



ENAT

The European Network for Accessible Tourism

Non-Profit Association

Founded 2008



Numbers in tourism



Tourism is one of the largest and fastest growing economic sectors in the world.

According the World Tourism Organizations

- **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 the 9% of the world GDP and generates 1 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 societies and provides tourists with experiences for their personal growth.

source UNWTO, *Tourism Highlights 2016 Edition*, UNWTO e-library

Tourism offer vs. demand



Many people experience obstacles to enjoy a tourism experience

A wide group of them are **people with specific access needs**

=

people with disabilities (**physical, sensory ,mental**)

older people

people with temporary impairments

families with babies

people with allergies or special dietary needs, and so on.

- **Basically, everyone can have specific access needs for a limited period of time or in particular stages of his/her life**
- Study carried out by the EU Commission found out that **accessible tourism services in Europe constitute approximately only 9.2% of the overall supply of tourism services.**

Source VVA, ENAT and EWORX, *Mapping and Performance Check of the Supply of Accessible Tourism Services in Europe*, European Commission (2015)

Barriers



- **Communication barriers**
- **Physical barriers**
- **Cultural barriers** (lack of detailed information on the accessibility characteristic of tourism premises)
- **Accessible tourism for all aims at removing these barriers!**
- **It's about enhancing tourism products, services and environments in such a way that they can all be equally and easily used,**
- Those destinations that create environments, products and services suitable for people with specific access needs **will experience positive effects** in terms of increasing tourism flows, improved economic returns and enhanced competitiveness.

Potential market



People with specific access needs

=

a big and growing potential market

- **According to WHO there are approximately 1 billion persons with disabilities in the world (15% of the world population)**
- **WHO and World Bank (2011) say there is a high correlation between ageing and disability. Older people (over 65 years) who may not be considered “disabled” very often have similar difficulties in carrying out daily activities.**

Ageing-accessibility-tourism



**2015: 617 million people aged 65 or over
8.5% of the global population.**

**2030, 1 billion older people globally,
12.0 % of the total population.**

**2050, 1.6 billion people aged 65
16.7 % of the total world population.**

**Due to the ageing population, the number of people with specific
access needs with the capacity to travel is increasing,
boosting the demand for an accessible environment,
transport and services
which environment could bring benefits to the tourism sector.**

How many people in the target?



European Commission (2014)

In 2011, 138.6 million people with access needs in the EU (around 27% of total population)

35.9% people with disabilities aged 15-64,

64.1% were the older population aged 65 or above.

In 2012, “PAN” in the EU took 783 million trips,

€356 billion Gross Added Value

employment of about 8.7 million persons.

Driven by the ageing population:

2020, 862 million trips p.y.

10% grow (1.2%annually)

Increasing numbers with
accessibility



Increasing the accessibility of tourism-related facilities

=

up to 1.231 million trips per year

=

43.6% growth

**total economic contribution by the EU tourists with
specific access needs**

=

+36%

**People with access needs in the EU travel with about
1.9 companions (if you lose 1 you lose 3).**

The tourism CHAIN!



Attention to accessibility should cover
the whole chain of tourism services
BEFORE-DURING_AFTER the TRIP

accommodation facilities

Restaurants

Transport

Museums

Monuments

sport facilities

Wellness facilities

Events

information and welcoming services

guide and accompanying services

...

- **It's 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 strongly compromised as a whole.**

Accessible destinations



- **Comprehensive supply of Tourism for All products and services in which all the elements of the supply chain are easily accessed.**

Quality of life



**tourism destination that adequately caters for the needs of
visitors with specific access needs**

=

**improved quality of service / experience also for all the
other visitors**

=

improves the quality of the daily life of the local population.

Tourists with disabilities are only TOURISTS!



- **Motivations of every tourist are always the same!**
(those who travel for cultural reasons, those who want to practice a sport, those who look for relaxing and calm holidays and those who seek fun and exciting experiences, and so on)
- **Need to find tourism offers that cater for the access requirement they have and that derive from their personal conditions**
(which can differ from one to another depending on their personal permanent or temporary difficulties)
- **Require trained staff who understand their needs and know how to relate to them properly.**

Accessibility PILLARS



RELIABLE INFORMATION

(throughout the all tourism experience from imagining a trip, to booking, to travelling, to staying and enjoying, to the comeback).

