with dementia, to make them a resource
<b>Other organisations responsible for delivery or in cooperation</b>	The Protestant Church/Waldensian Diaconie; local and tourist businesses of the area
<b>Website</b>	<a href="https://www.diaconiavaldese.org/csd/news/la-val-pellice-e-dementia-friendly-pubblicate-le-brochure-in-italiano-e-inglese.php">https://www.diaconiavaldese.org/csd/news/la-val-pellice-e-dementia-friendly-pubblicate-le-brochure-in-italiano-e-inglese.php</a> <a href="https://issuu.com/studiopascal69/docs/brochure_engl_web">https://issuu.com/studiopascal69/docs/brochure_engl_web</a>
<b>Date of introduction</b>	2016



<b>Name of good practice</b>	<b>Mountain Group</b>
<b>Country -area</b>	Italy - Piedmont - Val Germanasca
<b>Sector</b>	Trekking
<b>Business area</b>	Trekking and mountain therapy
<b>Organisation Company</b>	Socio Terapico Center (C.S.T.) of Perosa Argentina with volunteers from the Italian Alpine Club (C.A.I.)
<b>Description of good practice</b>	<p>It is a daytime service with the aim of including people with physical, mental and sensorial disabilities.</p> <p>The educators prepare the activity, mapping the territory in order to choose the best route, easily covered by all those who have a minimum of training and by those supported with prams and Joëlette. They also inform families of what is necessary for the trip.</p> <p>This group meets every Wednesday for the whole day and this experience allows participants and educators to build a strong relationships with each other.</p>
<b>Description of impact</b>	People who take part in these trips say they feel better, happier and want to eat more, are fascinated by the mountains and want to discover more and more. They love to discover and listen to the sounds and silence of nature.
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• To allow everyone to discover and experience the mountain area;</li> <li>• To build autonomy through mountain therapy;</li> <li>• To achieve through outdoor activities.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	<ul style="list-style-type: none"> <li>• Unione Valli Chisone Germanasca</li> <li>• CST</li> <li>• Italian Alpine Club</li> </ul>
<b>Website</b>	<a href="http://www.unionevallichisonegermanasca.it/">http://www.unionevallichisonegermanasca.it/</a>
<b>Date of introduction</b>	2013



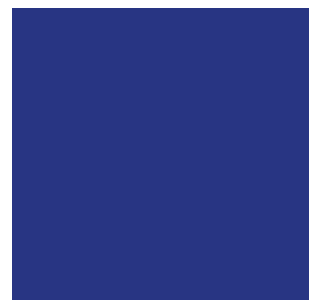
# Good practices

## Lithuania

One of the most important point of reference, describing the situation of accessible tourism in Lithuania is the study and analysis of good examples. The study was conducted using publicly available information on the internet, to verify information several enterprises were interviewed directly and services were tested in practice. Good examples include the screen of the entire country to present a wide range of experiences and practices in this area in Lithuania.

When assessing the information provided in the context of other partner countries, it is important to mention that the national concept of the accessible tourism is only at the development stage and therefore the impact of the examples presented here has particular importance in assessing the impact of information dissemination on new tourism services or on expanding existing tourist destinations that are already popular. Such good examples as the Kaunas Bus Station are common practice in many European Union countries, but they reveal trends in setting up of the network of accessible tourism services in Lithuania.

Analysis of good practices today can be defined as an individual initiatives, but not as systematic approach to the new services, necessary for the people with the special needs, implementation. Good examples include small and large private enterprises, non-governmental organisations and public institutions whose cooperation and experience can be adapted and disseminated to ensure the development of the whole country accessible tourism services.





<b>Name of good practice</b>	<b>Dolphin therapy</b>
<b>Country -area</b>	Lithuania/Klaipėda
<b>Sector</b>	Therapy and rehabilitation
<b>Business area</b>	Facilities
<b>Organisation Enterprise</b>	Lietuvos jūrų muziejus/ Sea museum and delphinarium /
<b>Description of good practice</b>	<p>Dolphinarium/ Sea museum is one of the popular museums in Lithuania. More than half of the million visitors explore water world in exposition set out in 13 hectares area.</p> <p>The exhibition/dolpinarium is open for all, but to attract and exploit the purposefully the resources of the museum the individual and group therapies for the people with disabilities, children and families were established here. The Dolphin Therapy Center organises individual and group dolphin-related activities for people with physical, intellectual disabilities with neurological diseases that have undergone psycho-emotional trauma. This programme helps people to feel better, improve their knowledge and socialization skills. The services of the Dolphin Therapy Center aims to promote the mobility of families with children, people with disabilities, and ensure appropriate services for them. At the same time, it promotes the expansion of those people's horizons, the need for new services and accessible, tailor made tourism. The Dolphin Therapy Center ensures the comfortable stay of the individuals/ groups with the special needs with the specially designed lounge and play rooms for families with the kids.</p>
<b>Description of impact</b>	<p>The positive impact of the described services for the people with special needs is defined by the popularity of these services. All sessions for the 2018 was booked during the spring time.</p> <p>Educational services enhance the further development of the sessions for the people with the special needs – various specialist/techniques are engaged to improve/ expand the services. It also encourages further medical research in this area.</p>
<b>Key learning points</b>	<p>Entertainment for social disability treatment.</p> <p>Holist approach to the help for people with special needs and their families.</p>
<b>Other organisations responsible for delivery or in cooperation</b>	Ministry of Health of The Republic of Lithuania/ Team of specialists: Social worker, psychologist, kineziotherapist, trainer.
<b>Website</b>	<a href="http://muziejus.lt/">http://muziejus.lt/</a> <a href="http://muziejus.lt/lt/paslaugos/delfinu-terapijos-centras">http://muziejus.lt/lt/paslaugos/delfinu-terapijos-centras</a> <a href="http://muziejus.lt/en/paslaugos/dolphin-assisted-therapy-centre">http://muziejus.lt/en/paslaugos/dolphin-assisted-therapy-centre</a> (in english)
<b>Date of introduction</b>	2014



<b>Name of good practice</b>	<b>Barrier Free Environments</b>
<b>Country -area</b>	Lithuania
<b>Sector</b>	Public tourism
<b>Business area</b>	Places of interest
<b>Organisation Enterprise</b>	Lithuanian Association of People with Disabilities
<b>Description of good practice</b>	<p>Social inclusion for persons with disability means being an active and equal member of society, participation in all aspects of community life. However, for many Lithuanians, having various disabilities/special needs this is not possible due to various physical and attitudinal barriers. The cooperation by disability organisations was focused on the topic of universal design and barrier free environments.</p> <p>The international partner organisations have had a wealth of experience in accessibility and universal design. Partnership was built to share knowledge, experience, expertise and tools that have been developed to date, where appropriate to adapt them to local situations and to create new tools to ensure universal design for all (case studies of good practices in universal design, a compendium of tools for promoting community participation, websites on universal design and recommendations for decision-makers).</p> <p>The partners through this learning partnership explored how to involve all sectors of the community in designing accessible, user-friendly environments not just for persons with disability, but for the elderly, mothers with young children and others who come face to face with physical barriers in daily life.</p> <p>Through the partnership was identified how to go beyond thinking of accessibility as just building accessibility, but looking at it through the prism of universal design whereby persons with disability can participate in community life due to barrier free work environments, information accessibility, technology accessibility and so on.</p> <p>During the project special questionnaire was prepared to evaluate access to :</p> <ul style="list-style-type: none"> <li>• public institutions;</li> <li>• educational institutions;</li> <li>• medical institutions;</li> <li>• culture and leisure institutions;</li> <li>• commercial institutions.</li> </ul> <p>The questionnaire is filled/ analyzed and presented by the disable people representatives in assistance with specially trained volunteers.</p> <p>As one of the most important outcomes of the project - 18 routes, accessible for the people with the disabilities are presented on-line today</p>



<b>Description of impact</b>	<ul style="list-style-type: none"> <li>• Project was driven with the idea to make the benefits and impact on the persons and institutions participating in the project. The partnership activities had an impact not only on the persons (learners and staff) participating in the project, but also on the participating institutions as the products created the benefit the organisation's membership that is people with disability and not only members, but also elderly persons and the community at large, thus having a flow-on effect.</li> <li>• The persons (staff and learners) have acquired a new set of skills, greater understanding of the concept of universal design, seen first-hand its application in different countries to the local situation. They were able to take this information back to their organisations and communities to look at ways of adapting what has worked in other countries. They also established contacts with specialists in this field with whom they now are able to cooperate beyond the project implementation period.</li> <li>• The persons (staff and learners) have acquired a new set of skills, greater understanding of the concept of universal design, seen first-hand its application in different countries to the local situation. They were able to take this information back to their organisations and communities to look at ways of adapting what has worked in other countries. They also established contacts with specialists in this field with whom they now are able to cooperate beyond the project implementation period.</li> </ul>
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• Governmental institutions are informed/involved into the improvement of the situation.</li> <li>• Disabled people has a possibility to plan route/ ensure stress-free mobility with the help of interactive map.</li> <li>• The idea of the need of accessible tourism is disseminated widely.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Representatives of mapped places of interest.
<b>Website</b>	<a href="http://www.negalia.lt/en/">www.negalia.lt/en/</a> (in english) <a href="http://www.beslenksciu.lt/apie-projekta/">www.beslenksciu.lt/apie-projekta/</a> <a href="http://www.negalia.lt/en/key-project/universal-design/">www.negalia.lt/en/key-project/universal-design/</a>
<b>Date of introduction</b>	2011



<b>Name of good practice</b>	<b>Universal architecture</b>
<b>Country -area</b>	Lithuania
<b>Sector</b>	Constructions/interior design
<b>Business area</b>	Services
<b>Organisation Enterprise</b>	Lithuanian Association of People with Disabilities
<b>Description of good practice</b>	<p>The initiative presents the idea of the universal design among the professionals involved in the design, operation and environmental management of buildings.</p> <p>Website <a href="http://www.universali-architektura.lt/">http://www.universali-architektura.lt/</a> leads to the interactive roadmap to help the process involved professionals as far as customers to plan the interior and exterior and ensure autonomous use of it.</p>
<b>Description of impact</b>	Lithuania's mandatory Technical Regulation of Construction states, that all new/reconstructed buildings has to be adapted to various disability issues: access to the building, parking spaces, entrance, accommodation, toilet facilities and etc. The well prepared website ensures the application of the law in practical way. Construction related professional/ customer can find important aspects has be taken into account to plan the new building/ reconstructing the new one to ensure accessible, usable, convenient and a pleasure to use, everyone benefits environment.
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• Involvement of the different business areas professionals.</li> <li>• Professionally prepared / easy accessible information about universal design of the public places.</li> <li>• Dissemination of the accessible tourism movement</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Architects, engineers, planners, project developers, designers, contractors, builders.
<b>Website</b>	<a href="http://www.universali-architektura.lt/%23sthash.g5SAC92y.dpbs#sthash.Lah-vmHyr.dpbs">www.universali-architektura.lt/%23sthash.g5SAC92y.dpbs#sthash.Lah-vmHyr.dpbs</a>
<b>Date of introduction</b>	2014





<b>Name of good practice</b>	<b>Accessible public transport</b>
<b>Country -area</b>	Lithuania/Kaunas
<b>Sector</b>	Public transport
<b>Business area</b>	Services and facilities
<b>Organisation Enterprise</b>	Kaunas Bus Station
<b>Description of good practice</b>	Kaunas - second largest city in Lithuania. Bus station - important hub of the public transport of the city, was fully reconstructed and open for the public in 2017, demonstrated the necessary care about the people with the special needs. Entrance to the stations begins with the prominent paths necessary for the people with visual impairment. They stretch over the entire station area. A lift is available for people with reduced mobility, and there is also a special button that can be called by a helper with the Braille inscription beside him. These necessary improvements allows people with mobility and sensual impairments to use independently the services of the bus station.
<b>Description of impact</b>	New service idea - necessity to create services for the people with the special needs – in this case for people with reduced mobility, blind and visually impaired individuals and ensure their independent movement was disseminated at the national level.
<b>Key learning points</b>	Necessity to create public transport facilities for the disabled people and ensure their independent movement.
<b>Other organisations responsible for delivery or in cooperation</b>	JSC “Kautra”
<b>Website</b>	<a href="http://www.negalia.lt/kauno-autobusu-stotyje-pagalbininko-paslaugos-neigaliesiems/">http://www.negalia.lt/kauno-autobusu-stotyje-pagalbininko-paslaugos-neigaliesiems/</a>
<b>Date of introduction</b>	2017



