

# **The World Tourism for All Quality Programme**

A Global Quality Management and Certification Programme  
for Accessible Tourism Suppliers



*Pantou*

# World Tourism for All Quality Programme



1. What is the World Tourism for All Quality Programme ?
2. Objectives
3. How does it work?
4. Who can join the programme?
5. Implementation cost
6. Beneficiaries
7. Reasons to join
8. How to apply?

# 1. What is the World Tourism for All Quality Programme ?

- **A guided pathway** for tourism providers leading to the *World Tourism for All Quality Certificate*, recognising their commitment to access for all, enhancing staff competence and ensuring first-class customer service.
- **An holistic programme** based on world-class standards of excellence in tourism management, combining awareness-raising, training, building and facility audits, improvement actions, policy commitments and marketing.
- **Tailored to businesses of different types and sizes**, ensuring that all parts of the tourism value chain can take part.
- **Supporting sustainable, responsible and accessible tourism** in line with the goals and principles of *The Global Code of Ethics for Tourism* promoted by the UN World Tourism Organisation.
- **Managed and accredited by ENAT** – *The European Network for Accessible Tourism non-profit association*, and delivered solely through its licenced agents under the supervision of an independent Supervisory Board.

## 2. Objectives

### **Ensuring universal accessibility in tourism businesses, through:**

- ✓ **Staff Training** in disability awareness and accessibility as part of person-centred customer service
- ✓ **Access Audit** of buildings, facilities and services to international standards.
- ✓ **Access Plan**, developed in association with ENAT experts
- ✓ **Accessibility information** published in Access Guide
- ✓ **Company Access Policy** in place and publicly available.  
Quality system in place, equal opportunity employment
- ✓ **Accessible Website**  
Leading to:
  - ❖ **ENAT certification:**      **Seal - Bronze - Silver - Gold**
  - ❖ **Global marketing via *Pantou - The Accessible Tourism Directory***
  - ❖ **Continuous management and development of accessible services**





### 3. How does it work?



Stage 1 – Sign-up and Training	Stage 2 – 1 <sup>st</sup> Audit	Stage 3 – Implementation Phase	Stage 4 – 2 <sup>nd</sup> Audit	Stage 5 – Award of Label and Certificate
Pre-screening Audit passed. Join ENAT. Sign up to Quality Programme. Sign ENAT Code of Good Conduct. Management Training.	1 <sup>st</sup> Access Audit, Audit Report and Action Plan. Information on Web Accessibility. Staff Training. Feedback to Operator	Prepare and sign-off Accessibility Action Plan. Publish Access Policy & Access Guide. Accreditation (Blue) Seal issued. Venue published on Pantou.org Carry out improvements to fulfil World TFA Quality Criteria.	2 <sup>nd</sup> Access Audit & Report - with assessment of completed Actions. Updated Access Guide published. Review percentages of trained managers and staff.	Submit World TFA Quality Programme dossier. Committee approval, Certificate issued with 3 years' validity. Continuous promotion via <b>Pantou.org</b>

# Award Criteria and Accreditation Levels



<b>Quality Programme Certificates and Award Criteria::</b> <b>1. Accreditation Seal, 2. Bronze, 3. Silver, 4. Gold.</b> This example is for the Hotel & Accommodation sector. Similar Criteria will be adopted for other types of venues.				
CRITERIA	 <b>Accreditation Seal</b>	 <b>Bronze</b>	 <b>Silver</b>	 <b>Gold</b>
<b>1. Accepted into Quality Programme</b> after visit by Licenced Consultant and successfully passing the “Pre-screening” Access Audit	✓	✓	✓	✓
<b>2. Sign up</b> for ENAT Associate Membership, Pay Membership Fee and Sign up to the World TFA Quality Programme. (Establish training agreement with licenced trainer/consultant.)	✓	✓	✓	✓
<b>3. Web Accessibility Audit Report</b> carried out by ENAT approved agent and received by establishment.	✓	✓	✓	✓
<b>4. Carried out Training</b> for All Managers / Section Managers (100% of managers trained).	✓	✓	✓	✓
<b>5. Signed-off Accessibility Action Plan</b> after 1 <sup>st</sup> Audit and <b>Published Access Policy &amp; Access Guide</b> on own Website	✓	✓	✓	✓
<b>6. Carried out Training</b> for 25% of Staff (Full-Time Equivalent)		✓	✓	✓
<b>7. Achieved 100% of applicable Quality Programme Requirements</b> after 2 <sup>nd</sup> Audit		✓	✓	✓
<b>8. Carried out Training</b> for 50% of Staff (Full-Time Equivalent)			✓	✓
<b>9. Achieved 50% of applicable Quality Programme Recommendations</b> after 2 <sup>nd</sup> Audit			✓	✓
<b>10. Carried out Training</b> for 70% of Staff (Full-Time Equivalent)				✓
<b>11. Achieved 90% of applicable Quality Programme Recommendations</b> after 2 <sup>nd</sup> Audit, including Hotel Website Certified as WCAG 2.0 Level AA compliant.				✓