PREPARED PERSONNEL

(there is a huge need of customer care training of staff)

ACCESSIBILITY CONDITIONS

(needs can vary a lot between people, so it is very important to plan and renew functional spaces having in mind at the same time the wider possible target and the specific needs that people may encounter).

Access conditions...

Parking



PARKING

- If you have your own car park close to your facility, you should reserve some places for cars used by persons with disabilities with the conventional parking permit.
- The parking space should have adequate dimensions and should be well signposted.

Stairs and Steps



STAIRS AND STEPS

- In case there are steps, a **ramp** can ease the visitor's way to the building.
- A ramp should be built with **contrasting colours** and materials so as to be detected by people with visual impairments.
- Check for your national law about the highest allowed **slope**, but in general it should not be more than 8%.
- To reach the upper floors have an appropriately-sized **lift**. In case of level differences in confined spaces, lifting platforms are generally preferred to stair-lifts.

Access conditions

Entrance



ENTRANCES

- The site is considered accessible when the person in a **wheelchair enters independently** without the need for assistance.
- The **paving** of exterior routes must be **regular and even** and it is recommended to add handrails.
- If you have a **threshold** of up to 4 cm it is generally considered enough for a wheelchair to pass over it by tilting. Above 4 cm it is better to build a small and simple **ramp**.
- The front door should be wide enough to allow the **passage** of wheelchair users. (Some standards set 80 cm as a reasonable width).
- The best solution would be the **automatic door**, otherwise the doors should be light and manoeuvrable with a door handle at a reasonable height to be used by people using wheelchairs.
- All **warning buttons** (bells / intercom systems) should also be at a **reasonable height** so they can be reached by short people or someone in a wheelchair.

Access conditions

Indoor



INDOOR SPACES

- Passages must be **clear of obstructions** and dangers (not to be obstructed by potted plants or other items of furniture) and large enough to ensure adequate room for manoeuvre to people in wheelchairs (e.g. 90 cm for certain standards).
- The layout of the tables must allow room for **manoeuvre** and a minimum space below the table to sit with a wheelchair.
- Reception / counters / desks: you should have at least one side of the counter which is at a **height that allows the approach of people in wheelchairs**, to foster communication and viewing exhibited products (modules, brochures, etc.).

Access conditions

Toilets



TOILETS AND BATHROOMS

- The **width of the doors** of the toilet should allow the **passage** of a person seated on a wheelchair.
- The doors should preferably be **sliding** or with an **anti-panic handle** to push to get outside.
- WC** and **washbasin** should be suspended from the ground allowing people to manoeuvre their wheelchair which needs the space to turn around;
- plan a **horizontal handle** on the side of the toilet.
- Toilet paper, toilet flush button, alarms should be **reached easily by the person sitting**.
- The tap controls are preferable to the photocell, and the siphon built into the wall to avoid obstructing the approach of the wheelchair to the sink.
- The **shower tray** must be at **floor level** and equipped with **folding seat**.

Acc Sign



SIGNP

- Guests present ramps &
- The sign contrast
- The background is various
- Indicate material

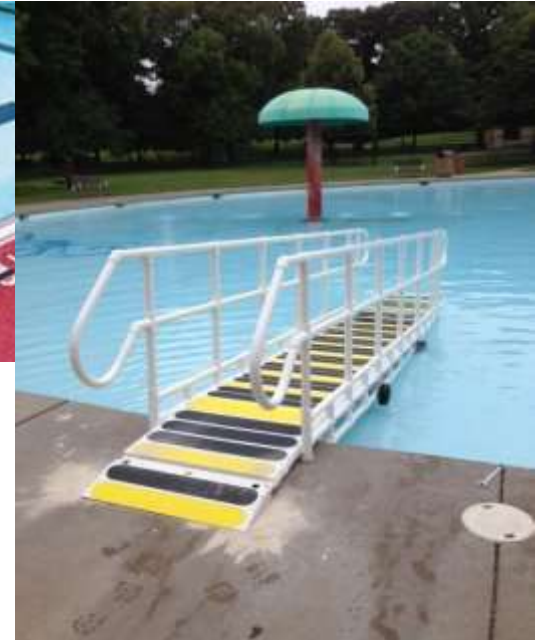
ne structure
toilets,

colour

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Access conditions For SPAS and pools