<b>Name of good practice</b>	<b>Menu in braille</b>
<b>Country -area</b>	Lithuania/ Vilnius/Kaunas/Klaipėda
<b>Sector</b>	HoReCa
<b>Business area</b>	Catering
<b>Organisation Enterprise</b>	PJazz restaurants (JSC Nimfėja)
<b>Description of good practice</b>	“Pizza Jazz” - popular family restaurants network in Lithuania also a pioneer to provide the full menu in braille. The menu is well structured and thought out: content include the dishes, prices also ingredients are listed below. The menu is an incentive to learn more about dishes or their ingredients: where they came from, how they are cooked and used.
<b>Description of impact</b>	This initiative spreads the social message that a lot of public services still not available for visually impaired individuals can be customized with the low cost investments.
<b>Key learning points</b>	The menu in braille foster independent movement to the public places, self-confidence of blind/ visually impaired people.
<b>Other organisations responsible for delivery or in cooperation</b>	The staff of the restaurants
<b>Website</b>	<a href="https://skonis.lrytas.lt/gurmanu-klubas/2018/03/31/news/malonekite-val-giarasti-brailio-rastu-5519239/">https://skonis.lrytas.lt/gurmanu-klubas/2018/03/31/news/malonekite-val-giarasti-brailio-rastu-5519239/</a>
<b>Date of introduction</b>	2018





<b>Name of good practice</b>	<b>Performance for the visually impaired individuals</b>
<b>Country -area</b>	Lithuania/Klaipėda
<b>Sector</b>	Culture
<b>Business area</b>	Services
<b>Organisation Enterprise</b>	Klaipėda drama theatre
<b>Description of good practice</b>	Klaipėda is the third largest city in Lithuania. The city is well known for its active cultural life, still it was lack of the cultural services for the people with the special needs. Klaipėda drama theatre have taken the idea to change the situation and add variety to it. The performance for the visually impaired individuals was organised for the first time and was accepted positively. The performance had audio commentary. The target audience has a possibility to get acquainted with the actors – to hear how they look like, even to come to the scene and to touch decorations.
<b>Description of impact</b>	The project for the production of audiovisual performances was launched in 2012, and demand and interest are growing yearly: 40 people watched the first performance in 2012, 80 – in 2016. There were planned to have 300 seats in Klaipėda in 2017, but even this number of places can't ensure the expressed demand.
<b>Key learning points</b>	Interaction of visually impaired individuals and healthy people. New possibilities to participate in the cultural life for visually impaired people; Individual approach to the individuals with the special impairment to empowering them to participate in the cultural life.
<b>Other organisations responsible for delivery or in cooperation</b>	
<b>Website</b>	<a href="https://tv.lrytas.lt/zinios/pramogos/2017/12/25/news/klaipedos-dramos-teatre-kitoks-spektaklis-akliesiems-4001287/">https://tv.lrytas.lt/zinios/pramogos/2017/12/25/news/klaipedos-dramos-teatre-kitoks-spektaklis-akliesiems-4001287/</a>
<b>Date of introduction</b>	2017



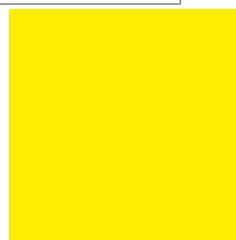
<b>Name of good practice</b>	<b>Accessible ferry</b>
<b>Country -area</b>	Lithuania/Klaipėda
<b>Sector</b>	Transport
<b>Business area</b>	Customer Service
<b>Organisation Enterprise</b>	DFDS Seaways
<b>Description of good practice</b>	DFDS Seaways - well known Europe transport enterprise, transferring good examples of accessible tourism service organisation. Clear and informative information is provided in the main page of the service description. Persons with disabilities, persons with reduced mobility and those with special needs finds here a possibility to receive certain assistance, both onshore and on board, on request. The assistance is possible in boarding in/ from the ferry, assistance in handling luggage and / or special medical equipment that people may be carrying, as well as assistance in reaching the other ferry facilities.
<b>Description of impact</b>	The impact of the services is described in the various travelers forums An example <a href="#">here</a> Positive reviews of the service users fosters the increasing number of mobility of the people with the special needs.
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• The service is free of charge</li> <li>• Punctual planning of the services to ensure a lower stress connected to travel</li> <li>• Comfortable tourism services for the disabled people.</li> <li>• The method of information presentation.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	Specially trained DFDS Seaways staff members
<b>Website</b>	<a href="https://www.dfdsseaways.lt/informacija-keleiviams/naudinga-informacija/informacija-neigaliesiems">https://www.dfdsseaways.lt/informacija-keleiviams/naudinga-informacija/informacija-neigaliesiems</a>
<b>Date of introduction</b>	2012

[Keltų linijos](#)
[Keltų bilietai](#)
[Specialūs pasiūlymai](#)
[Paslaugos keltuose](#)
[Kelionių gidas](#)
[Informacija keleiviams](#)
[Verslų](#)





<b>Name of good practice</b>	<b>Easy@dis.ability</b>
<b>Country -area</b>	Lithuania
<b>Sector</b>	Public services
<b>Business area</b>	Customer service and information
<b>Organisation Enterprise</b>	Organisation „Forum of disabled people”“
<b>Description of good practice</b>	<p>Presented webpage – important national example how to provide information on the rights, opportunities, and basic laws of people with disabilities in a way that is clear and easily understood by everyone, including individuals with intellectual disabilities, children, the elderly and other groups of the society.</p> <p>Webpage consist of three main sections: information on disability (concept, types, problems), presentation of the project, and archive of the most important disability-related national and international documents. The information is presented in Lithuanian and English languages. The webpage was created with the partners from Sweden – “Easy readable language centre”.</p>
<b>Description of impact</b>	The project engaged specialists from governmental and NGO sector. Dissemination of the project results caused increasing number of public institutions, presenting the special, disabled people adapted, webpage versions (e.g. <a href="https://www.e-tar.lt/portal/en/index">https://www.e-tar.lt/portal/en/index</a> )
<b>Key learning points</b>	<ul style="list-style-type: none"> <li>• The definitions, descriptions of legislation for the target group for the purpose of self-reading, understanding, and encouraging of their agility.</li> <li>• Clear and easy -to-understand information for everyone, including those with intellectual disabilities, children, the elderly and other groups in society.</li> </ul>
<b>Other organisations responsible for delivery or in cooperation</b>	
<b>Website</b>	<a href="http://www.easy.lnf.lt/index.php?option=com_content&amp;view=category&amp;layout=blog&amp;id=7&amp;Itemid=17&amp;lang=lt">http://www.easy.lnf.lt/index.php?option=com_content&amp;view=category&amp;layout=blog&amp;id=7&amp;Itemid=17&amp;lang=lt</a>
<b>Date of introduction</b>	2013





<b>Name of good practice</b>	<b>Accessible excursion</b>
<b>Country -area</b>	Lithuania/ Šiauliai
<b>Sector</b>	Tourism services
<b>Business area</b>	Services and facilities
<b>Organisation Enterprise</b>	Šiauliai Tourism centre / JSC “Busturas”
<b>Description of good practice</b>	<p>Šiauliai Tourism centre – public institution, responsible for the regional tourism services promotion inside the country and abroad. The new service - excursion, planned on the base of the request of the reduced mobility individuals, provided opportunity not only to get acquainted with the objects of Šiauliai city, but also to help them to explore the possibilities of accessibility of objects on the spot.</p> <p>It is important that the tourists can easily reach the places they are visiting with a coach that suits them, so the bus operator was invited/ trained to ensure this service.</p> <p>Excursion was a great chance for the tourism service chain creation in the region: Šiauliai social service centre, Šiauliai public library, Šiauliai Art Gallery and Šiauliai Photo gallery, carrier JSC “Busturas” and Šiauliai Tourism Centre participated in this activity.</p>
<b>Description of impact</b>	<p>The initiative is a starting point</p> <ul style="list-style-type: none"> <li>• to have regular excursion for the people with the special needs from Lithuania and abroad.</li> <li>• to cooperate among different public institutions providing accessible tourism services.</li> </ul>
<b>Key learning points</b>	Creation of tourism service chain to ensure high quality services for the individuals with the special needs.
<b>Other organisations responsible for delivery or in cooperation</b>	Transport enterprise
<b>Website</b>	<a href="http://tic.siauliai.lt/turizmo-proverzis-ekskursijos-neigaliesiems/">http://tic.siauliai.lt/turizmo-proverzis-ekskursijos-neigaliesiems/</a>
<b>Introduction date/ Date of the experience</b>	2016



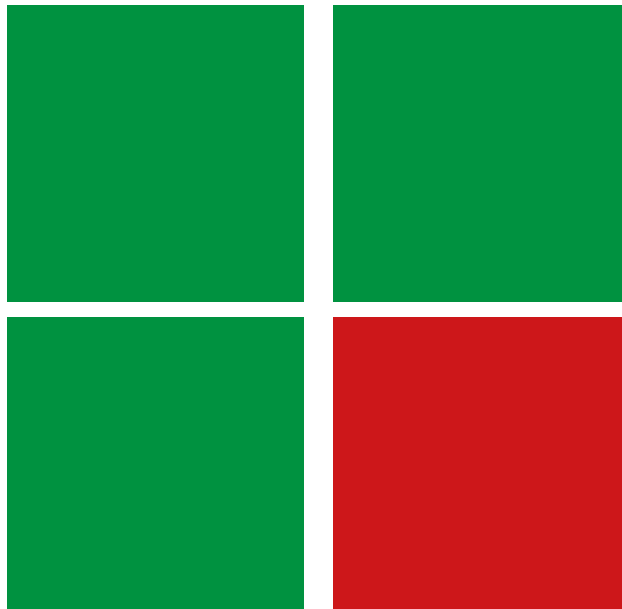
<b>Name of good practice</b>	Accessible gas stations
<b>Country -area</b>	Lithuania
<b>Sector</b>	Fuel retail
<b>Business area</b>	Service
<b>Organisation Enterprise</b>	Neste
<b>Description of good practice</b>	The Neste has a network of automotive gas stations in whole Lithuania. After adapting its infrastructure to the needs of the disable people, it enabled them to fill tank without the help of other people. All operations, such as the choice of the column, payment or receipt printing, can be handled by a special keyboard, easily accessible to the person sitting in the wheelchair. Previously, drivers with reduced mobility had used a rod or ask for help from other people for these operations. After the adaption the lower keypad makes it much easier to achieve it, so there is no need for extra help to fill in the fuel. Investments in new equipment was aimed to improve the quality of life of people with disabilities and the availability of enterprise services.
<b>Description of impact</b>	It is planned that the infrastructure will be used annually by thousands of people with disabilities. According to the data of The State Social Insurance Fund Board, more than 400 people with disabilities receive annual compensation for the purchase and adaptation of a car for automobiles every six years. Meanwhile, Valakupiai Rehabilitation Center (Lithuania) annually prepares about 20 drivers with movement disorders.
<b>Key learning points</b>	The small investments (in this case - 50 000 eur.) into the infrastructure can ensure self-dependent mobility/ self-confidence of the disabled individuals.
<b>Other organisations responsible for delivery or in cooperation</b>	
<b>Website</b>	<a href="https://lt.hotels.com/de1635652-am1048576/viesbuciai-palanga-lietuva-neigaliesiems-pritaikytas-kambarys/">https://lt.hotels.com/de1635652-am1048576/viesbuciai-palanga-lietuva-neigaliesiems-pritaikytas-kambarys/</a>
<b>Introduction date/ Date of the experience</b>	2016



# Good practices

## Portugal

For promoting accessible tourism in enterprises, the analysis of good practices is essential, providing real examples of how some practices can be implemented in diversified activities in this sector, both in small and medium-sized enterprises, as in larger institutions. It was in this context that 10 good practices were selected in the tourism sector in Portugal. Therefore, some selection criteria have been taken into account. Cases considered as good practices by the Tourism of Portugal organisation and included in publications of this public body were analyzed, as well as cases included in other publications in Portugal. There was an attempted to identify good practices in diversified tourism activities, in order to demonstrate that accessibility can be transversal in its application, and not only for some specific areas of the sector, such as accommodation. Enterprises and other institutions of varied size and different typologies were also included. At the geographical level, good practices were analyzed mainly in the northern region of Portugal, territory already covered by the work of analysis of the supply of VET courses in the TAD project. However, to seek to cover a diversified set of practices, they were also considered cases from other regions of the country. The collection of information included the analysis of information available on sites and social networks of entities that exercise activities in the tourism sector; the analysis of data from publications of “Turismo de Portugal”, such as the [“Accessible Tourism Destination Handbook”](#) or from the “Turismo do Porto e Norte de Portugal” (Regional Tourism of Porto and Northern Portugal).

