INTERNATIONAL CONFERENCE ON
ACCESSIBLE TOURISM,
15TH NOVEMBER, 2010, OSTRAVA
Conference Program

8:30 – 9:15  Registration
9:15 – 9:30  Conference opening and Welcome
9:30 – 11:00 Thematic session 1

Accessible Tourism as a part of Sustainable Tourism

Accessible Tourism in Europe
Mrs. Lillian Müller, President, ENAT
Travelling for all – Disabled Passangers´ Rights
Mr. Ondřej Bára, National Coordinator of European Commission Campaign
“Your passenger rights at hand”
Can we improve the quality of travelling with handicap?
Mr. Rostislav Hošek, Tourism department, The Ministry for Regional Development of the Czech Republic
Moravian-Silesian region without barriers
Mr. Petr Kolčárek, vice president of KLACR – Moravian-Silesian tourism cluster
Discussion

11:00 – 11:30 Coffee Break
11:30 – 12:45 Thematic session 2

Services for all

Policy support and incentives for Accessible Tourism in Flanders
Mrs. Greet Vandenrijt, Coordinator, Accessible Tourism Office for Flanders
Travel agency for all – good example from Portugal
Mrs. Ana Garcia, Director of Accessible Portugal travel agency, ENAT member
Prejudice versus reality, Hotel Witikohof and Tree top walk – good examples from Germany
Mr. Jiří Mánek, TRIANON-ČECHY, o. s.
How many, where to, when and why?
Mr. Roman Herink, vice president, Regional Disability Council, Zlín
Discussion

12:45 – 13:15 Press conference
12:45 – 14:00 Lunch
14:00 – 15:00 Thematic session 3

Competences for Accessible Tourism

Education in Accessible Tourism as a key to success
Mrs. Annagrazia Laura, CO.IN Cooperative Integrate onlus, ENAT representative
Roads to understanding OR development of competence of students in the sphere of AT and communication
Mrs. Pavla Sztulová, Director, AHOL – Post-secondary Professional School
Social tourism – education of public service servants
Mrs. Zdeňka Petrů, Lecturer, University of Economics, Prague
Discussion

15:00 – 15:30 Coffee Break
15:30 – 16:30 Thematic session 4

Design for all

Design for All in Tourism – Success Factors and Good Practice in Europe
Mr. Kai Pagenkopf, Neumann consult, Stadt- und Regionalentwicklung, Münster, ENAT member
Accessible buildings – chimera or a vision?
Mrs. Renata Zdařilová, Department of Urban Engineering, Faculty of Civil Engineering, VŠB – Technical University of Ostrava
National parks and accessibility?
Mrs. Lenka Dvořáková, Šumava National Park
Discussion

16:30 – 17:00 Conclusion
Ladies and Gentlemen;

Let me open this international conference and welcome you all here.

Barrier-free travelling, accessible tourism – are topics or terms almost unknown in the Czech Republic until recently. However, now it seems that things are looking better. The evidence of it is not only your large attendance at this conference but also the fact we could put in today’s programme not only the examples of good practice from abroad but also the examples of good practice from the Czech Republic, from home.

This conference has been held within the project ATHENA. It is an international project with the European Network for Accessible Tourism (better known under the abbreviation ENAT) as the main partner of the conference. And I would like to welcome the president of this European network, Mrs. Lilian Müller who came to us all the way from Sweden. I also welcome other guests, all who came from various parts of Europe and the whole world. I am very much pleased and I highly appreciate your attendance. Let me also welcome Mr. Jaromír Kohlíček, member of the European Parliament and the Committee on Transport and Tourism who made time to attend our conference.

And finally I would like to introduce myself. My name is Jarmila Šagátová, I am the project manager of ATHENA on Travel, and I will be your guide at this conference.