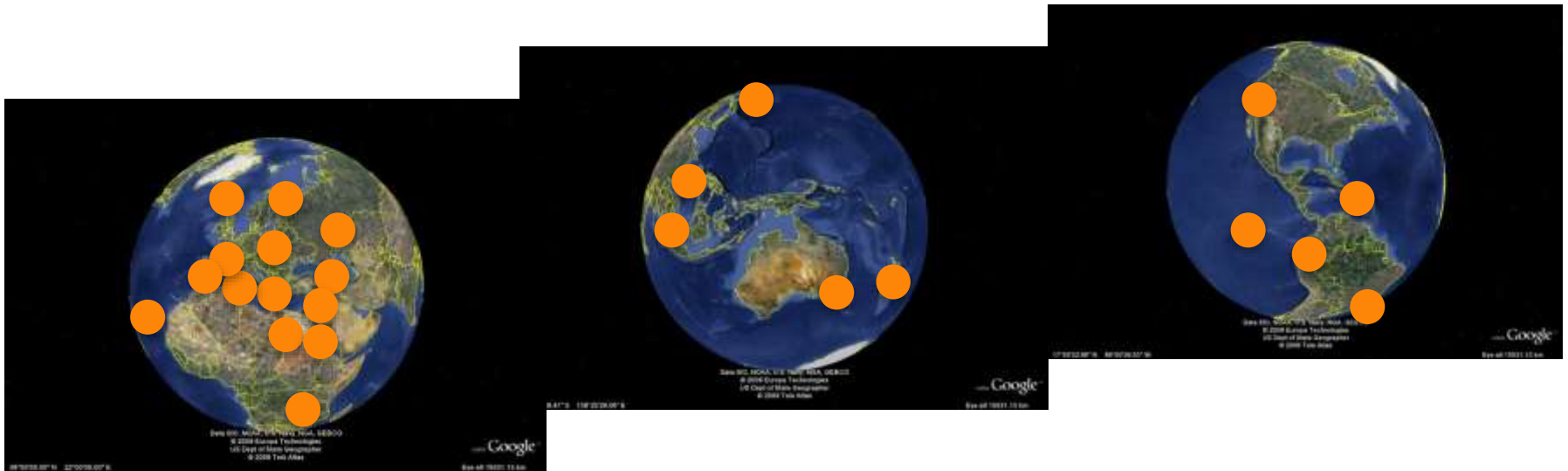
easy-access hydraulic treatment beds which can be lowered and raised
pool ramps
pool hoists or lifts
well-trained staff and therapists

ENAT: In Europe & around the world



- A private non-profit organisation, founded in Belgium, 2008
- A multi-stakeholder network united in the purpose of developing and promoting better accessibility in tourism for ALL visitors
- Open to all organisations and individuals who support its Statutes.

In Europe and around the world



With members in more than 50 countries

- in Europe, Middle East, Africa, North and South America, Asia, Australasia – Pacific regions

More than 3000 followers in social media

The mission of the European Network for Accessible Tourism is:

- to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

A Few ENAT Members & Partners



Fundación ONCE
para la Cooperación e Inclusión Social
de Personas con Discapacidad