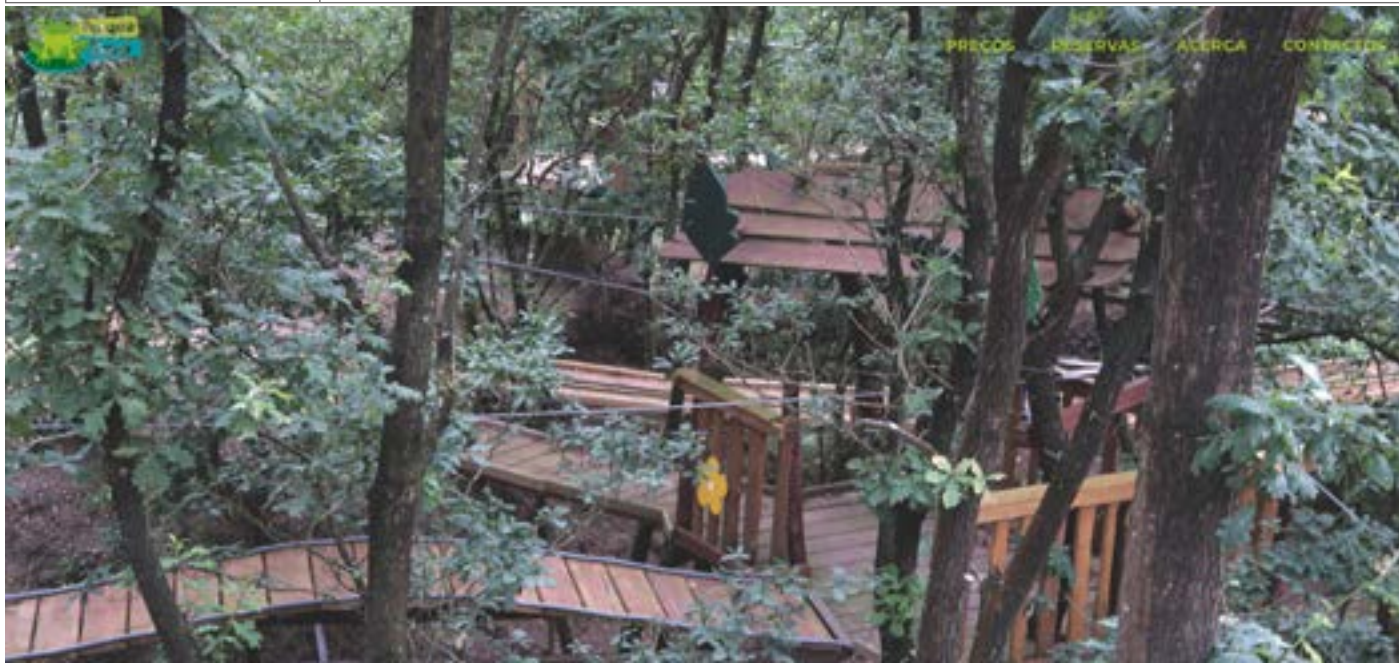




<b>Name of good practice</b>	<b>Waterlily</b>
<b>Country -area</b>	Portugal - Vila Nova de Gaia
<b>Sector</b>	Tour Operator
<b>Business area</b>	Customer Service
<b>Organisation Enterprise</b>	Waterlily - Turismo Especializado Quinta de Bonjóia - CIS - Rua da Bonjóia, 185 4300-082 Porto
<b>Description of good practice</b>	<p>Waterlily provides tourism and leisure experiences for all people, for people with special needs as the priority public: persons with limitations (permanent or temporary) and their accompanying persons, family with young children, seniors. The enterprise creates and streamlines tourist events, according to the tourists orientations and interests, which can include monitoring by specialized technicians.</p> <p>Services provided: Cultural tours, pedypaper, mobility support service, etc. Waterlily promotes in the North of Portugal the TUR4all project (web portal and a mobile App that provide and promote information about accessible tourism resources in Portugal), promoted by Accessible Portugal.</p> <p>They are ENAT members</p>
<b>Description of impact</b>	<p>The enterprise has a mobility support service, which allows a person to request a tour of the city, a coach who will support the wheelchair; and the support rental service (equipment), facilitators of the daily life of clients with physical limitations (temporary or permanent). They also have available a temporary caregiver service that provides the monitoring and support of specialized technicians (occupational therapists, nurses, ...) to people with temporary or permanent limitations - Waterlily has established partnerships with health professionals. Another offer is the "CityPartners", professional guides with specific training, knowledgeable and passionate about Porto, which will make the customer feel at home. The enterprise also offers vehicles adapted for the transportation during their tours, with a capacity of up to 2 places for passengers with reduced mobility.</p>
<b>Key learning points</b>	Special care in creating tourism and leisure experiences for all people, including people with special needs, that can enjoy fully touristic experiences.
<b>Other organisations responsible for delivery or in cooperation</b>	Waterlily and staff involved in providing the services. Activities are promoted with the support of specialized technicians, like occupational therapists, nurses, and professional guides with specific training. Waterlily has established partnerships with health professionals.
<b>Website</b>	www.waterlily.pt; website in PT/EN
<b>Date of introduction</b>	2013



<b>Name of good practice</b>	<b>Parque Raró</b>
<b>Country -area</b>	Portugal - Vila do Conde
<b>Sector</b>	Attractions
<b>Business area</b>	Facilities ;Customer Service
<b>Organisation Enterprise</b>	Parque Raró Rua da Igreja 219 - 4480-250 Ferreiró
<b>Description of good practice</b>	<p>Parque Raró was conceived as part of the activities of Support to Mental Disability of MADI Vila do Conde - is therefore an inclusive park and adapted for disabled people and the general public.</p> <p>The Raro Park is a space where contact with nature is privileged and exceptional experiences are provided to those who visit it. It includes the practice of activities of Tree-climbing, Slide and Climbing, and with spaces like the Village of the Animals, the Enchanted Forest, the Butterfly area for sensory activities, etc. The park was designed to receive families, school groups, institutions and even enterprises, and will always have a group of technicians trained in safety practices to supervise the activities. People who wish to experience radical activities can do so in this park especially designed with facilities for the entire family, with or without disabilities (mental, mobility, etc.).</p>
<b>Description of impact</b>	In this park, it will be possible for a wheelchair user or a blind person to complete, always with assistance, a course of tree-climbing, or even a descent in slide, as the equipments have been designed with special requirements.
<b>Key learning points</b>	Inclusive adventure park adapted for disabled people and the general public - a space created for all to enjoy leisure activities.
<b>Other organisations responsible for delivery or in cooperation</b>	All staff involved in the several activities provided by the park are specialized to work with people with disabilities (from different kind).
<b>Website</b>	<a href="http://parque-raro.pt">http://parque-raro.pt</a> Site in portuguese
<b>Date of introduction</b>	28/05/2017





<b>Name of good practice</b>	<b>Pena Aventura Park</b>
<b>Country -area</b>	Portugal - Ribeira de Pena
<b>Sector</b>	Attractions
<b>Business area</b>	Facilities; Customer Service
<b>Organisation Enterprise</b>	Pena Aventura Park Rua do Complexo Turístico de Lamelas, nº 2 Portela de Santa Eulália 4870-129 Ribeira De Pena
<b>Description of good practice</b>	<p>Pena Aventura Park offers lively activities and adventure sports located in Ribeira de Pena - Vila Real, designated for all types of people who like to practice activities while being in contact with nature. Pena Aventura Park is suitable for all age groups and will have the most diverse activities in the open field. It will also provide feelings of freedom and pure adrenaline, leading people to socialize more, promote a healthier lifestyle and release stress of day-to-day life.</p> <p>The enterprise offers adventure packages for visitors with reduced mobility, seniors, people with visual/auditory impairments and learning difficulties. Example: First climbing experience for a person with a vision impairment. List of some activities performed for people with special needs: Fantasticable, Bungee Trampolines, Slide, Night flight, Children's course, Adventure Course, Climbing, Segway, Canoeing, etc.</p>
<b>Description of impact</b>	<p>The vast majority of the activities offers can be done by people with special needs (both physical, sensorial and psychological), provided that the person is, accompanied by the monitors of Pena Aventura Park and properly oriented. One of the most emblematic activities of this park is the "Fantasticable" considered one of the largest in the world, and is prepared for use by people with motor disabilities.</p> <p>Some organised groups that have already enjoyed the activities of this park through the years:</p> <ul style="list-style-type: none"> <li>• Several CERCIS - Education and Rehabilitation Cooperatives for Citizens with disabilities (from Portugal and Galicia / Spain);</li> <li>• Some groups of the Associação Salvador - association that works in the area of mobility deficiency;</li> <li>• ACAPO - association of the blind and partially sighted in Portugal (holding for the third consecutive year a week of activities in the Pena Aventura Park).</li> </ul>
<b>Key learning points</b>	Adaptation of general activities of the park, creating packages of activities for visitors with reduced mobility, seniors, visual impairments and learning difficulties.
<b>Other organisations responsible for delivery or in cooperation</b>	All staff involved in the several activities provided by the park.
<b>Website</b>	<a href="http://park.penaaventura.com.pt/">http://park.penaaventura.com.pt/</a> Site in PT/EN/ES
<b>Date of introduction</b>	2008



<b>Name of good practice</b>	<b>Go Gal - Access Portugal, LDA</b>
<b>Country -area</b>	Portugal - Vila Nova de Famalicão
<b>Sector</b>	Tour Operator
<b>Business area</b>	Facilities; Customer Service
<b>Organisation Enterprise</b>	Go Gal - Access Portugal, Lda. Rua do Progresso, nº140 CB 4760-841 Vilarinho das Cambas
<b>Description of good practice</b>	<p>Go Gal is a travel agency / tour operator that creates experiences thinking about tourist / visitor who wants to have an organised, complete and genuine holiday in Portugal.</p> <p>They assume responsibility for creating an adapted and specialized offer for the tourist / visitor with the physical, sensorial and / or intellectual limitations, and adapted tourism is one of their specializations.</p> <p>With inclusion in mind, they have a set of offers designed and oriented by a team that allows tourists to visit Portugal with the minimum of barriers. They provide accessible accommodation, adapted transportation, rental of support material, organised excursions in adapted transport, specialized guides, auxiliary and nursing support and everything else the tourist may need.</p> <p>As an example of a service provided, we can highlight “Porto Sem Barreiras / Porto without barriers” a package designed for people with disabilities that can this way enjoy a 4 day visit in a city normally considered as very difficult move around in terms of mobility.</p>
<b>Description of impact</b>	<p>Thinking about the relevance that accessible tourism currently has, Go Gal has also provides a very complete FAQ, which covers different issues that people with limitations may have and who would like to clarify before traveling, such as: medical restrictions, mobility problems, special cares, logistics help at the airport, food restrictions, among others.</p> <p>The enterprise’s website seeks to make it easy for the visitor to quickly access information on accessible tourism offer. For this, they include an icon dedicated to this type of services, visible on the first page.</p>
<b>Key learning points</b>	Adapted and specialized offer for the tourist / visitor with the physical, sensorial and / or intellectual limitations, so that they can have full touristic experiences.
<b>Other organisations responsible for delivery or in cooperation</b>	Go Gal and their trained staff whenever possible; partner organisations selected according to the packages needs.
<b>Website</b>	www.gogal.pt; site in portuguese and english
<b>Date of introduction</b>	2015



<b>Name of good practice</b>	<b>Casa da Eira</b>
<b>Country -area</b>	Portugal - Arcos de Valdevez - Gração (S. Jorge)
<b>Sector</b>	Accommodation; Hospitality
<b>Business area</b>	Facilities
<b>Organisation Enterprise</b>	Sobrenatura Ecoturismo, Lda. Gração 4970-566 São Jorge - Arcos De Valdevez
<b>Description of good practice</b>	<p>Since 2009, the offer of the enterprise Sobrenatura - Ecoturismo, Lda. includes a rural tourism house totally adapted for guests with reduced mobility, or with some type of limitations: Casa da Eira. In May 2018, a second tourism home will also be opened, accessible to all. These houses also have eco practices in mind, using, for instance solar energy.</p> <p>“Casa da Eira” was the former storehouse for agricultural tools and cereal crops. The house has been redesigned to be used by persons with reduced mobility, namely guests with visual or physical impairments.</p> <p>In the sector of rural tourism, only “Casa da Eira” is officially registered for accommodation of guests with reduced mobility, being a pioneering project in the area. Within this inclusive spirit, the enterprise is building a second home for this same target audience and is set to open in 2018. This will be the transformation of a ruin and its complete adaptation, combining comfort with ecology.</p>
<b>Description of impact</b>	These tourism houses are located in a much sought after geographic area for rural tourism, being the only national park in Portugal: Peneda-Gerês National Park. Its existence allows people with reduced mobility to enjoy, with comfort, an experience in tourism of nature in an extremely mountainous region.
<b>Key learning points</b>	Rural tourism house totally adapted for guests with reduced mobility, or with some type of limitations.
<b>Other organisations responsible for delivery or in cooperation</b>	
<b>Website</b>	www.sobrenatura.com site in portuguese, french and english
<b>Date of introduction</b>	2009



<b>Name of good practice</b>	<b>Mosteiro do Leitão</b>
<b>Country -area</b>	Portugal - Batalha
<b>Sector</b>	HoReCa
<b>Business area</b>	Hospitality; Restaurant
<b>Organisation Enterprise</b>	Restaurante Mosteiro do Leitão IC2, Casal da Amieira, n.º 38 2240-447 Batalha
<b>Description of good practice</b>	<p>It features wide spaces with an inclusive design furniture, menus in Braille where the client can read the menu autonomously, in addition to these, all other menus are pictographic and accessible to all customers, since the image has universal interpretation.</p> <p>The whole website has been redesigned, taking in consideration the size of characters, contrast for clients with visual difficulties, and also having audio description (in portuguese) and videos with a Portuguese Sign Language interpreter.</p> <p>Soon it will have digital menus that include audio and video description allowing access to information such as dishes, drinks, desserts, presentation of the team and still evaluate the restaurant, thus allowing a list of strong points and areas where you can improve</p>
<b>Description of impact</b>	A pioneer restaurant with a strong commitment to inclusive and accessible communication, so that it can reach all customers regardless of their physical, intellectual or cognitive needs, whether temporary or chronic.
<b>Key learning points</b>	Restaurant concerned with accessibility in communication (menus, site) and architectural design.
<b>Other organisations responsible for delivery or in cooperation</b>	Staff of the restaurant
<b>Website</b>	<a href="http://mosteiodoleitao.com/">http://mosteiodoleitao.com/</a> Site in portuguese and english
<b>Date of introduction</b>	2008