Let me give you some information about the event that shall pertain to the whole conference. If you experienced any examples of good or bad practice during your travels that relate to the sphere of accessible tourism, please share them with us. For that purpose you will find a one-page form in your files where you can briefly describe your experience. Please submit your stories in the foyer at the registration desk during the coffee breaks. At the end of the conference we will draw five of you who will receive interesting prizes dedicated to the conference by providers of tourist facilities and holders of the “BARRIER FREE” label. They include accommodation vouchers in their facilities in Tesin- ske Beskydy: Hotel Visalaje (Krasna pod Lysou horou), Recreation Centre Sepetná, Hotel Dakol (Petrovice u Karviné), Hotel Troyer (Trojanovice) and Hotel Prosper (Celadna).
Thematic session 1: Accessible Tourism as a part of Sustainable Tourism

Accessible Tourism in Europe
Mrs. Lilian Müller, President, ENAT

Lilian Müller is the manager of the company Tourism for all Sweden that was one of the founding organizations of the European Network for Accessible Tourism in 2006. ENAT has associates of about 200 members from more than 30 (not only European) countries and ranks among the most important active players and promoters of the topic of accessible tourism in the whole world. Since 2008, Mrs. Müller has been holding the post of president of ENAT.

Accessible tourism travel trends

- Are more loyal to a destination
- Spends more money than the average tourist
- Prefer to travel in low seasons
- Are seldom travelling alone

Accessible tourism in Europe today

- Accessible destinations
- National accessibility schemes
- Standards and labels
- Specialised travel agents / tour operators
- Knowledge & research
- Training and education
- Networks and cooperation
- Governmental actions; regulations and laws

Accessible tourism – a growing trend

Who is it for?

- Most of the measures are easy and cheap
- Plan for better accessibility in all investments
- Cooperate with other tourism businesses and public actors

„Many of us think that the development of accessible tourism is too slow. But I can assure you that something is happening and it is happening right here and right now!“

Planning for better accessibility…

Think DESIGN FOR ALL!
About ENAT

The ENAT experience

- Strong development of demand
- Development of competition among tourism businesses
- Raised awareness both among public and private actors
- Stronger laws working towards accessibility for all (anti-discrimination, building acts) and standards
- Many SME's is profiling the business towards tourism for all

Why ENAT?
- Cross-border cooperation
- Dissemination and exchange of knowledge and experiences
- Dissemination of good practices

Thank you for your attention!

lilian.muller@equality.se

ENAT – what we do

- Represents our members towards public authorities, decision-makers and the tourism industry
- Collects and disseminates information about Accessible Tourism
- Linking the Members (networking)
- Working groups to tackle specific objectives
- A centre for accessible tourism good practice, research and development

Visibility through ENAT

- ENAT membership
- Code of Good conduct scheme for businesses:
  - To recognize accessibility as an important part of the operations
  - To remove the access barriers, participate and carry on improvements
  - To appoint a responsible person for accessibility matters
- Accessibility information on www.europeforall.com = national/regional mainstream and specialised channels

Travelling for all – Disabled Passengers’ Rights

Mr. Ondřej Bárta, National Coordinator of European Commission Campaign „Your passenger rights at hand”

Ondřej Bárta is the national coordinator of the European Commission Campaign focused on raising the awareness of one’s rights in the air and railroad transportation. Besides that, he works as the lecturer and manager of the civic association called Sebe spolu that deals with education and raising the active approach of the youth.

Visibility through ENAT

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- Accessibility information on www.europeforall.com = national/regional mainstream and specialised channels
Participants in the international conference “Tourism for All – good examples from home as well as abroad” appeal to politicians and institutions to start viewing accessible tourism as an integral part of tourism as such. The conference held by the project “ATHENA” in cooperation with ENAT (European Network for Accessible Tourism) and financed by EU proved the necessity of improvements of provided services so that Czech destinations were fully accessible and available for all.

Despite having several initiatives in Bohemia, mostly in the Bohemian Mountains and in the Moravian-Silesian Region, which strive for accessible tourism, their efforts are in vain due to the non-existing background. “Czech legislation has been so far totally ignoring accessible tourism. Nevertheless, we are determined to promote accessible tourism as an important part of the prepared new tourism act. We believe that it could result in an increase of competitiveness of the Czech Republic in the sphere of tourism,” points out the project manager of “ATHENA”, Mrs. Jarmila Šagátová. There are nearly two hundred million tourists who could use those services. Among them are not only disabled persons but also families with children or seniors. Almost 40% of them, however, refuse to travel due to the lack of accessible destinations and services.