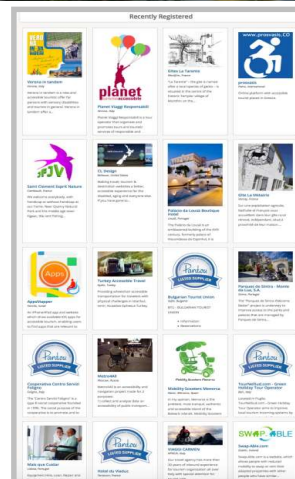




<http://www.accessibletourism.org/?i=enat.en.news.1910>

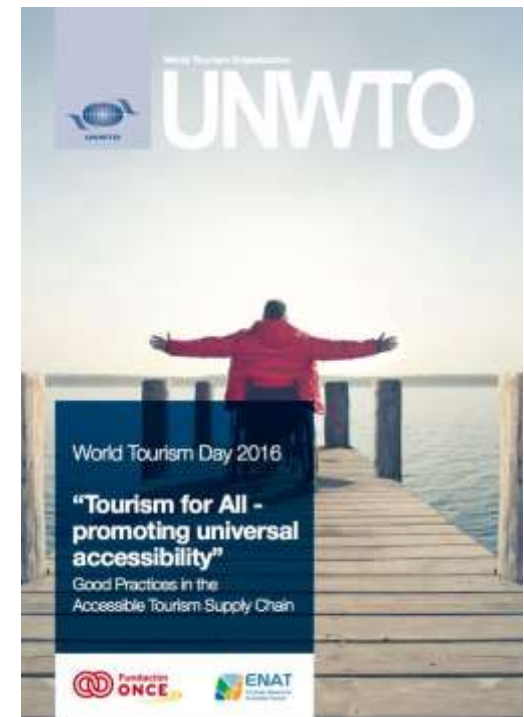
Visitors

Pantou



<http://pantou.org>

Visitors-Industry



<http://ethics.unwto.org/en/content/accessible-tourism>

Policy-makers

Visit: www.accessibletourism.org



ENAT
European Network for
Accessible Tourism

Working together to make
Tourism in Europe Accessible for all



Supported by the
European Commission

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**Subscribe
to ENAT
E-Bulletin**



Welcome

Welcome to the Website of ENAT - the European Network for Accessible Tourism.

ENAT is a non-profit association for organisations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism. You may be an expert or new to the area - in either case you are welcome!

By leveraging the knowledge and experience of the network, our members are improving the accessibility of tourist information, transport, infrastructure, design and service for visitors with all kinds of access needs, providing models of excellence in accessible tourism for the whole of the tourism industry.

President's Message



"One of the major challenges that we now face is to establish a long-term funding strategy at EU level in order to foster innovation in tourism accessibility and implement improvements within EU Member States and across national boundaries. Indeed, we must make all responsible bodies understand that the sooner we all solve this major problem, the sooner the Tourism for All market could develop positively, for the benefit of the tourism industry, the destinations and the employment opportunities". Annagrazia Laura, ENAT President, July 2015.

[\(Read the full text of the President's Message...\)](#)

The return on accessible tourism investments. Watch the Video:
Mind the Accessibility Gap (ENAT / European Commission)

Mind The Accessibility Gap - short version ...



**Are you
a member?**

The world's premier source of news, articles and information on accessible, inclusive Tourism for All

Latest ENAT Members

Erand Jucja
PRODEL Jean-Yves
Steve Sharp
Rita Duarte
Timothy Smalls

Join now!

Events

14/05/2016

**[OTIE 5th Summer School in
Tourism Management, Gozo
Island.](#)**

Gozo, Malta. 31 July to 6 August 2016. The Summer School "Learning in tourism" is an initiative of the Observatory on Tourism in the European Islands (OTIE). One of the main objectives of OTIE is to organize training

Business & NTO Networks



Good Practices & Case Studies

Accommodation
Cities Airports Bars
Beaches Cruises
Museums Health
Spas Theatres
Youth Destinations

Member Support



Training & Development



ELEVATOR



T-Guide

Policies & Standards



Accessibility Marketing

Pantou

The European Accessible
Tourism Directory
<http://pantou.org>



ENAT Code of Good Conduct



Certificate
ENAT Code of Good Conduct

The European Network for Accessible Tourism (ENAT) Code of Good Conduct is an international commitment label and certification scheme for businesses and organisations, recognising their efforts to make travel and tourism accessible for all.

Name of Organisation: _____

Country: _____ ENAT Member number: _____ First year of registration: _____

Our Commitment:

- ✓ **Recognition of equal rights:** We recognise that all people have the right to enjoy tourism, whatever their background or abilities, and we work to promote this right in our activities.
- ✓ **Personal attention:** We welcome all customers and make it our priority to meet their individual needs.
- ✓ **Removing and preventing access barriers:** We are committed to planning and carrying out improvements to our infrastructure, products, services and information, using a "design-for-all" approach, in order to remove or minimise access barriers and contribute to sustainable and accessible tourism for all.
- ✓ **Improving our knowledge, competences and skills:** We follow recognised "good practices" and guidance for tourism accessibility provided by ENAT, and we are committed to continual staff training which takes into account respect for human diversity and disability awareness, ensuring that all customers are welcomed and served appropriately.
- ✓ **Monitoring:** Our organisation ensures that customer services are monitored and access is improved as far as possible, within our financial means.
- ✓ **Our suppliers:** Wherever possible, we work with suppliers who also recognise and respect the principles contained in the ENAT Code of Good Conduct.
- ✓ **Complaints handling:** Our organisation has a complaints procedure available to customers so that they may report their possible dissatisfaction with our advertising, information, facilities or services. All complaints are handled promptly and fully.
- ✓ **Management responsibility:** We regard good access for all visitors as part of our wider Social Responsibility. Our management team includes a resource person who is responsible for accessibility matters and who can be contacted by staff and clients.

Name: _____

Position: _____

Email: _____

Telephone: _____

Signature _____ Date: _____

The ENAT Code of Good Conduct Label and Certificate may only be used by Members of the European Network for Accessible Tourism. For full details about the Code, visit: www.accessibletourism.org



The ENAT Code of Good Conduct

- A voluntary Code of Practice for accessible tourism suppliers
- The ONLY international commitment label for businesses in the accessible tourism field
- Currently available only to ENAT Members
- **Will be open to applicants for the ENAT Quality label in 2017.**

Pantou – The European Accessible Tourism Directory



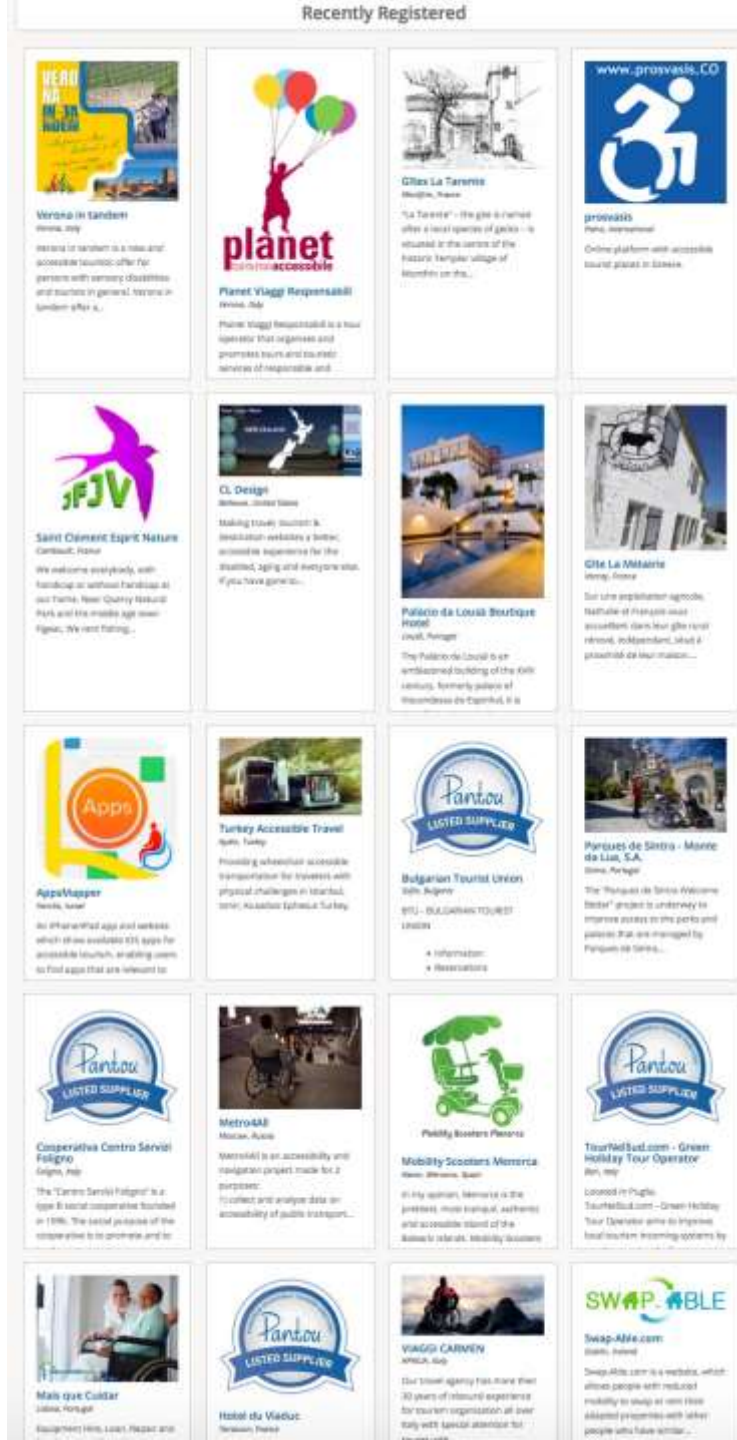
- Pantou is the Greek word for "everywhere"
- Identifies all kinds of suppliers who provide accessible tourism services
- The accessibility of the supplier's service(s) is audited either by:
 - An international / national / regional Accessibility Information Scheme (AIS), **or** by
 - A **Pantou Access Statement**, provided by the supplier (self-assessment)