Restaurante Menus Média Contactos





<b>Name of good practice</b>	<b>Travel VIP</b>
<b>Country -area</b>	Portugal - Custóias
<b>Sector</b>	Transport
<b>Business area</b>	Customer Service
<b>Organisation Enterprise</b>	A. J. & Barros Lda. Rua de Gatões 1559 - Custóias 4460-745 Matosinhos
<b>Description of good practice</b>	Travel VIP provide solutions for passenger transportation and touristic programmes. They assure taxi service, single and regular transportation from 4 to 16 passengers, including reduced mobility and tourism, 24 hours. Their fleet includes multiple vans able to transport wheelchairs and they have large experience transporting children in wheelchairs and customers with specific mobility needs. Transportation (like airport transfers) available for people with disabilities.
<b>Description of impact</b>	All programmes and services are available to everyone, so they call itself the best partner for mobility. Their activity allows people with disabilities to be able to move around the country, with specialized help - the staff has training and experience in transporting people with mobility impairments.
<b>Key learning points</b>	Transportation for people with reduced mobility
<b>Other organisations responsible for delivery or in cooperation</b>	Staff from Travel VIP services.
<b>Website</b>	www.travelvip.pt; site in portuguese, spanish and english
<b>Date of introduction</b>	1991



The banner features a dark, atmospheric background with large, gnarled tree trunks. In the foreground, three people are seated on a bench, looking towards the right. The Travel VIP logo is in the top left corner. The top right corner contains the text 'PT | EN | ES | MENU' and a phone number '+351964015446'. The main headline reads 'A VIAGEM COMEÇA AGORA' in large white letters, followed by the subtitle 'Muito mais do que ir de A a B.' Below this is a red button with the text 'Saber Mais'. At the bottom, there are three columns of text, each with a heading and a paragraph.

**Travel VIP** PT | EN | ES | MENU +351964015446

# A VIAGEM COMEÇA AGORA

Muito mais do que ir de A a B.

[Saber Mais](#)

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Com vários Mercedes-Benz disponíveis, não vai ser fácil escolher. Mas temos a certeza de que encontrará a melhor solução de transporte com a Travel Vip.

**Viajar Entre Amigos**

Viajar deve ser uma experiência agradável. Com a nossa equipa o seu destino é uma boa recordação. Guias locais, condutores responsáveis e um sorriso.

**Transporte Agora**

O serviço de táxi está sempre disponível. Contacte-nos agora e usufrua de um serviço de qualidade superior a preço igual à concorrência.



<b>Name of good practice</b>	<b>Tourism for All</b>
<b>Country -area</b>	Portugal - Mem Martins
<b>Sector</b>	Tour Operator; Transport
<b>Business area</b>	Information / Marketing
<b>Organisation Enterprise</b>	Tourism for All Rua Adelino Amaro da Costa, n.º 14 2725-208 Mem Martins
<b>Description of good practice</b>	<p>Tourism for All is a Tour Operator (DMC) and Travel Agency specialized in accessible and senior tourism. Tourism for All owns a large fleet of adapted transportation with electrical platform, carrying up to 10 wheelchairs.</p> <p>The enterprise provides various health services (like Nurse Care, Physiotherapists, etc. in the hotel or tours) occasionally or for periods from 12 to 24 hours. If necessary, special meals are made to fit the needs (textures, consistency, for diabetics, celiac, hypertensive, etc).</p> <p>Concerning rehabilitation and technical aids, Tourism for ALL services include equipment (rentals) and the support of healthcare professionals. The enterprise proposes clients many options for accommodation in different hotels categories, with all accessibility conditions. Also, when needed, there is access to a Continuing Care Unit.</p> <p>Tourism for All offers an extended list of activities, including First Experiences in surf, diving, horseback riding and paragliding, visits to monuments and museums, tours around all Portugal, Spain and Cape Verde.</p>
<b>Description of impact</b>	Provide quality services to clients, meeting their needs and expectations, regardless of their health condition, who wish traveling in or to Portugal, in comfort, safety, leisure, accessibility and continuity of their treatments to ensure their well being.
<b>Key learning points</b>	Travel Agency specialized in accessible and senior tourism.
<b>Other organisations responsible for delivery or in cooperation</b>	The enterprise staff and from the partner organisations.
<b>Website</b>	www.tourism-for-all.com; website in portuguese, english, spanish, french and japanese
<b>Date of introduction</b>	2013



<b>Name of good practice</b>	<b>Platform Tur4All</b>
<b>Country - area</b>	Portugal - Lisbon
<b>Sector</b>	Tour Operator
<b>Business area</b>	Information / Marketing
<b>Organisation Enterprise</b>	Accessible Portugal Lispólis - Rua António Champalimaud, Lote 1 1600-514 Lisboa
<b>Description of good practice</b>	<p>Since 2006, the brand ACCESSIBLE PORTUGAL has grown to become the institution for the promotion of Accessible Tourism for All in Portugal. Accessible Portugal is a travel agency and tourism animation agency especially dedicated to inclusive tourism, tourism for all, or accessible tourism. It provides all over Portugal, including in the northern region of Portugal, personalized or group tours, accommodations and touristic activities, according to the special needs of clients and their families. Accessible Portugal (together with a Fundação Vodafone Portugal and Turismo de Portugal) developed a Platform and a mobile App (available for both Android and iOS) called TUR4ALL to provide and disseminate information about accessible tourism resources in Portugal and Spain, which will help to capture new segments of demand, improve the tourism experience for people with special needs, in addition to promoting Portugal as a tourism destination that knows how to give its visitors a “Warm Welcome”. It is an information tool (non-evaluative), with all the objectivity that this entails. It aims to act as a dynamic interaction between supply and demand through Social Networks to promote the tourism resources of destinations and their respective accessibility. It is based on an already existing Platform that is currently being upgraded in Spain, and has support from ENAT.</p> <p>Tur4all has an insignia for entities that designates public and private sector establishments that work to improve the accessibility of their establishments or services. It highlights the commitment of these entities for clients with special needs, standing apart from other tourism resources. This insignia was designed by accessibility and tourism experts. The criteria are based on both Portuguese and international accessibility legislation and best standards.</p>



<b>Description of impact</b>	<p>TUR4all consists of a web portal and a mobile App that provides and promotes information about accessible tourism resources in Portugal and Spain. The aim of the web portal and mobile App is to enable all individuals with accessibility needs to travel and enjoy the “tourist experience”, taking part in all leisure activities, just like any other tourist. TUR4all contains accessible tourism resources that have been analysed and endorsed by accessibility experts and then commented on by users. TUR4all provides:</p> <ul style="list-style-type: none"> <li>• Objective information about accommodation, restaurants, recreational activities, among others, and their respective levels of accessibility.</li> <li>• Multilingual: Portuguese, Spanish, English.</li> <li>• Direct integration with social networks.</li> <li>• An active user community that evaluates, scores and comments on the accessibility of all resources.</li> <li>• A channel to promote tourism establishments and destinations that are accessible to all.</li> <li>• TUR4all is a solution for tourists, for private enterprises and for the public sector, as it promotes accessible tourism in Portugal around the world.</li> </ul> <p>Tur4all has its own label.</p> <p>The Tur4all distinctive label/hallmark recognizes public and private establishments working to improve accessibility in their facilities and services. The hallmark was created by accessibility and tourism experts, and the criteria are based on national and international accessibility standards and best practices. The Tur4all hallmark includes a set of accessibility needs: motor, visual, auditory, cognitive, orientation, food intolerances, allergies and others. It analyzes the following scopes, according to a level of accessibility, certifying: TUR4all Basic (the accessibility conditions of the tourist resort; the information provided to the client about the accessibility of the tourist resource); TUR4all Premium (the accessibility conditions of the tourist resort, the conditions of the inclusive service of the services, the information provided to the customer through the different channels: web page, mobile applications, printed materials, etc.; the management of accessibility in the organisation’s work processes).</p>
<b>Key learning points</b>	<p>Mobile platform for the dissemination of information about accessible tourism resources in Portugal.</p>
<b>Other organisations responsible for delivery or in cooperation</b>	<p>In order to achieve the Tur4all hallmark, the accessibility specialists of this platform make an on-site diagnosis using a universal accessibility assessment system specific to tourism resources (like a checklist). Two accessibility reports will be made available to the tourism entity: a report for management, with existing accessibility conditions and suggestions for improvement (if any); a report with the basic accessibility information to be made available to customers, which will be shared in TUR4all, if they have the minimum conditions for the TUR4all Basic accessibility level. Also, any person can participate and propose entities to integrate the platform.</p>
<b>Website</b>	<p><a href="http://accessibleportugal.com">http://accessibleportugal.com</a> - site in portuguese  <a href="https://www.tur4all.com">https://www.tur4all.com</a> - site in portuguese, english and spanish</p>
<b>Date of introduction</b>	<p>Accessible Portugal (2006); Tur4All Platform (2018)</p>



<b>Name of good practice</b>	<b>Essence Inn Marianos</b>
<b>Country -area</b>	Portugal - Fátima
<b>Sector</b>	Accommodation; Hospitality
<b>Business area</b>	Facilities; Employment of disabled people
<b>Organisation Enterprise</b>	Congregação dos Padres Marianos da Imaculada Conceição Rua São Paulo, 2 - Cova da Iria 2495-435 Fátima
<b>Description of good practice</b>	<p>This hotel is the first inclusive hotel of Fátima city. The hotel is designed for the “total inclusion” of guests and employees, with 20 percent of employees disabled. It includes, in 91 lodgings, 38 rooms adapted for disabled guests.</p> <p>The access to the bedrooms, bathrooms and showers was adapted, with side bars and SOS switches (in the bed and wall, via the key card). Through the “Be my eyes” free app visually impaired guests can request help with an innovative mobile application that allows anyone to “lend” their vision for a few seconds. This technology connects blind and low vision people with sighted volunteers and enterprise representatives for visual assistance through a live video call.</p> <p>The hotel features ramps, lowered floors, wider elevators and other devices for people with reduced or total mobility, as well as informative signage in Braille, as in numbers in the rooms.</p>
<b>Description of impact</b>	<p>Fátima is the most important place in terms of religious tourism in Portugal. The fact that this is an inclusive hotel allows the visit by tourists who without this type of support could choose not to move because they do not have adequate response to their needs.</p> <p>Being in a wheelchair, the receptionist of the hotel is among the 20 percent of employees that have some kind of disability. He states that the fact that having employees with similar disabilities to the visitors, makes the tourists more comfortable.</p>
<b>Key learning points</b>	Hotel designed for the “total inclusion” of guests and employees.
<b>Other organisations responsible for delivery or in cooperation</b>	Staff of the Hotel with training and, in many cases, with personal experience with being disabled and knowledge of the daily difficulties .
<b>Website</b>	<a href="http://e-marianos.com/">http://e-marianos.com/</a>
<b>Date of introduction</b>	2017



You  
are  
here



# Mapping of the SMEs



# Lithuania

Development of accessibility of Lithuania has to be analyzed in the light of "inherited" Soviet urban infrastructure (an environment tailored to the worker) and dominant disregard attitude at the people with various disabilities and/or special needs.

However, during the years of independency, public perception and urban infrastructure were changing regarding to open borders enabled to get acquaint with other countries, cultures and their hospitality, implemented new regulations from 2004, after the Lithuania's accession to the European Union, and commitments after the ratification of the Convention on the Rights of Persons with Disabilities in 2010. Through these general changes, revision of the common attitude towards people with the special needs and individual approach to the person, employee, employer, and business owner, executive, also has to be revised.

"I can't forget the words of the one of the representatives of the Lithuanian Association of People with Disabilities. Disabled tourists are able travel, and only the infrastructure is not sufficiently adapted or, finally, attitude of the people who work in the tourism sector turn them into disability," noted Indrė Trakimaitė-Šeškuvienė, Head of the State Department of Tourism under the Ministry of Economy of Lithuania.

Due to the topic of this document and urgency to understand the general approach to the people with the special needs of the SME's in Lithuania, 10 different enterprises were chosen to participate in the "mapping" process using the Pantou "self-assessment" questionnaire: 3 of them provide accommodation services (2 - rural tourism homesteads and 1 hotel), 3 – catering services (2 cafes and 1 canteen), 4 – other services: 1 transport (taxi) service enterprise, 1 medical rehabilitation center, 1 tourism information center, 1 museum. Each of them were contacted individually. The results of it are described below.

## **Accommodation service**

### **The clients**

All 3 enterprises, stated that they have experience in service of the individuals with various special requirements.

### **Information about the services**

All 3 enterprises provide info about the services in the webpages, Facebook. Neither of them provide detailed info about the accessible services publicly. This info is provided only directly by phone.