The promotion of accessible tourism is not only an attempt to implement equal opportunities for all groups of people in the sphere of tourism, but also the chance to contribute to the development of Czech regions by increasing local tourism. Therefore it is absolutely necessary to make the political representatives of the regions realize the importance of accessibility as an integral part of the increase of service quality and sustainable development, and to start creating supporting programmes for tourist facilities operators that would lead to the removal of physical as well as structural barriers. Last but not the least, it is important to make them support education in this specific area.

Unfortunately, accessible tourism is being neglected not only by politicians and public administration employees but also by the tourist operators and service providers themselves. According to the conference participants it is important that they too – as professionals and providers of quality services - should remove all barriers and develop their empathic attitude to the clients. “Yet, many good examples from abroad show that accessible tourism is a highly promising way of entrepreneurship. Its development however requires that the service providers create easily accessible and understandable information materials, and start cooperating with other actors in the tourism area in order to create a network of accessible destinations,” points out Mrs. Šagátová.

Therefore the handbook of accessible tourism, which is the first Czech information material about accessible tourism, was being introduced at the conference. Not only the tourist service providers but also various educational institutions, bodies of the state and public administration and non-profit organizations dealing with accessible tourism will find there useful information.

The main objective of the project ATHENA that is financed from the European Social Fund by means of the Operational Programme Human Resources and Development, and from the state budget of the Czech Republic, is to support the development of human resources and employment in the sphere of accessible tourism in the Czech Republic applying the experience and inspiration from other EU-member countries. Its activities focus mainly on the increase of awareness and understanding of this issue by employers in the tourist industry, bodies of state administration, educational institutions as well as by the disabled persons, non-profit organizations associating with or employing such persons, and by the general public. The project which ended in May 2011 is being realized mainly in the Moravian-Silesian Region, Hradec Králové Region, South Bohemian Region and the capital city Prague. For more information about the project and for feedback of the conference, you are welcome to visit www.project-athena.cz.
Can we improve the quality of travelling with handicap?

Mr. Rostislav Hošek, Tourism department, The Ministry for Regional Development of the Czech Republic

Rostislav Hošek presented the national programme called “Tourism for All” launched by the Ministry for Regional Development in 2010.

“Until recently, travelling of disabled persons was beyond interest... the Czech Republic cannot invest only in golf but also in areas such as tourism for all.”

Focus of the sub-programme:

- Support of development of domestic tourism.
- Making accessible the activities related to travelling also for disadvantaged groups of citizens.

(Those target groups have not been so far supported in any national programme or any EU programmes.)

Target groups:

- children and youth,
- low-income families with children,
- disabled,
- seniors.

Objectives of the sub-programme:

- Integration of the new target groups who have difficulties with participation in the tourism into the focused activities;
- Preserving the level of employment in the sphere of tourism in connection with the current economic situation of the CZ;
- Support of creation of new products of domestic tourism with the goal of reduction of tourism seasonality;
- Setting suitable conditions for creation of new job vacancies or preserving the working positions in tourist agencies and facilities for the whole calendar year.

Qualified applicants for 2010:

- Business entities (legal as well as natural persons) with at least 2 years of business history (in the sphere of accommodation or boarding services, and activities of travel agencies, offices and other related booking activities).

National Programme of Support of Tourism 2010 - 2013

Sub-programme Tourism for All

Hotel Clarion – 15 November 2010

Allocation of the finance within the sub-programme:

- CZK 86 miil, in 2010
- CZK 73 mil, in 2011 (planned/budgeted)

Principles of the subsidy:

- Individual projects;
- The subsidy may be up to 50% of the slight costs of the event, the rest is covered by the event’s recipient;
- The total costs per one action shall not exceed CZK 5 mil.

Realization of the action:

- The subsidy must be withdrawn during the year of granting the subsidy;
- The action that is to be co-funded within the sub-programme must be finished not later than in the year following the selection of action for subsidy.