Pantou

<http://Pantou.org>

The European Accessible Tourism Directory

- Funded by European Commission
- Supports Tourism SMEs
- Includes over 70 types of services, e.g. cultural heritage, accommodation, equipment suppliers, tourist guides...
- Covers ALL customer types and access needs
- **Over 650 suppliers already registered**
- **Register free of charge**
- **Opening to the World, 2017**





Funded by ERASMUS+ Programme
Strategic Partnerships for Vocational and Educational Training
Project no. 2015-1-IT01-KA202-004675, CUP G86G 15000450006

Key Action 2 - Cooperation for Innovation and the Exchange of Good Practices

Full title of project:

“ Innovative accessible tourism training through self learning and assessment apps and collaborative platforms for tourism sector operators”

Products:

MASSIVE OPEN ONLINE COURSE ON ACCESSIBLE TOURISM

(from 17th of January 2017)

SELF_LEARNING APP TO MAKE ACCESSIBILITY ASSESSMENTS!



ACCESSIBILITY OF TOURISM



accessible

www.apptouryou.eu – SELF LEARNING APP!!

Back Section

11:27 65%

Main Entrance


- ☐ The main entrance has level access. (Level access means no step or threshold higher than 2 cm.)
- ☐ The main entrance has xx steps. (number of steps). G/D this question needs a numerical field for 0 - 99
- ☐ The steps at the main entrance have a handrail on one side
- ☐ There are tactile and visual markings indicating the beginning and end of the steps
- ☐ The main entrance can be reached by a ramp
- ☐ The slope of the ramp is xx %. (Use the Measurement Guide [link] to calculate the slope or use any available app for iPad or tablet).
- ☐ The ramp has a
- ☐ The clear width of the ramp is xxx cm
- ☐ There are tactile and visual markings indicating the beginning and end of the ramp
- ☐ The main entrance can be reached by a platform lift