### **Entrance**

The public transport depends on the routes of the city/ region. The mentioned one located in the city, can be easily reachable from the stop, the rural tourism facilities can be reached only by car. All of them has parking places/ not all of them – special ones reserved for the disabled people/ families. All the respondents mentioned, that people with mobility impairments need assistance from aside to enter the premises: staircases, stone paving, door width, lack of special marking makes the services more difficult to entrance/ access. It is also important to mention, that all three enterprises stated they do not have any special amendments to entrance for the people with the sensory impairments.

### **The consent of the guests**

All three enterprises mentioned, that staff has Code of Ethics, which describes the main requirements of the communication with the guests, without any excluding of the people with the disabilities. Despite the friendly service requirements, none of mapped enterprises mentioned that the staff is trained to recognize, meet and adapt the service for the people with the special needs.



## **Provision of the services**

During the interviews, managers and staff emphasized, that people with various disabilities are reality of nowadays, however, both the physical environment and the preparation of the staff to adequately accommodate guests with disabilities are insufficient.

All three small accommodation enterprises have only a few amendments tailored for accessible tourism: e.g. free parking near the door of the main entrance, possibility to have breakfast in the room, to order food based on the diet, the opportunity to call the reception at night, the opportunity to stay with pets and free WiFi.

Only the shower heads are movable and the shower is equipped with a portable chair. The rest of the environment is not suitable – tabletop height, flooring, rooms, toilets, passages in the common spaces, heavy doors, stairs, absence of elevator or lifts, non-fitted toilets, information in small letters is not suitable for people with special requirements. Employees are helpful and hospitable, but they lack both theoretical knowledge and practical skills to deal properly with people with various disabilities. In emergency case no one of these enterprises would be ready to provide the special help for the people with the special needs. Guests with special needs, although they visit, but usually do not return.

## **Catering services**

### **The clients**

All 3 catering enterprises stated, that they have experience with the people with the special need. The focus of the accessibility is based on special dietary needs.

### **Information about the services**

All 3 enterprises provide info about the services in the webpages, Facebook. Neither of them provide detailed info the accessible services publicly. This info is provided only directly by phone.

### **Entrance**

Each of the analyzed enterprises can be reached from the public transport stop or car, but do not have any reserved places for the clients as well as disabled individual/families.. The entrance to the premises of the catering enterprises is marked according the official safety requirements (glass doors, steps, direction of the entrance/exit, evacuation). The ones located in non-renovated buildings have a non-adapted physical environment, i.e. at least one step at the main door, thresholds and opening frequencies. Call of the individual with the special needs is not available. Ramps, handrails are installed, but complicated to use independently. One's which have steps/ do not have rampa/ special visual / tactile signs/ handrail, can be reached only by the help of staff/ other clients.

### **The consent of the guests**

The catering enterprises also mentioned Code of Ethics, respect of the client/ listening to the need/ time, allocated to the client, but identified a problem to provide qualified accessible services in "rush hours". The managers of the respondent enterprises mentioned, that the service is based on the personnel ingenuity, but not the professional approach to the individual situations.

## **Provision of the services**

The situation of small catering enterprises gives more positive signs for the accessible services arrangement. The one of them stated, that have uncluttered physical environment at the café (e.g. narrow passages), but has open the dining room for meals on the outdoor terraces for the summer time. Outdoor terraces do not have thresholds, stairs, where people, sitting in wheelchairs, motorized drivers, parents with wheelchairs, can freely enter. All 3 enterprises declared that they have children's seats. Catering enterprises are not allowed to let a dog to a cafe, but it is allowed at outdoor terraces. This problem is not solved in the cold season. The individual, trying to access these catering services mostly will have to face old tiles, sidewalks with high sides, stones-based yards. Just like in accommodation enterprises case, buffet zones, service area / bar height is



around 120 cm, there is no toilets adapted to disabled people, no hearing loops, menu/ info is provided only by staff or in small letters, has no illustrated menus and visual information. The information in the menu itself is not simplified for people with intellectual disabilities, there are no prominent letters for the visually impaired individuals. Persons with special needs need to ask for help from the staff eliminating the possibility to arrange the service independently buy themselves. 2 of them mentioned that there is a possibility to choose food without lactose, gluten free, animal - free products. However, they do not distinguish allergenic products, and use a list of allergenic products by the requirements of the clients.

## **Other services**

### **The clients**

All the 4 enterprises noted that they have experience with the clients with the special needs. According to the provided services, all 4 respondents put a focus on the individuals with the mobility impairments, as they needs special assistance to use the service.

### **Information about the services**

All 3 enterprises provide info about the services in the webpages and /or Facebook. Neither of them provides detailed info the accessible services publicly. This info is provided only directly by e-mail, by phone/ during the visit.

### **Entrance**

Museum/ Physical rehabilitation centre has convenient free parking near the building/ easy access from the public transport stop. The parking places for the disabled people are marked. Tourism information centre is in the main square of the city, so close/free parking is not available. There are ramps, but without handrails, and therefore it is difficult for the disabled person to enter independently. In the center of medical rehabilitation, ramps are installed at the main entrances of the building, but a person who does not run trolley independently is unable to use them, especially during the winter, because of the incorrectly fitted slope.

### **Provision of the services**

The physical environment of the museum or tourism information center or Physical rehabilitation centre do not differ significantly from the situation described above for accommodation and catering enterprises. Doors opens handily/ heavy in all three of these service providers. There is no call at the door available. Respondents mentioned, that they do not have hearing loops for the deaf, glass doors are unmarked with the safety signs and stairs are not supported by the tactile badges for the visually impaired, information for other people with disabilities or people with other special needs.

Visitors of the museum faces with the narrow entrance doors, indoors steps without ramps. There is no elevator or lift to reach the second floor, the toilets are not suitable for the disabled in the museum premises. Exhibitions in the museum halls are located on high tables tops so hardly can be seen for the people in the wheelchairs. Staff of these enterprises do not have any training according the special needs, but mentioned trying to fulfill their requirements as it is in their competence/ power.

Taxi services have special amendments, useful for the deaf persons, as it is possible to call a taxi by SMS. An alarm service is also available when taxi service providers call at a scheduled time to remind you of booked taxi services. Taxi enterprise is ready to carry pets (e.g. guide dog). By calling in advance, you can order a more capacious taxi car, which can carry customers with motor disorders. The manager of the taxi enterprise mentioned that there is experienced procedure/staff ready to help for the people with the special needs.



## General findings

All the enterprises has the experience to cater the people with the special needs. Information about the accessible services are available only by the request.

Most of the installation of premises do not offer opportunity to use the service independently.

The staff work under internal Code of Ethics, but are not trained to recognize/meet and adapt the service for the people with the special needs.

Most of the mapped enterprises implements only few amendments regards to accessibility of the services, but none of them have general approach to the accessible services provision arrangements from the guest parking till the leave.

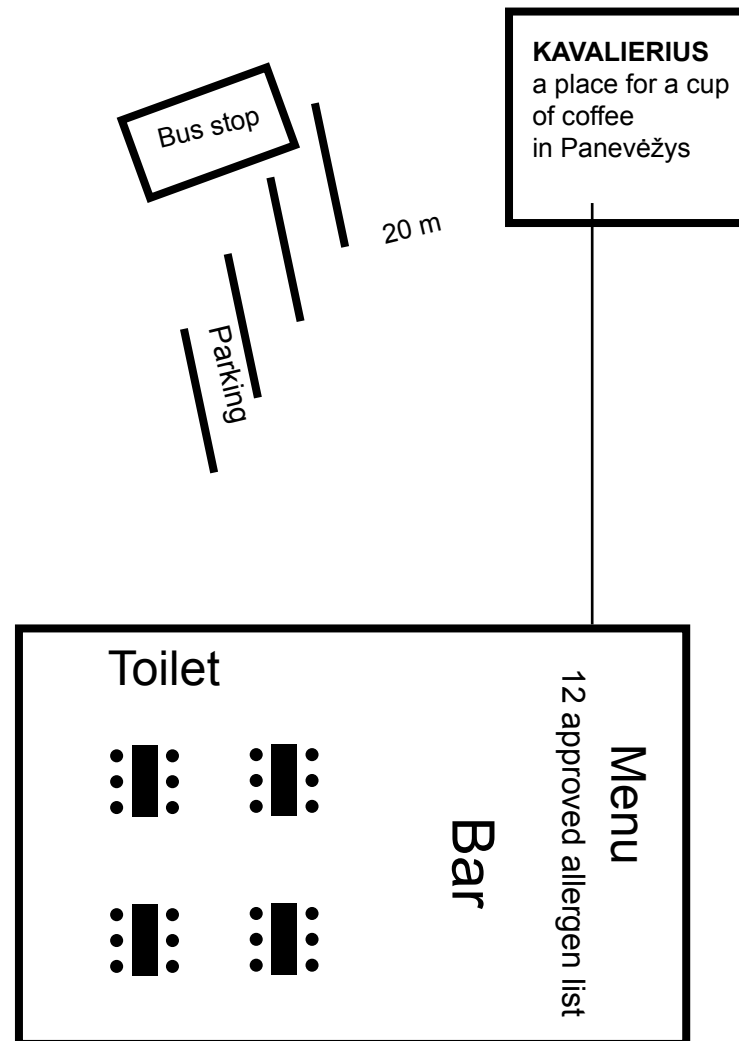




# Focus on

## **KAVALIERIUS is a place for a cup of coffee in Panevėžys.**

Pleasant serving, high quality drinks and desserts in a contemporary environment. The manager of a newly opened cafe is pleased to see people with mobility impairments, deaf people, visually impaired people and other special needs attending the café. Although the physical environment of the cafe is inadequate to meet all the needs of the movement of the disability, it is not suitable for the visually impaired, deaf, but these clients return for the pleasant service (respect and tolerance), the ability of the cafe's staff to adapt to the needs of the client, and the ability to solve the problem. For example: One of the regular customers is deaf ones. They write barista message on their smartphones by ordering (without sending). They are satisfied with pleasant service. Of course, delicious coffee and desserts are appealing to customers to come to this cafe. Customers like to choose desserts without lactose, gluten-free, animal-free products.



### **Plus**

- The nearest parking space is 20 meters.
- The nearest bus stop is 20 meters away.
- Pets are welcome in the cafe.
- Employee's willingness to help, respect and tolerance (pleasant service) and a modern environment.
- The entire menu is represented by large letters on the wall.
- The height of the customer service area is 75 cm.
- It has 12 approved allergen list. We provide food for people who need a special diet.
- The table can be booked by telephone, e-mail, social networking and earlier arrivals by staff.
- Free WiFi.

### **Minus**

- There is no special place for parking for disabled people.
- The main entrance doors have a manual opening, heavy doors.
- A toilet with a disability is not suitable.
- The door can not be called up with a door-lock button.
- The menu does not describe the ingredients of the meal. For allergenic products, ask a worker. There is a separate list.
- There are no signs to help the visually impaired.
- Only the menu on the wall is well visible, but not visually impaired.
- Do not have an illustrated menu.



# Italy

The Italian partners agreed on mapping two different areas of the territory. Bluebook mapped the services and structures of Riva Rossa where the premises are located, focusing on a local and circumscribed point of view.

Engim mapped some relevant services and businesses of Turin, where the Engim premises are located, in a broader perspective, considering, as a point of reference, a tour for a potential international tourist. Doing so two bigger organisations -GTT and Eataly, were added so as to have a complete experience of eating, staying, travelling, shopping and going out in the evening.

The services and businesses were mapped face to face using the Pantou format.

As a micro-reality locally outlined, the approach to mapping was slightly and deliberately different from the approach used by the other partners. We wanted to emphasize the possible future and short-term implementations rather than highlight the weaknesses: of the structure, we listed the characteristics of the SME, avoiding evaluations and proposing implementations. The “Easy suggestions for a quick improvement” are an effort in this direction.

Through the survey, three elements can be strongly highlighted.

The first is related to the lack of information and awareness regarding the issue of accessibility.

Accessibility is connected exclusively to the removal of architectural barriers for people with motor impairments or disabilities. It is not perceived as an awareness of cultural and sensorial barriers as well and hardly anything is done as regards to other form of disability. Having said this, we have also to underline that some kind of different needs are taken into consideration, maybe because of a potential income (e.g. gluten-free or vegetarian menus).

The targets with other disabilities or specific needs, such as seniors, big families or families with children, pregnant women etc., are not considered within the accessibility framework.

In addition the possible improvement on this direction is not perceived by the owners as an added value and economically significant.

The second point is connected to the mismatching within legal requirements for the structures. For instances municipalities requirements are different from Local Health Service ones.

Then we underline a quite total absence, so far, of educational opportunities in accessible tourism specifically for SMEs, as pointed out in other sections of this document.

Overall, the selection of the services surveyed embrace diverse range of business.

Here the list of the services and business involved:

- 1 theatre
- 2 leisure and sport centers,
- 5 SMEs dealing with restaurant service and food,
- 1 enterprise of the transport sectors,
- 1 SME dealing with hospitality/ accommodation,
- 1 dealing with cultural and touristic activities



## Rivarossa

Italian municipality of about 1,600 inhabitants of the metropolitan city of Turin in Piedmont.