(i.e. the event chosen in 2010 must be finished not later than by the end of 2011)

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Moravian-Silesian region without barriers
Mr. Petr Kolčárek, vice president of KLACR – Moravian-Silesian Tourism Cluster

Petr Kolčárek described the activities of the Moravian-Silesian tourism cluster and the KLACR project within which – among other things – a marketing study of the potential of accessible tourism market will be elaborated during the next two years.
Thematic session 2: Services for All

Policy support and incentives for Accessible Tourism in Flanders

Mrs. Greet Vandenrijt, Coordinator, Accessible Tourism Office for Flanders

Greet Vandenrijt works in the Flanders tourist information office that focuses on accessible tourism. In her presentation she took the conference participants on a tour through the past 10 years of Belgian government policy in the sphere of accessible tourism and through activities of relevant institutions such as the Tourism Flanders, a tourist office.

Tourism Flanders annually invests 3 million to 3.5 million € in a more accessible tourist environments. As a result, 30 to 40 accessible holiday accommodations each year are added, supplemented also with a right variety of accessible leisure projects.”
Travel agency for all – good example from Portugal

Mrs. Ana Garcia, Director of Accessible Portugal travel agency, ENAT member

Ana Garcia Rodrigues lives in Lisbon and owns a travel agency called Accessible Portugal. Its objective is to remove all worries about travelling that disabled people might have, and to make a rich offer of tourist services accessible to all. For its activities, her travel agency has received many national as well as international awards.

“It is a really good business opportunity. Since our beginning in 2005 Accessible Portugal has already provided more than 2 thousands tours and holidays for tourists from all over the world.”
Prejudice versus reality, Hotel Witikohof and Tree top walk – good examples from Germany
Mr. Jiří Mánek, TRIANON-ČECHY, o.s.

Jiří Mánek is from the TRIANON-ČECHY civil association that – among other things – provides support to the Sumava tourist region in terms of accessibility, and he has presented 2 examples of good practice of accessible tourism from there.
TRIANON – ČECH, a.s.
Institut Wirtshaus, Blackforich – exemplary hotel FOR ALL.

Expected outcome:

In the project period, we intend to consolidate and expand the cooperation between the hotel industry and the regional government.

- Establishing a network of facilities that provide accessible accommodation and catering services.
- Developing new services and products that cater specifically to the needs of disabled and elderly guests.
- Enhancing accessibility of the facilities.
- Promoting the regional government’s initiatives in the field of tourism.
- Engaging in research and development activities.

Instructional / documentary movie on DVD
Training of the staff of selected facilities
Excursions of representatives of the target groups in selected accessible facilities
Holding an international conference
Holding workshops on social tourism both on the Czech and Bavarian side
Providing the marketing activities on both sides of the border
Publications with description of individual facilities on both sides of the border.

All outputs will be at least bilingual (Czech / German).

In 2006, 11 hotels created an association called Embrace Hotels – unique project in all of Europe.

Iona

11 hotels have in total 184 employees of which 124 are disabled, i.e. 68% of the labour force!

The main mission is the support of contacts among disabled persons and persons without any disabilities.

The objective is, among other things, to create job vacancies in the hotel industry for disabled persons.

The association provides and organises training activities for the staff of the hotels.

Today there are 24 similar facilities in 16 hotels.

Those 24 hotels in 2009 offered 500,000 overnight stays!
How many, where to, when and why?
Mr. Roman Herink, vice president, Regional Disability Council, Zlín

Roman Herink is the chair of the Czech Sledge Hockey Association, member of the Czech Paralympic Team and teaches at the Faculty of Physical Culture of the Palacký University in Olomouc. He shared with us his experience of travelling with disabled sportmen, mostly wheelchair users.

“There is a growing trend of group tourism of severely disabled!”

“How many, where to, when and why?”
Mr. Roman Herink, Zlín

“Tourism for all (?)”
Mr. Roman Herink, Zlín

Legislation
DECREE NO. 398/2009 Call, from 5 November 2009
On general technical requirements ensuring barrier-free use of buildings

Section 6 para. 3: At least 5 % of rooms in tourism accommodation facilities and holiday accommodations must meet the requirements set out in 1.1. and 1.2. of Appendix No. 1 to this Decree, respectively under B.1. of Appendix No. 3 to this Decree.

When?
When something is going on
When it is keenly priced
When we want
Spring, summer, autumn, winter

Why?
My hobby requires it

Where to?