## 4. Who can join the programme?

**The programme is currently offered to:**

- ✓ Hotels and other overnight accommodation
- ✓ Restaurants
- ✓ Shopping Malls
- ✓ Shops

**In the future**

- ✓ Heritage sites
- ✓ Museums
- ✓ Other attractions



## 5. Quality Programme Implementation Cost

- 1). A Consultant's fee is negotiated with the ENAT-licenced operator for:
  - Management and staff training programme
  - Facility Access Audits\* (Screening visit, 1<sup>st</sup> full audit, 2<sup>nd</sup> audit after remedial actions)
  - Accessibility consultation, process management and reports
- 2). An annual charge is applied, according to the size of the business

### Scale of Annual Charges

Tourism Facility and number of Employees	Annual Fee
Tourism Facility with 1 - 10 employees	€ 50
Tourism Facility with 11 - 50 employees	€ 100
Tourism Facility with 51 - 250 employees	€ 200
Tourism Facility with 251 - 500 employees	€ 300
Tourism Facility with 501+ employees	€ 500

- 3). Certificate fee for each trained member of personnel € 10

*\* The Consultant's fee is dependent on several factors, including the size of the premises*



## 6. Beneficiaries



- ✓ **All visitors** benefit from a higher service level thanks to accessible venues, with accurate, reliable and assured access information
- ✓ **Staff** benefit from access training, acquiring new skills
- ✓ **Tourism operators** benefit from a structured Quality Assurance system for accessibility management
- ✓ **Business bottom-line:** operators are ready to welcome a wider range of customers of all ages and abilities
- ✓ **Destination Managers** benefit from having accredited accessible tourism suppliers, enhancing the offer of a “Destination for all”

## 7. Reasons to join



- ❖ **Operators progress through the Quality Programme**, with the Accreditation Seal (Blue), Bronze, Silver or Gold Ribbon on their website or in any other printed or marketing material
- ❖ **ENAT promotes the certified businesses** in international events and through [Pantou.org](http://Pantou.org) - the Accessible Tourism Directory
- ❖ **The World Tourism for All Quality Programme guarantees** that the business operates at the highest standard and is able to leverage maximum Return On Investment in accessibility
- ❖ **Certified accessibility of premises and services** to World Tourism for All Quality Standards provides a solid reference for the business when bidding for public procurement contracts (e.g. conferences, events, catering...) and for overseas or national tour operators who seek guaranteed levels of service for their customers
- ❖ **Accessibility is a selling point for tourism businesses**, setting them apart from the rest.
- ❖ **Access to a wider market.** Businesses in the Quality Programme will widen their appeal to seniors, families with small children and guests with disabilities. Research shows that many of these customers travel throughout the year, stay longer, spend more, often come in groups and give more repeat business when they have enjoyed their stay.

## 8. How to apply



Currently the World Quality Programme is only available in Ireland.  
It will be offered soon in Portugal, Spain and Sweden.

For all enquiries, please send an email to:

[enat@accessibletourism.org](mailto:enat@accessibletourism.org) Subject: World TFA Quality Programme

### Websites:

ENAT - European Network for Accessible Tourism asbl.

<https://www.accessibletourism.org>

Pantou - The Accessible Tourism Directory

<https://pantou.org>