Proloco Rivarossa

Local promotion and tourism association

Proloco Rivarossa is a local association, born with the purpose of promotion and development of the territory. It is member of UNPLI- Italian Proloco National Union. Annually its activities involve about 2500 people. Their events are dedicated to transversal targets: young, seniors, families.

The structure used by the organisation of the events - culinary, recreational and cultural - presents the following features:

- Its entrance is well lit with ramp and an handrail
- A lower counter is available within the restaurant and bar areas
- The evacuation maps are exposed
- An accessible wheelchair toilet is available
- Available free refrigerated water
- A very big parking is at disposal, one for disabled people
- Dogs are not allowed apart from guidance dogs
- The defibrillator is available
- The wifi is freely available, subject to registration

We underline the fact that one of their tourist guide followed a course on accessible tourism

### Easy suggestions for a quick improvement

- Improving the facebook page in order to give detailed information
- Affixing label of entrance available for guidance dogs
- Providing tactile path for blind or visually impaired
- Providing changing facilities for babies
- Implementing illustrated menus during events



Restaurant in Rivarossa

The restaurant is family-run and it is the “historic” restaurant of the village: a tradition handed down from father to son. Thanks to the welcome, the service of the attentive and caring staff - able to respond promptly to the requests of different customers- the restaurant is definitely accessible for a large amount of targets: seniors, families with children, person with food special needs, people with motor impairments or in wheelchair.

The restaurant is capable of meeting the needs of customers with food intolerances and requests of vegetarian customers. If informed in advanced also different diets can be contemplated.

Other information to be signaled

- A ramp and an handrail at the entrance is available
- Menu a la carte always available
- The structure is well signaled and there is a private parking.
- Inside there is a secluded and gathering room ideal for families with children.
- Available on Tripadvisor
- The information on facebook page are detailed. On facebook the staff answer in few minutes to the customer. The page counts more than 2600 followers.

### Easy suggestions for a quick improvement

- Implementing the website, communicating the availability of different menus
- Devoting an area for children
- Providing menus with bigger characters





AS Rivarossese

Sport association and equipped area

It was born to carry out sports, cultural and recreational activities, with the aim of entertaining young people, elderly and families in their free time and to promote the development of associative life in a constructive environment. It is equipped facilities in the area. Its facilities are located in the Ciapei area.

It is equipped with:

- an area with games for children
- a covered area for parties, lunches, shows
- a five-a-side soccer field with synthetic grass
- a volleyball and Basketball court with synthetic base
- a beach volleyball field
- a field for bowls and q-bowls.
- an asphalt track for skating.

People involved per year: about 2500

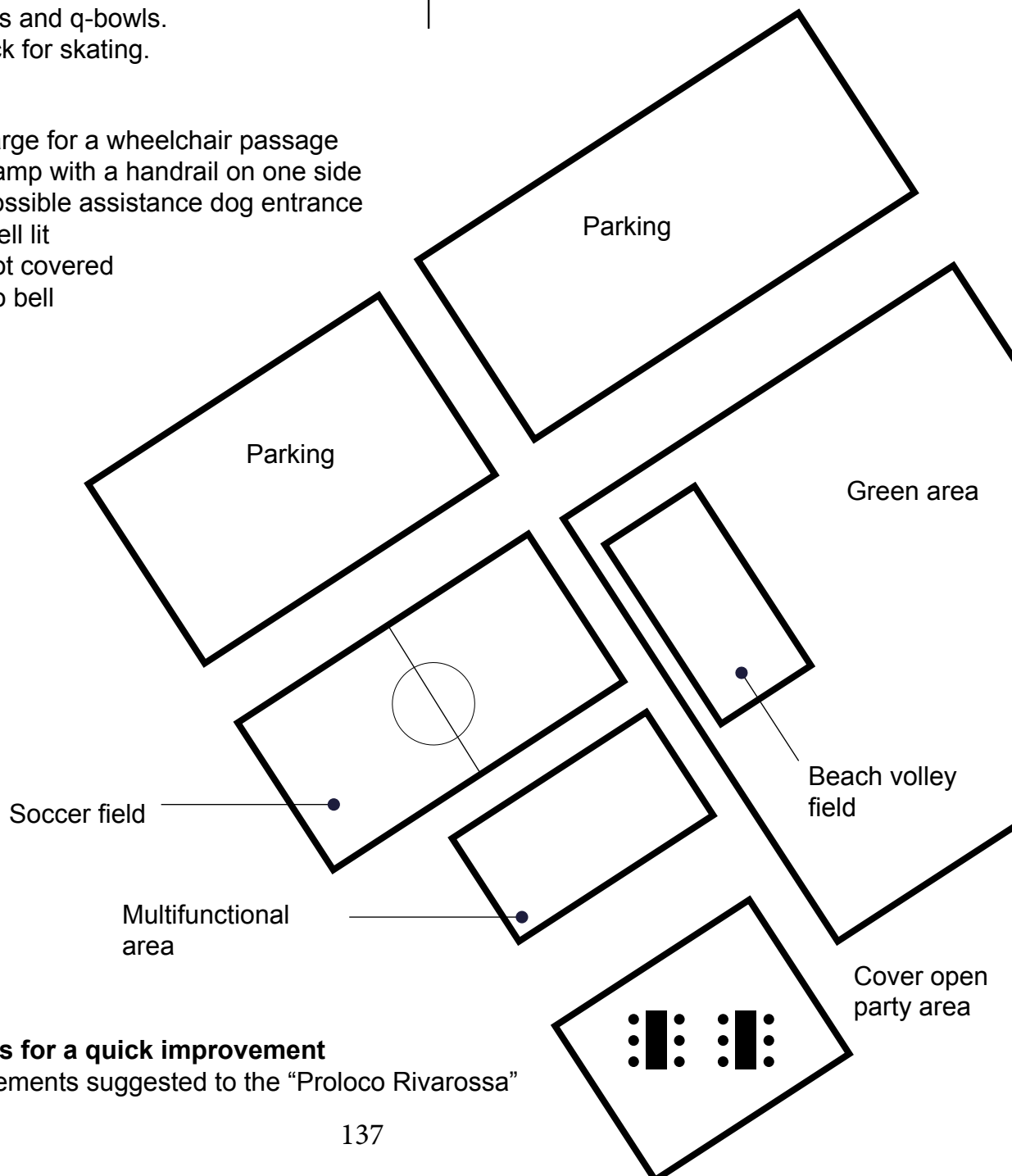
Opening: all year

Strengths:

Weaknesses:

Entrance

Large for a wheelchair passage  
Ramp with a handrail on one side  
Possible assistance dog entrance  
Well lit  
Not covered  
No bell



### Easy suggestions for a quick improvement

The same improvements suggested to the "Proloco Rivarossa"





Rivarossa Master Club

Sport and leisure center

The Rivarossa Master Club is a sport and leisure center dedicated to adults and children, from June to September is open every day from 10 to 20 every day. During the rest of the year it is necessary to consult the timetables of the structure on site.

The structure is equipped with a padel court, three beach volleyball courts that can also be used for beach tennis and a soccer field, covered by a fixed structure and heated in the winter months.

The club has got two swimming pools, one of which is dedicated to children. The smallest has a size of 45 square meters and a maximum depth of 70 cm. The main pool has a water mirror of 150sqm with depth ranging from 120 to 170cm.

The sports center has three bar areas (kiosk, outdoor bar and indoor bar). The menu changes daily. The Club has got also a restaurant. The menu is basically seafood but you can book the mixed grill of meat and vegetables.

The MasterClub organises events, birthdays, business lunches and dinners, aperitifs and parties in general. In several occasions they host groups of children of summer camp and organisations with people with disability, mainly mental.

### Features

- Big entrance door, very well lit at night
- Door bell available
- Wide parking, even if not reserved for people with disability
- Free available wifi
- Staff speaking english
- Menu with big characters on the blackboard
- Ramps for wheelchairs
- Specific menus availables for children, celiac, vegetarian people
- Some products available for vegan people

### Easy suggestions for a quick improvement

- Improving the website, making it more informative
- Affixing label of the main entrance
- Improving vegan menu
- Providing a lower counter



Da Vescio  
Pastryshop  
at Rivarossa

Outside the structure, the pastryshop offers to their customers a bicycle carrier, four private parkings, including one for disabled people. On the opposite side of the road other public free parkings are available. It is at about 50 meters from the bust station. The customers can access through a ramp with handrail. Inside the cash counter is 80 cm. The dogs are allow to enter. The ingredients of products are shown on the showcase.

Not website available at the moment.

### Easy suggestions for a quick improvement

- Affixing on the glass door a label in order to show the entrance
- Affixing an allowed dog entrance label
- Writing in bigger characters the ingredients on the showcase.
- Positioning outside a bowl with water for dogs
- Providing a door bell





NH Hotel Santo Stefano, Turin

Hotel

NH Hotel Santo Stefano, belongs to “NH Hotel Group”, and it is in the city historical centre.

It is a hotel as well as a conference centre, it is open for breakfast and meals also to people who are not staying overnight.

#### **Plus**

- one main entry, sliding door, suitable also for wheelchairs and prams
- a lift connects all the floors
- Unusual and unique staircase
- accessible facilities
- half of the rooms has showers in order to be accessible to everyone
- 7 Accessible rooms (out of 134) available
- rooms can be connected in case of families
- elevators with Braille description
- ramp access
- wheelchair access
- wheelchair accessible elevators
- pet friendly
- free stay for guide dogs
- baby-sitting service available
- vegetarian menu
- gluten free and other menus
- the nearest bus stop is 100 metres away
- accessible and indoor parking
- on weekends, breakfast area set up for children
- children can check in with their parents with the aim of a stepladder to be put in front of the counter in the hall

#### **Minus**

- The private car park has facilities for disabled however you have to climb 3 steps to access the hotel. It is possible to temporarily stop in front of the main door or in the loading and unloading area if the disabled person travels on his/her own.
- The gym is in an hotel wing where there is no accessible door. The staff can in any case look after the disabled guests in case they want to use the gym





M\*\*Bun, Turin

Slow-fast food

It is a slow-fast food set up in Torino to change the concept of fast food, respecting people (customers and clients) and preserving the products' own pace in terms of breeding, ripening, cooking. In this way the territory's excellent products and short supply chain are valued.

Just to make an example, meat is processed in the family farm, with animals bred and fed with local forages and cereals.

M\*\* Bun has 2 premises in the city centre and for this mapping we took into consideration the one in Corso Siccardi, near one of the partner's building.

### Plus

- One main entry, sliding door, suitable also for wheelchairs and prams
- Inside there is a lift connecting to the basement where there is another eating area
- One bathroom only but wheelchair accessible
- dedicated area for changing nappies
- The basement eating room has a playing area for kids about 20 square meter
- Tables are accessible both the heights and width
- at the counter the customers can order, pay and collect their orders
- The menu is at the entrance, high and readable
- Special menu for people with food allergies, food intolerance, vegetarian or vegan - the cashier has to be informed
- Take away orders or at home delivery systems
- payment is possible with all the news devices (incl. Satispay)
- Free wifi
- The nearest bus stop is 20 metres away and the others, with several lines, at 50 and 70 metres away
- Indoor car park 150 metres away with disables places.
- It is also possible to park in front or close to the building

### Minus

- The menu is not illustrated
- The bathroom is only in the basement room





The Musichall,  
Turin

Theatre

The Musichall is the Torino theatre with Arturo Brachetti, world renowned transformist, as the artistic director.

#### Plus

- One main entry, sliding door, suitable also for wheelchairs and prams
- lifts to get to the main balcony and to main entrance;
- one bathroom only but wheelchair accessible;
- the reception counter is wheelchairs accessible
- the nearest bus stop is 20 metres away and the others about 500 metres away
- Indoor car park in the basement of the theatre, with reserved places for disabled
- the theatre is registered for 200 people + 2 wheelchairs. However the chairs are movable so it is fast to accommodate more people. However this might pose a problem with the emergency exit.

#### Minus

- The main entrance is only reachable with a lift, being at a lower level
- There are no baby changing facilities



Gruppo  
Torinese  
Trasporti  
GTT, Turin

Public transport

#### GTT

Gruppo Torinese Trasporti (GTT) is the local transport enterprise for the city of Turin and surrounding area.

regarding accessibility:

Space equipped for wheelchairs and prams: 885 city buses, 108 trams, 231 suburban buses;

Lowered base to enter the bus (no steps): 921 city buses, 108 trams, 63 suburban buses

street level entrance for wheelchairs/prams (on trams): 200 stops - approximately 50% of the total number of stops  
street level entrance for wheelchairs/prams (buses): more than 75% of the bus stops, providing the bus has platform and disabled seat

Audio visual information on vehicles: 611 city buses, 130 trams

Audio system announcing line and direction: 646 city buses

The metro has been designed to guarantee the access to disabled people.

On the enterprise website it is possible to see, in the "Arrivals" area by inserting the bus stop number, the type of vehicle on arrival and thus its accessibility characteristics. Unfortunately this page is not translated.





Eataly, Turin

Food mall

Eataly is a large format/footprint Italian marketplace (food hall) comprising a variety of restaurants, food and beverage counters, bakery, retail items, and a cooking school.

Eataly's first store was opened in Turin in 2007.