Logout List of Facilities

14:58 99%

New Facility


Bar In-solito



Enter/Edit Data

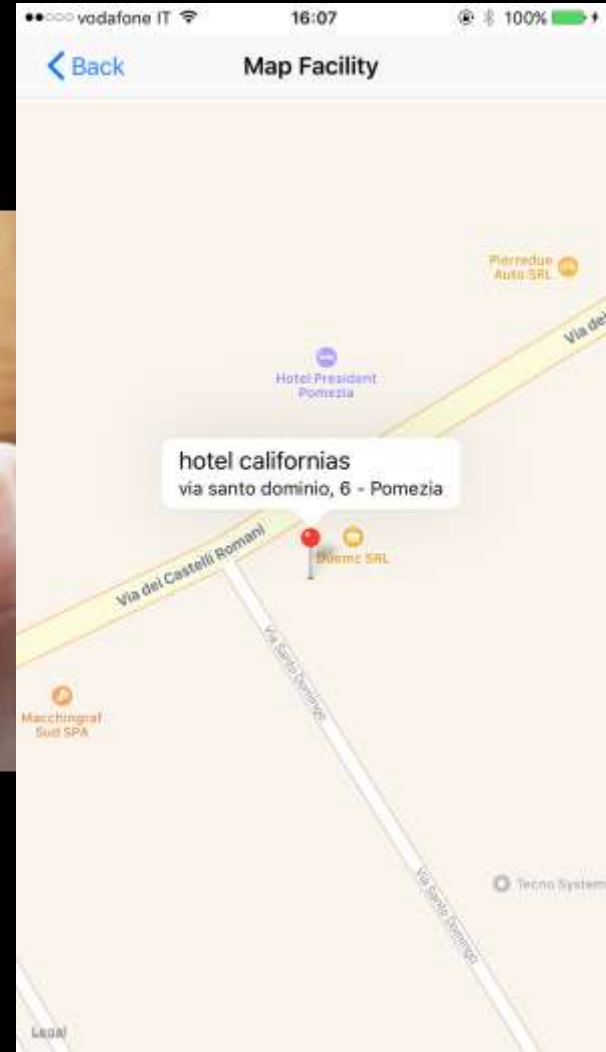
Publish: ☐

hotel californias

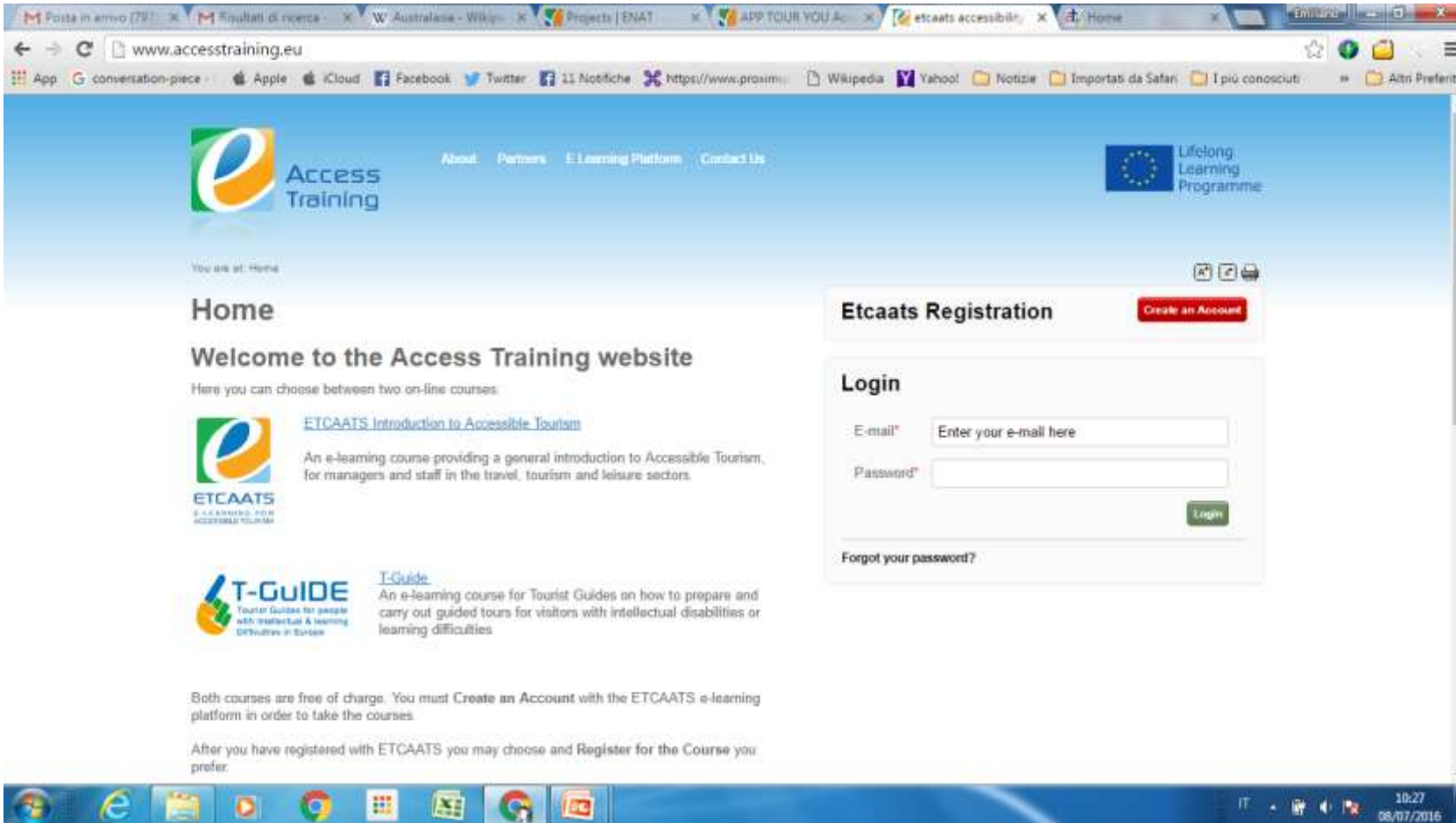


Enter/Edit Data

Publish: ☐



www.accesstraining.eu



The screenshot shows a web browser window displaying the Access Training website. The browser's address bar shows the URL www.accesstraining.eu. The website has a blue header with the Access Training logo on the left and navigation links (About, Partners, E-Learning Platform, Contact Us) in the center. On the right of the header is the European Union flag and the text 'Lifelong Learning Programme'. Below the header, the main content area has a light blue background. It features a 'Home' section with the text 'Welcome to the Access Training website' and 'Here you can choose between two on-line courses:'. Two course options are listed: 'ETCAATS Introduction to Accessible Tourism' and 'T-Guide'. Each course has a small logo and a brief description. To the right of the main content is a white box containing 'Etcaats Registration' and 'Login' sections. The 'Registration' section has a red 'Create an Account' button. The 'Login' section has input fields for 'E-mail*' and 'Password*', a green 'Login' button, and a link for 'Forgot your password?'. At the bottom of the page, there is a footer with the text: 'Both courses are free of charge. You must Create an Account with the ETCAATS e-learning platform in order to take the courses. After you have registered with ETCAATS you may choose and Register for the Course you prefer.'

Access Training

About Partners E-Learning Platform Contact Us


Lifelong Learning Programme

You are at: Home

Home

Welcome to the Access Training website


Here you can choose between two on-line courses:



ETCAATS
e-learning for
ACCESSIBLE TOURISM

[ETCAATS Introduction to Accessible Tourism](#)

An e-learning course providing a general introduction to Accessible Tourism, for managers and staff in the travel, tourism and leisure sectors.



T-GUIDE