Why?
My hobby requires it
**Thematic session 3:**

**Competences for Accessible Tourism**

*Education in Accessible Tourism as a key to success*

**Mrs. Annagrazia Laura, CO.IN Cooperative Integrate onlus, ENAT representative**

Annagrazia Laura represents the social association called Consorzio Sociale Cooperative Integrate Onlus with its registered office in Rome that was founded in 1993 and that deals with the support of accessible tourism, namely the issue of education and international relations. She also works as a lecturer and takes a significantly active part in many international projects and initiatives.

"The very top element expected in a welcoming destination is friendliness and helpfulness of service providers."
Education in Accessible Tourism as a key to success

Ostrava 15 November 2010 Annigrazia Laura

Any tourist activity aiming to cater for the market segment of tourists with specific needs has to measure its own skills and capability to design, manage and sell a tourist product which combines quality and economic sustainability.

The demand of Tourists with specific needs
Which priorities and which difficulties during travelling?

Sources:
- Project Eu.For.Me: Focus groups with young disabled people in 5 European countries
- Project CARE: survey on a sample of 6,945 tourists including people with disabilities

The most important issues:
1. reliability of information
2. quality in accueil
3. accessibility of destinations, locations and tools

The top elements expected in a “welcoming” destination

Tourist operators
- Perceive as a critical factor the unsufficient capability of staff to welcome and manage customers with specific needs
- Think that the provision of accessible products involves a substantial increase of costs in the management of the Offer and in the interventions linked to the accessibility of facilities
- Complain on the lack of basic information on accessibility issues needed to dialogue on a “peer-to-peer” situation with technicians, designers and architects

Are needs met by an adequate offer?

Bottle necks
- Inadequacy of tourist operators in finding and providing reliable information
- Prejudices in relating with customers with disabilities due to the lack of knowledge and understanding of their needs
- Very limited capabilities of operators to involve people with disabilities in recreational activities
- Lack of staff and tourist guides expert in communication systems adequate for tourists with sensory impairments or learning disabilities

Priority need:
Training

The system of tourism supply
- is not adequate for the demand of customers with specific needs
- does not consider the economic opportunities offered by the target of people with disabilities
- does not have the technical skills necessary to plan products suitable for a broader user base

Training
Present situation:
in the mainstream “Education system”
- almost total absence of training offers on the issues of accessible tourism in high schools on tourism and University courses
- consistent lack in the specialized courses (Masters and post graduation training)
### Training

**Present situation:**
- Training programmes for qualification and re-qualification financed by local public bodies or the EU (Training programmes, ESF)
- **but:**
  - Sporadic
  - Discontinuous
  - Scarcely coordinated

### Accessible tourism

- **Concept**
- Market evaluation and potential demand analysis
- International and national legislative framework
- Quality of the offer: indexes and positioning
- Analysis of the Demand: needs and expectations

### Welcoming and Customer Care

- Relationship with disabled customers
- Communication techniques
- Problem Solving techniques
- Use of the language

### Information collection and distribution

- Field of analysis and collection campaign
- Collection tools and their use
- Data evaluation and processing
- Distribution of information
- Analysis and evaluation of existing information

### MINIMUM TRAINING CONTENTS

- **TOOLS TO IMPROVE THE PRODUCTS AND THE PERSONAL RELATIONS QUALITY**
  - TOWARDS TOURIST OPERATORS AND SERVICE PROVIDERS

### Quality of the services means to:

- "know" the Customers’ needs
- "meet" the Customers’ needs
- "interact" properly with the Customers
- "know" the Customers’ needs

### Italia per tutti

- **Launched to promote and spread accessible tourism concept through various initiatives**
- **Handbook on how to welcome tourist with disabilities**
- Database with more than 5,000 facilities inspected
- Accessible tourism reached 50,000 facilities
- Italia per tutti launched to promote and spread accessible tourism concept through various initiatives
- www.presidiolazio.it

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### Dakar Declaration 2005

#### 16 General Assembly of the WTO

**ACCESSIBLE TOURISM FOR ALL**

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#### III. PREPARATION OF STAFF

1. The staff of tourism establishments and tourism-related services should be prepared to understand and deal with the problems facing customers with disabilities.
2. Staff should receive adequate training in the control and provision of services to customers with disabilities.
3. Among the staff there should be persons familiar with means of communicating with persons with sensory impairments.
4. Staff should be trained to deal with persons with disabilities in such a way that they are able to provide information on services and facilities available to them, and to offer assistance to facilitate their access to non-accessible services.
5. It is necessary to encourage the training of tourism professionals and vehicle accommodation and carrying persons with disabilities, e.g. at a rate and at all levels, have a list of rooms and compartment numbers occupied by such persons, in case of emergencies.