The brand EATALY is the combination of two English words: EAT and ITALY. Eataly is about eating Italian food, but not it's not just about Italian food: the goal is to introduce a new way of distributing high quality agricultural products, inspired by leitmotifs as such as sustainability, responsibility and sharing.

For the mapping, the partners examined one of the two main branches, Eataly Lagrange, situated in one of the pedestrian shopping area of the city centre.

#### **Plus**

- One main entry, sliding door, suitable also for wheelchairs and prams
- Inside, there is a lift connecting to the basement where there is another eating area
- One bathroom only but wheelchair accessible
- Dedicated area for changing nappies
- Tables are accessible both the heights and width but only in certain areas
- The shopping mall sells products for people with allergies, food intolerance, vegetarian/vegan and a lot of children products
- Counters in the shopping mall are suitable for people in wheelchairs
- Vegetarian menu available
- Payment is possible with all the news devices (incl. Satispay)
- Nearest bus stop is 500 metres away
- Indoor car park nearby (300 metres away)

#### **Minus**

- There is no menu for celiac people
- Menu is not illustrated
- Bus stops and car park are far away, being a pedestrian area
- There is no playing area for children and the whole area is not suitable for families with small children, being also a wine exhibition





ETIKØ, Turin

Bistrot  
and restaurant

ETIKØ “differently bistrot” is a project linked to social and environmental sustainability. The main elements taken into consideration are solidarity and ingredients locally sourced. So ETIKØ results in a careful managing of purchases with a focus on biodiversity and animal well being as well as socially responsible, using products coming from land confiscated to the Mafia. The bistrot also tries to be socially aware with its human resources, purchasing products in enterprises where people with difficult background or disability are employed.

#### **Plus**

- One main entry, sliding door, suitable also for wheelchairs and prams
- The restaurant has a platform to allow people on wheelchairs to enter the raised eating area
- One bathroom only but wheelchair accessible
- Tables are accessible both the heights and width
- vegetarian menu
- The nearest bus stop is 20 metres away
- Indoor car park below the restaurant with places reserved for disabled. It is also possible to park in front or close to the building

#### **Minus**

- The entrance is very wide but the door is quite heavy, it is a pull door and a person in a wheelchair would not be able to open it autonomously
- The counter is too high
- The bathroom does not have an area to change nappies
- There is no gluten free menu but the chef can prepare something, when required. The restaurant states that their products can contain traces of allergens
- No illustrated menu: the daily specials are written on the blackboard and there is no translation
- No playing area for children



# Portugal

Similar to the analysis of the professional training offer previously made by this study, the region considered for the mapping of tourism SMEs and how they deal with accessibility issues in Portugal includes companies from part of the northern region of Portugal (Alto Minho, Cávado, Ave, Porto metropolitan area). The selection of entities sought to encompass a diverse range of activities: 1 Company of the transport sector, 4 companies of the hospitality/accommodation sector, 1 company of touristic activities, 3 catering companies and 1 company of a mixed sector of catering/culture. The mapped companies reflect quite a lot of the panorama / typology of the entities that operate the tourism sector in the northern region of Portugal: micro and SME, in some cases even family businesses.

Although there is an increase in legislation and support for the improvement of accessible tourism, we found that there are still gaps that can be worked and improved. It was notorious and transversal that in almost all the companies surveyed, the concept of accessible tourism is perceived as something related to the physical mobility of tourists and not as a more comprehensive concept that includes different typologies of needs going beyond the architectural barriers. In this sense, this was also a rich process of learning and awareness for the companies that collaborated in this study.

It was possible to notice that, at least intentionally, publics as large families, people of high / short stature, seniors, among others, do not deserve a careful look on the part of the companies. We are convinced that this is essentially due to a lack of reflection on the part of the service providers in this area who place the issue of mobility alongside the fulfilment of legal requirements as a priority, not knowing that tourism for all is a more embracing concept. Concerning food specificities, we verified that companies are sensitive to this issue, even knowing some specific needs, like some intolerances or even life choices (vegetarians, vegans, among others). Despite this, these specificities are viewed on the supply side as an exception and the responsibility of informing that the visitor has a special need different from the majority relies only on the client. In this particular case we consider that whenever possible there should be greater proactivity on the part of those who provide the service, thus helping to make the experience of those who enjoy a certain service more enjoyable.

We believe that the adoption of practices that address the needs of the blind, and that would not require many resources, could easily be put into practice. Although we have previously stated that in many companies accessibility is synonymous of mobility and wheelchairs, we must highlight the high level of awareness of some SMEs, but that they themselves have limitations in adopting good practices due to the fact that its establishments are located in the historical centre of the city where the implementation of structural alterations of buildings is very conditional to government authorizations.



In the digital area in which we live, it makes sense that all services are available online, and that happens with almost all of these companies. It is possible to visit their sites/social media, and get access to their location, make reservations at a distance, and have free Wifi on site. Despite these very positive signs, it is often found that companies do not value online what they have to offer in terms of accessibility, not revealing their full potential in their sites/social media. Moreover, they do not adopt simple rules related to web accessibility (placement of videos for the deaf, for example, or accessible keyboard) that could contribute to attract more clients.

We can conclude that, in terms of tourism accessibility in Portugal, companies are already aware of the importance of this area, and in many cases, they already have measures for it in action, but there is a great potential for improvement that can be easily accomplished with the correct guidelines, such as the help from a Ability Advisor.



Taxi Braga

Transport

TaxiBraga is the only taxi/transfer enterprise in Braga that has a vehicle specifically adapted for those who have motor impairments. This small enterprise provides transfers to airports in northern Portugal and Galicia (Spain), passenger transfers to all of Europe and North Africa, tour circuits, accompaniment to conventions and congresses, and to the main points of interest of Braga. The staff are aware of the accessible needs of many tourists. In one case, when they had a very tall client, they especially transported him in a vehicle with a sunroof, in order for the client to be comfortable. The owner of the enterprise is also thinking of creating a rural touristic house, and is already looking into all the requirements make it accessible to all. TaxiBraga does not receive visitors on their premises, but are available for reservations by phone, Facebook, website, and by previous email reservations. TaxiBraga is going to launch in July 2018 their mobile app, and is studying a form to make the website prepared for the blind.

#### **Plus**

- Business card with contacts has information also in Braille
- Staff speaks 3 languages
- Awareness of staff for accessibility needs
- Availability of very wide displacement, making it possible to accompany someone with disabilities wherever they need
- Car adapted for those who have mobility limitations

#### **Minus**

- In their site, they do not mention the accessible cars or services that they provide in terms of accessibility
- The staff does not have special training to attend to special needs clients





Semente  
Centro  
Macrobiotico  
de Braga

Restaurant

Semente - Centro Macrobiótico de Braga is a restaurant that serves macrobiotic breakfasts and lunches, promotes workshops about healthy food, and also sells macrobiotic food. The space seeks to be accessible to those who have motor impairments, as well to those who have visual / auditory limitations and dietary problems (they do not serve sugared food, and they are vegetarians). Its service policy includes awareness for food waste. They have an open space / terrace that facilitate the stay of assistance animals/ guide dogs. The menu is displayed in large characters, allowing the reading to those who have some visual difficulties, even though they are not specially prepared for the blind. Although the space is not very large, the outdoor dining area allows for large families to enjoy the services.

#### Plus

- Location at street level
- The reception and food counters have accessible height for people in wheelchairs
- Wheelchair access to the meal space
- Parking spaces at 5 m
- Bus stop at 5 m
- Careful attention to dietary needs
- There is no need for pictorial menus, as the meals are buffet style, so the customer sees all the meals available

#### Minus

- The staff does not have special training or equipment to receive blind or deaf guests
- The doors are manual and do not have safety markings
- The bathroom is not wheelchair accessible



Hotel  
Rural Paço  
de Vitorino

Hotel

Originating in the 16th century, this family manor house turned into a Hotel is located a 10-minute drive from the centre of Ponte de Lima, and offers 15 rooms, which are distributed with prolonged views of the agricultural fields and a baroque-tracing garden. Services include Hospitality & Catering. One of the rooms is suitable for people with disabilities, with a wide space and level access (roll-in) shower. The hotel offers breakfast and dinner to guests, and includes a pool. All floors are accessible either by level entrance or by lift. Different types of special diet meals are available for people with dietary needs.

#### Plus

- Accessible second entrance, accessible parking, accessible elevator, pathways and toilets with needed measurements, and one accessible room
- The staff is aware and responsive depending on the impairments and specific needs from customers
- The staff is available to assist people with disabilities in emergency evacuations

#### Minus

- On the site, they do not include information about the offers they have in terms of accessibility





Hotel D. Sofia

Hotel

Hotel D. Sofia is located in the historic city centre of Braga, founded in the 40's of the XX century. With a family atmosphere, it has 34 rooms (1 room accessible, but others also allow guests with impairments), meeting room, bar, and breakfast room. They are open to all types of guests, with or without limitations, although they are more prepared to receive visitors with motor difficulties, being one of the owners with motor deficiency. There are small ramps and elevators in the building for access to higher spaces, as well as a wheelchair to lend. All floors are accessible, with the exception of the meeting room, since this is an old building in a historical and archaeological area, therefore not possible for the elevator to reach the basement (were the meeting room is). The accessible room is close to the elevator, it is spacious, with a properly prepared bathroom, and has a shower chair available, for those who have motor difficulties. Although the staff does not have specific sign language training, they receive visitors with hearing limitations, looking for other forms of alternative communication. Thinking of guests with diet problems, breakfasts can be provided, on previous request, to meet some food needs.

#### **Plus**

- Location in the historic centre, in a pedestrian area, with easy access to the main tourist sites
- Accessible room located very near to the elevator for more convenience of the visitor
- Employee's kindness, willingness to help, respect and with special awareness to mobility impairments
- Parking lot at the door with 6 places and 1 place reserved for disabled people
- Bus stop at 50 m
- Accessible room located very near to the elevator for more convenience of the visitor

#### **Minus**

- The staff do not have special training or equipment to receive blind or deaf guests
- The door is not automatic
- The service desk does not have a lower counter
- They do not mention the accessible room in their site, or the specific conditions they have in terms of accessibility





Verde Minho  
Restaurant

Self-service restaurant in which the client has at his disposal a great variety of menus being able to serve of all the food that they have at his disposal. The food placed on the plate is weighed on a scale and the price to pay varies according to that weight. It also has the take away functionality. If there was no table service, all employees were trained to provide assistance whenever requested and / or necessary and customized to clients with the following characteristics: senior citizens, people in wheelchairs, people with crutches, among others.

It has a very large interior space that allows great mobility. The self service counters, as well as the trays are not too high (1 meter), allowing good visibility and access to people in wheelchairs.

### **Plus**

- The nearest bus stop is 50 meters away
- There is changing facilities for babies
- The menu describe the ingredients of the meal
- Menu includes meals for people who needs special diets (gluten-free, diabetic meals, vegetarian, vegan, lactose-free)
- There is no need for pictorial menus, as the meals are buffet style, so the customer sees all the meals available
- At the end of the meal and to make the payment there are 2 counters: one taller (1.40 cm) and one shorter (1.10 cm) suitable for wheelchair users and short people
- The table can be booked by telephone, e-mail, social networking

### **Minus**

- There is no special place for parking for disabled people.
- Although bathrooms are of a good size, they are not adapted for people with disabilities
- The website is currently disabled
- They have an outdoor dining area but being self service it is necessary for customers to have enough mobility, having the minimum of obstacles justifying the existence of an automatic door
- They do not have their own car park, nor there is a public park nearby which sometimes makes it difficult to find a parking space because the restaurant is located in a residential area





Sobrenatura  
Ecoturismo

self-catered  
houses

The enterprise Sobrenatura Ecoturismo has 4 self-catered houses in the mountains of the north of Portugal, at the entrance of the Peneda-Gerês National Park. Services include lodging and rural tourism outdoor activities in articulation with other local enterprises.

One of the houses ate level access is eco-friendly and fully accessible inside and outside, with an accessible pool namely for guests with visual or physical impairments. It also has an accessible Belvedere and a garden. The house includes a kitchen area in an open space which is accessible. They have organised outdoor activities for impaired costumers (kayaking, horse-riding, 4x4 tours).

#### **Plus**

- The enterprise can arrange transfers with a wheelchair accessible vehicle
- When at the premises, the house has a parking area and is fully accessible, including a accessible pool viewpoint and accessible barbecue
- Wide spaces when moving around
- Preparing ways to provide information in Braille

#### **Minus**

- The access to the house from the airport or from bus or train terminals demands for transport rental because Sobrenatura does not offer transfer transport and location of the lodging is in the mountain.
- On the site, they do not include information about the offers they have in terms of accessibility





Nature4

Ecoturism

Nature4 develops tourist products using the mountain as the main resource for its services, including ecotourism and walks, wine tourism, tourism associated to hunting and fishing, equestrian tourism, religious, cultural, gastronomic, extreme sports (climbing, rappel, slide..) as well as bicycle tours, mountain biking, 4X4 TT. They also offer rental of equipment for use in activities such as mountain biking bikes, 4X4 with driver, canoes, extreme sports equipments, among others. Their services include the provision of guide services for all the proposed activities. Being aware of the importance of accessible tourism in an regional area with rough terrain characteristics, their service offer is challenging and differentiating from the competition.