Tourist Guides for people
with intellectual & learning
difficulties in Europe

[T-Guide](#)

An e-learning course for Tourist Guides on how to prepare and carry out guided tours for visitors with intellectual disabilities or learning difficulties

Both courses are free of charge. You must **Create an Account** with the ETCAATS e-learning platform in order to take the courses.

After you have registered with ETCAATS you may choose and **Register** for the Course you prefer.

Etcaats Registration

[Create an Account](#)

Login

E-mail*

Password*

[Login](#)

[Forgot your password?](#)

ENAT on Social Media, Web and Contact Address



ENAT Facebook

<https://www.facebook.com/accessibletourism>



Twitter [@EUaccesstourism](https://twitter.com/EUaccesstourism)



ENAT LinkedIn

Group <https://www.linkedin.com/grp/home?gid=4003674>



ENAT Facebook Group

<https://www.facebook.com/groups/accessibletourism/>

Web: www.accessibletourism.org

Email: enat@accessibletourism.org

#tourism4all

#WTD2016



ENAT and SPAS



Pantou lists 55 service providers - they are either Spas/Wellness/Health/Treatment centres OR travel agents who specialise in this field

https://pantou.org/services?keys=&term_name=Health%2C+wellness+treatment&term_name=Spa&filter_tabs_active_tab=edit-service-infos-filter

- We do not have a specific guideline on access requirements for spas but we would start from the **ENAT Quality Label** criteria for Hotels.

We have recently audited some spas in the Killarney Hotels (Ireland):

Here we apply the Quality criteria related to access:

- ENAT Code of Good Conduct - signed
- Access policy in place
- Staff trained in disability awareness and accessibility and customer service
- Sensory impairments
- Mobility impairments
- Learning difficulties
- Allergies,
- Available facilities and equipment

Information about access provided in the Access Statement.

Thank you very much!



Emiliano Deferrari

Seconder to the President

ENAT, European Network for Accessible Tourism

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