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#### REGULATION (EC) No 1107/2006 concerning the rights of disabled persons and persons with reduced mobility when travelling by air

**Article 11 Training**

Air carriers and airport managing bodies shall:
(a) ensure that all their personnel, including those employed by any sub-contractor, providing direct assistance to disabled persons and persons with reduced mobility have knowledge of how to meet the needs of persons having various disabilities or mobility impairments;
(b) provide regular (or refresher) training on how to meet the needs of persons having various disabilities or mobility impairments;
(c) ensure that all their personnel working at the airport who deal directly with the travelling public;
(d) training their personnel on how to meet the needs of persons having various disability-related training and that personnel receive refresher training courses when appropriate.

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#### UNO Convention on the right of People with disabilities

Various articles name training as necessary for full inclusion:
- awareness raising (8)
- accessibility (9)
- personal mobility (20)
An European opportunity

Competition for European Tourism for All (CETA)

Supported by the European Commission, DG Enterprise and Industry, Tourism Unit.

Managed by ENAT

An European opportunity

Supported by the European Commission, DG Enterprise and Industry, Tourism Unit.

Competition for European Tourism for All (CETA)

Managed by ENAT

An European opportunity

The majority of tourism demand on: associations of people with disabilities, private social services, voluntary associations, public services, social tourism

Disproportion: demand-offer, needs-resources

Present situation

Some examples and some risks!

Future perspective

Tourism demand met by: tourism entrepreneurs, professionals, experts

Quality product, increased clients’ fidelity, positive economic results

An European opportunity

A direct link from final users representatives and experts of accessible tourism to help tour operators, accommodation facilities, service providers, tourist SMEs take the first steps towards making their business accessible.

An European opportunity

Offers SMEs:
- online training modules
- self-evaluation criteria for their facilities
- indexes to evaluate their competitive positioning

To define success business strategies

Conclusions

First, some examples and some risks!

Thank you for your attention!

...what is really needed is:
- A qualified inclusive offer
- Increased skills by the tourism sector
  towards............

10 frase nevisti antekyn Českem: nali jeme klicík plochí trmati, ale přes veškeré nál, podle nedostan vnožní. Ndi
Roads to understanding OR development of competence of students in the sphere of AT and communication

Mrs. Pavla Sztulová, Director, AHOL – Post-secondary Professional School

Pavla Sztulová introduced one of the projects realized in the Moravian-Silesian Region that deals with the integration of the accessible tourism topic in the high school curriculum.
Social tourism – education of public service servants

Mrs. Zdeňka Petrů, Lecturer, University of Economics, Prague

Zdeňka Petrů from the University of Economics in Prague introduced to the conference audience the activities of the Department of Tourism and the educational programme for employees in the territorial and public administration called “Tourism for all” which was implemented in 2008.

Summary of the lecture

- Department of tourism and its activities
- Participation of the Department of tourism in the sphere of tourism for all – social tourism
- Educational programme “Tourism for all”

Department of tourism and its activities

- Oldest educational institution in the sphere of tourism
- Bachelor and master studies of tourism
- Programmes of lifelong learning (UV education programmes subsidised from the EU)
- Scientific and research activities in the sphere of tourism, specializations:
  - Sustainable development of tourism
  - Tourism for all (social tourism)

Participation of the Department of tourism in the sphere of tourism for all

- Participation at conferences, seminars held by the European Commission and dealing with the issue of tourism for all as well as social tourism
- Participation at conferences and workshops held by BITs (OFIs)
- Specialized seminars in the Master’s study programme focused on the issue of social tourism (2008, 2010)

Educational programme “Tourism for All”

- A programme prepared and obtained within the call of the Ministry for Regional Development of the Czech Republic “Education in tourism” – professional training and education of territorial and public administration employees, accredited by the MVR
- Programme was financed from the EU
- Programme was implemented in 2008 in the form of one-day workshops and e-learning