#### **Plus**

- The staff has specific training for visitors with disabilities
- They are developing accessible mountain routes and have a monitor that also uses a wheelchair
- They are adapting their activity to people who are deaf or have hearing impairments and people without speech or with speech impairments
- They are developing dog walks
- They offer includes adapted canoeing with an expert guide (with specific training for disabled people)
- This enterprise works with Sobrenatura and other local hotels and tourism facilities, being part of the local tourism supply chain in the Peneda-Gerês National Park. All their services are provided to the mentioned houses and hotel facilities

#### **Minus**

- On the site, they do not include information about the offers they have in terms of accessibility





100.<sup>a</sup> Página

Cultural Space

Located in a historical building of the city and combining culture (bookstore, exhibitions, debates, autograph sessions) with a cafeteria and restaurant space (exclusively for lunches). It also has a beautiful garden where it is possible to have a snack or lunch. The entrance to this place is accessible because the door, although manual, has a good opening and has only one step where a ramp with a very small slope has been placed. The circulation inside it is not as fluid as there are some physical obstacles that need to be circumvented (furniture, unevenness), which does not facilitate the movement of people with reduced mobility, nor blind people who ideally should be accompanied.

Being a bookstore, they were careful to have a session of books in Braille which demonstrates their sensitivity to the diversity of needs which is, moreover, a characteristic of the space staff, always attentive and available to those who need more accompaniment. The access from the interior space to the outside (gardens) is not so accessible, since it is necessary to transpose a door (with good opening) where there are 2 steps and no ramp. The fact that the pavement surface is turf and gravel (unlike the interior that is made of wood), does not make it easier for people to move in wheelchairs or other types and devices.

#### **Plus**

- The nearest parking space is 300 meters
- The nearest bus stop is 100 meters away
- Pets are welcome
- It has braille books for sale
- Separate children's space with a large variety of literature (also in English) being very pleasant for families with children
- The entire menu is represented by large letters in portuguese, english and french
- The menu describes the ingredients of the meal
- It has options for vegetarians and vegans

#### **Minus**

- There is no special place for parking for disabled people.
- The access to the terrace has 3 steps with no handrail or ramp
- There is no toilet for people with disabilities and the toilet is very tiny
- There is no changing facilities for babies.
- The menu is well visible, but not visually impaired or illustrated
- The interior space has several slopes that hinder mobility



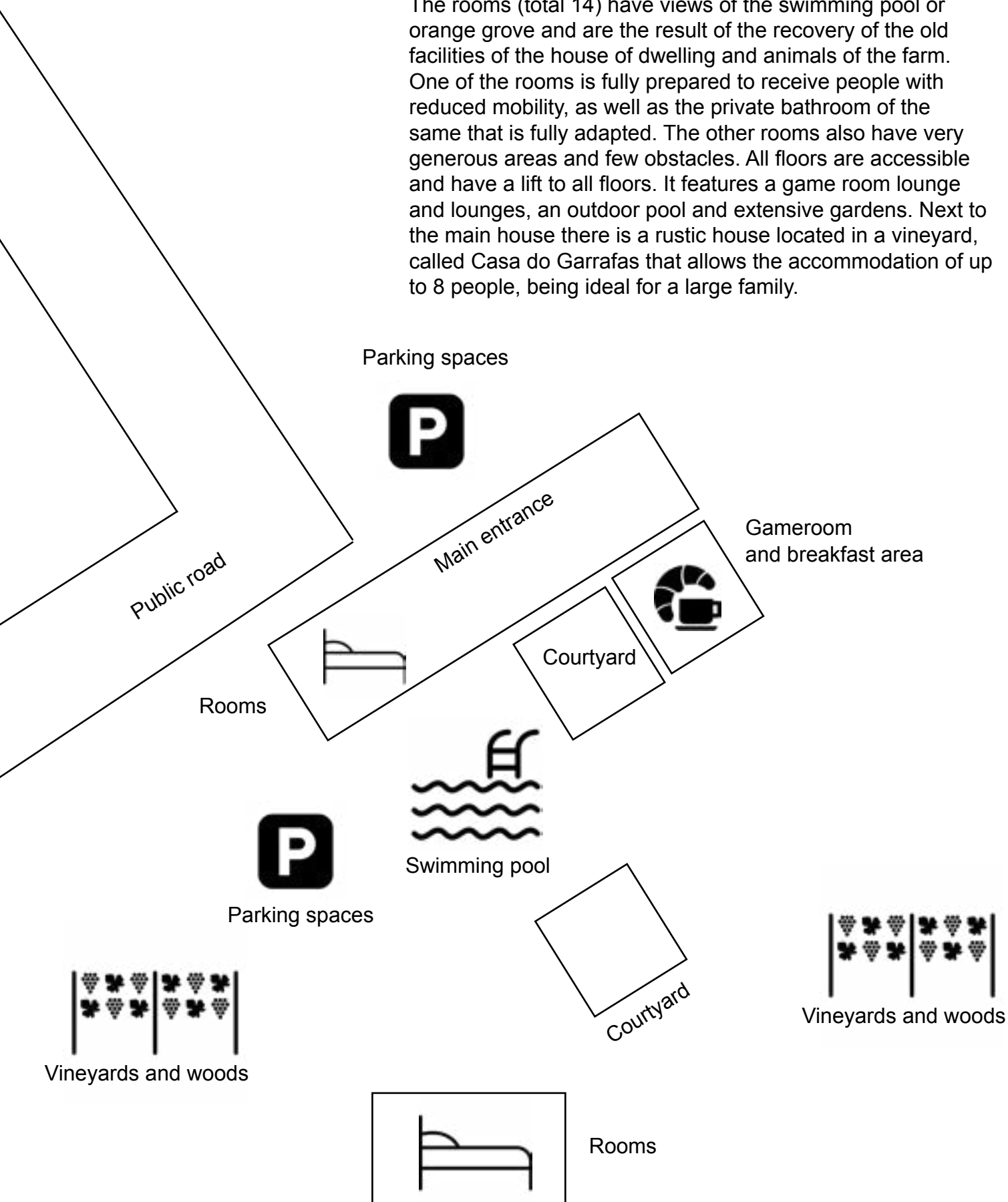


Casa Lata  
Agroturismo

Rural tourism

The Casa Lata is historically known in the region as an agricultural home. The building has a granite façade with small typical windows, being the result of several extensions and remodels made by the successive generations of the family to which it belongs. Inserted in a rural property of about 4 hectares, it is nowadays a tourist activity whose activity aims to combine the production of wine (traditional activity of the house), tourism in rural areas with a special focus on wine tourism.

The rooms (total 14) have views of the swimming pool or orange grove and are the result of the recovery of the old facilities of the house of dwelling and animals of the farm. One of the rooms is fully prepared to receive people with reduced mobility, as well as the private bathroom of the same that is fully adapted. The other rooms also have very generous areas and few obstacles. All floors are accessible and have a lift to all floors. It features a game room lounge and lounges, an outdoor pool and extensive gardens. Next to the main house there is a rustic house located in a vineyard, called Casa do Garrafas that allows the accommodation of up to 8 people, being ideal for a large family.





### Plus

- Private parking area for guests at 5 meters to main entrance at street level (no steps)
- Wheelchair access ramps and elevators available
- The clear width of the door of the main entrance when opening fully is 88 cm.
- Safety marking labels on large glass doors/windows
- Corridors/access routes minimum width is 2 meters
- The internal floor dimensions of the lift cabin is 1,35cm to 1,50 cm, with control buttons marked in Braille and stops announced verbally and visually
- All the public toilets area suitable for people with disabilities.
- Provide meals (breakfast) for people who require special diets upon request

### Minus

- Swimming pool without access ramp for the disabled and without sign for the blind
- The toilets don't have support handrails
- There is no safety alarm system in the bathrooms.
- Doesn't provide information in large print or in Braille
- The staff does not have special training or equipment to receive blind or deaf guests
- The website doesn't have information regarding accessibility for guests







Bracara  
De Gusta

Tapas Bar

Cozy space located in the historical center of the city of Braga. Ideal for a drink and a snack with friends in the late afternoon or for a light dinner as it is not a restaurant, but a snack-bar that only works in the late afternoon and evening. It has an interior space with a room that, although not very wide, allows to accommodate several people and also an terrace outdoor, ideal for the warmer days. The interior space is not suitable for people with reduced mobility because the access to it is done through some stairs without ramp or elevator. In this sense, the terrace will be the only viable alternative, with the inconvenience of the bathroom being located in the interior, with an aggravating factor: due to its very small dimensions and, because it is not adapted, it is not an option for someone who is, for example, moving in a wheelchair.

Although the physical environment of the place is inadequate to meet all the needs of the movement of the disability, the service is very pleasant, informal and personalized, and the staff makes everyone feel welcome regardless of their specifics, especially people with hearing difficulties, vision and understanding.

#### **Plus**

- The nearest parking space is 300 meters
- The nearest bus stop is 500 meters away
- Pets are welcome
- The entire menu is represented by large letters on main entrance in PT and EN
- The menu describe the ingredients of the meal
- They have vegetarian and vegan snacks

#### **Minus**

- There is no special place for parking for disabled people
- The main entrance has 6 steps with no handrail, ramp or lift
- People with severe limitations in terms of mobility have many difficulties in accessing the interior space.
- There is no toilet for people with disabilities
- There is no changing facilities for babies
- The toilet door clear width when fully open is only 60 cms.
- Only the menu on the main entrance is well visible, but not for the visually impaired
- Does not have an illustrated menu



You  
are  
here



**Conclusions:  
analysis of  
market needs  
and VET offer**



## Conclusions

The current publication provides research results that support TAD project in the creation and development of a professional profile and a course to train the Accessible Tourism Advisor (TAD Advisor).

Through the state-of-the-art report carried out, it was possible to understand the existing VET offers and market needs via the analysis of enterprises' facilities and the professional education and training offers from four different European areas of Lithuania, Belgium, Italy and Portugal.

Concerning VET provisions, the research applied in Belgium showed that despite the interest in training (often paid by tourism offices of the main Belgian regions), VET providers don't tackle that subject in their (very scarce) training courses on tourism.

In Italy half of the VET organizations that implemented specific modules regarding the subject of "Accessible tourism" have encountered "lack of interest from the businesses to have personnel with these competencies". The experience suggests, the problem is also that the standard contents for the courses do not offer enough flexibility.

In Lithuania VET organization don't have direct accessible tourism related topics. Nevertheless, training programme can be applied as continuous vocational training programmes or complement modules of the existing ones: social services, catering, room management, etc. The report makes clear that the TAD report should be a starting point for development of vocational education programme curricula the accessible tourism topic in Lithuania.

In Portugal, several Training Units are dedicated to accessible Tourism and they can be inspirational to other countries and to TAD Project.

The introduction of a new professional profile in the national and/or regional frameworks in the involved countries is quite a complex and long procedure but it can vary per targets of the course and its length. Despite it's not impossible, it is in general terms very difficult to add new professional profiles to the ones already in the "official catalogue system" unless it is something decided by the Regional or National Governments.

The overall exercise allowed the project partners to map the SMEs operating in the tourism sector, focusing on 30 SMEs. SME survey showed that the role of the ability advisor is needed and should be provided by VET Schools. 42 % of respondents of tourism sector SMEs, agree that an ability advisor role is essential generally, to bring more focus on accessibility in tourism and



travel, to ensure adequate quality of service. 28 % of the respondents – SMEs, think an ability advisor would give customers more confidence when choosing a tourism service/offer.

Using the Pantou accessible tourism directory access statement template as a tool the project interviewed 10 enterprises in Lithuania, Italy and Portugal to evaluate how accessible their businesses are.

Interviews showed that accessibility is perceived as a competitive advantage, and at the same time, it is implemented by enterprises to comply with national and regional regulations, related to safety and accessibility for people with disabilities.

Based on the collected data, an in-depth analysis was performed on the accessibility of enterprises. This helps to support the case for establishing Ability Advisors as a new role that will operate effectively within enterprises that provide tourism services.

The VET training programs offer, together with the analysis of the enterprises' accessibility services, allowed the project to find the gap between the training offer and the demand by enterprises.

This gap indicates the market need for such an expert, a self-employed and entrepreneurial professional able to perform services as Accessible Tourism Advisor, advising enterprises in the tourism sector and contributing to improve enterprises' services and increase the capability of tourism for all in Europe.

The results of the exercise allowed to map the TAD Advisor professional profile, based on the demand found in the enterprises which have been consulted.

The professional profile will be tailored to the target group of learners aged 20 to 35, currently unemployed or underemployed. Gaining the required skills, they will be able to start a self- employed activity as external consultants or to be employed as internal service providers, able to carry on accessibility assessments, inspections,

consultations and audits and inform SMEs managers how accessibility can be integrated in their businesses.

The development of accessible tourism is one of the pressing issues for the EU tourism market and the current report and professional profile to be created will contribute to a common open framework, approaching the issue from cultural, economic and legal perspectives, sharing each single region's good practices and data and exploiting the complementarity of the partner's organisations and widening the stakeholders' network at a European level.