Participation of the Department of tourism in the sphere of tourism for all

- Definition of the term, development trends in tourism in general
- Tourism for all from the point of view of international organizations
- Participants in the tourism for all (4 main target groups), characteristics of their needs
Thematic session 4: Design for all

Design for All in Tourism - Success Factors and Good Practice in Europe

Mr. Kai Pagenkopf, Neumann consult, Stadt- und Regionalentwicklung, Münster, ENAT member

Kai Pagenkopf is the owner and director of a consulting company, and a consultant of Neumann Consult that deals with the urban and regional development from the point of view of tourism and accessible design. He took part in elaboration of marketing studies of the accessible tourism market in Germany that was elaborated on by Neumann Consult for the Federal Ministry of Economy and Technology. Mr Pagenkopf lectures at the Münster University.

"The older people are getting more and more, less younger people...so we have a lot of old people. This is not a problem, this is a challenge. We always have to make it clear – it is a challenge, not a problem!"
**Success Factors**

**Aim: Tourism for All**
- Increasing hospitality
- Considering all user groups
- Avoiding social stigma
- Social, ecological and economic sustainability

**Success factors in Tourism for All:**
- Professional Marketing
  - Accessibility / Design for All is not a motivation to travel
  - Marketing has to focus on themes and interests
  - Information must be reliable and up to date

**Good Examples**

**Quality & Convenience**
Hotel Louisenhof - Germany
- Easy access to battery
- Sliding door easy to open

**Marketing**
Addressing on Topics and Interests

**Success Factors**

**Economic Impacts**
- Current net turnover generated by German disabled travellers: 2.5 bn Euro
- Economic impulse generated by German disabled travellers: 4.8 bn Euro
- Current net turnover generated by European disabled travellers: 166 bn Euro

**Success factors in Tourism for All:**
- Raising awareness, education and training of service suppliers
- Networking and exchange of information
  - We still have to face a lack of knowledge

**Good Examples**

**Quality & Convenience**
Scandic Hotels – “Northern Europe”
- Accessible counter
- Clamps for walking-sticks

**Networking & Marketing**
„Accessible Tourist Destinations of Germany“
- Realisation of an initial action recommendation of the study
  - 6 founding members
  - Sustainable promotion of accessible tourism
  - Continuous cooperation of destinations
  - Constant exchange of experiences and promotional cooperation

**Good Examples**

**Quality & Convenience**
Hotel Louisenhof - Germany
- Breakfast for guests with food intolerances or allergies
- Height of bed 48 cm
- Movement area 150 x 150 cm

**Introduction**

Studies commissioned by the European Commission

2005: Accessibility Market and Stakeholder Analysis (Ossate)
- Shows the market size for Accessible Tourism in Europe and worldwide

2007: The European Tourism Industry Shows increasing need for more quality and accessibility in tourism

**Current net turnover generated by German disabled tourists:**
- 37% have previously decided not to travel due to the lack of accessible facilities
- 46% would travel more frequently if more accessible services were available
- 60% would be willing to pay higher travel expenses for improved accessible facilities
- 17% decided to travel abroad specifically because of the accessible facilities there

**Economic**

- 2.5 bn Euro
- 4.8 bn Euro
- 166 bn Euro

**Success Factors**

**Checking the entire Tourism Chain**

- Organisation of the trip
- Excursions & Transportation
- Accommodation & Catering
- Activities & Sports
- Partnering & Coordination

**Good Examples**

**Quality & Convenience**
Scandic Hotels – “Northern Europe”
- Accesible counter
- Clamps for walking-sticks

**Networking & Marketing**
„Accessible Tourist Destinations of Germany“
- Realisation of an initial action recommendation of the study
  - 6 founding members
  - Sustainable promotion of accessible tourism
  - Continuous cooperation of destinations
  - Constant exchange of experiences and promotional cooperation

**Good Examples**

**Quality & Convenience**
Hotel Louisenhof - Germany
- Breakfast for guests with food intolerances or allergies
- Height of bed 48 cm
- Movement area 150 x 150 cm

**Introduction**

Travel-Behaviour
(of German disabled tourists)
- 37% have previously decided not to travel due to the lack of accessible facilities
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- 60% would be willing to pay higher travel expenses for improved accessible facilities
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Accessible buildings – chimera or a vision?

Mrs. Renata Zdařilová, Department of Urban Engineering, Faculty of Civil Engineering, VŠB – Technical University of Ostrava

Renata Zdařilová from the VŠB - Technical University of Ostrava unveiled the current situation of accessibility issues in the Czech Republic and introduced to the audience the basic requirements of accessibility for tourist facilities.

“...every man and namely a disabled person should have an opportunity to choose a place of his or her residence, where and whom he or she wants to live with. And when you look at the present housing stock and the housing stock that is being built... It is impossible for a disabled person to buy their own housing in a block of flats with 3 above-the-ground storeys because according to our requirements, according to the regulations and standards, such a block of flats does not have to be accessible at all, it does not have to have an elevator...”
Mrs. Lenka Dvořáková, Šumava National Park

Lenka Dvořáková shared her thoughts about the level of accessibility of the Sumava National park and Sumava Landscape protected area, and she outlined the realized and planned activities of the Sumava NP administration in the area of expanding the accessibility of nature trails.

Accessible Sumava National Park

The administration of the Sumava NP and Sumava Landscape protected area in cooperation with CENI and the Association of Disabled in the Czech Republic, has a program for improving accessibility of nature trails. The programme is designed only for persons with disabilities, for school classes, and for accompanying persons.

The tours are guided.
The price for the tour is CZK 200.00. The price includes transportation and a guide.

Thank you for your attention and interest.

Ing. Renata Zdafiňová, Ph.D.
Proposed adjustments on the trails:
- Corduroy trails
- Toilets
- Possibility of parking nearby
- Crossings of drainage channels

Sumava for all

Thank you for your attention

...It is good to notice that we do not have to invent anything. That there are things that are utterly clear and have been gradually realized though on a small scale.

In order to discuss better the so-called social tourism, we have a legislative base here and it is very interesting regardless if it is from the European Union where we try to supplement things in the European Parliament, and I promise you that we will follow the track even in the future, and that not only the air transportation but also other means of transportation will be treated. Secondly, there is the Czech legislation, the Building Law or the recently adopted international convention on the rights of disabled persons that should be more significantly applied. And thirdly, we have a giant debt in education, starting from the high schools, through the universities up to the further education of the adults.

Since we know all this and we have mentioned it all here, we have to take some measures. The declaration, the call perfectly summarized the measures and I believe that as much as we know how the transportation, communication, public premis-
We call upon the policy makers of the Czech Republic and the public authorities at national, regional and local level, within their ministries and policies, responsibilities and activities to

→ promote the integration of accessible tourism to the legislation, policy and strategic documents,

→ emphasize the importance of accessibility as an integral part of the process of service quality improvement and sustainable development in tourism,

→ support activities that contribute to development of accessible tourism, particularly:
  → creating understandable instructions and methodologies for evaluating accessibility of tourism infrastructure and tourism services,
  → creating support programs for the operators of tourism aimed at removal of physical/architectural barriers,
  → training of employees in tourism, civil servants, urban planners, architects in the issue of accessibility,
  → inclusion of accessible tourism in the curricula of secondary schools and universities that prepare future workers and entrepreneurs in this area,

→ promote the involvement of all tourism stakeholders, representatives of private and public bodies in searching for new solutions for improving accessibility in tourism through partnerships at national and international level.

We also call on all service providers in tourism - accommodation and food service facilities, tourist attractions and facilities for leisure, travel agencies and transport providers, within their activities to

→ contribute to removing of barriers (of building, communication, knowledge and information kind)

→ promote empathetic approach towards the clients as a part of the quality assurance and professional services

→ develop the knowledge of their employees about the special needs of clients with limited mobility, or with other types of health disability

→ provide truthful information about accessibility level of facilities and destinations, create information materials facilitating decision making and orientation, in accessible and understandable forms

→ develop partnership with other actors in tourism and related sectors and thus contribute to the creation of accessible destinations

Ostrava, 15th November, 2010
INTERNATIONAL CONFERENCE ON
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15TH NOVEMBER, 2010, OSTRAVA

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