

MIT! - Make it accessible! - Promote barrier-free travelling for senior citizens and people with handicaps through innovative marketing strategies based on awareness of specific requirements, needs and active interest in social inclusion
504655-LLP-1-2009-1-DE-LEONARDO-LMP

MIT! – MAKE IT ACCESSIBLE!

WP3 REPORT

ON RESEARCH & EXPLOITATION

LEARNING ABOUT MIT! TARGET GROUPS

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1. Introduction

Accessible Tourism in European Level

Mrs. Lilian Müller, President of ENAT says:

“Enabling access to tourism is our priority. First, some facts and figures. As a population we're both ageing rapidly and travelling more: older people who still want and are able to travel will soon make up 25% of the European population. Add to this the 50 million people with disabilities in Europe who want to holiday with family and friends, and we find that as many as 130 million people in Europe alone will benefit from improved access to travel and tourism services. Accessible tourism is not a niche market; it's a demographic explosion and we will all feel the effects. We have to improve access now“.

The European Network for Accessible Tourism (ENAT) is working to improve accessibility in the tourism sector by consolidating existing knowledge and giving all actors the opportunity to put this knowledge to use through collaboration, wherever they are based in Europe.

ENAT is a non-profit association for organisations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism.

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.

With ENAT, they want to help make Europe as a whole an accessible destination, where all travellers can move freely, enjoy new experiences and be sure of getting the service they need and expect. We believe that accessible tourism must be made a priority - for the good of the tourists and for the long-term sustainability of the European tourist industry.

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. .

- ENAT aims to achieve this by bringing together sector actors to share their experience, learn from each other and collaborate.
- ENAT promotes wider awareness and understanding of the need for accessibility in all areas of travel and tourism throughout Europe.
- ENAT supports the development and spread of good policies and practices.
- ENAT works to develop knowledge and expertise on accessibility issues in the European tourism field.
- ENAT provides a platform for those who support accessibility in tourism, and a representative voice towards European and national institutions and organisations whose actions have a direct influence on the tourism sector.

EIDD - Design for All Europe is a federation of National and Corporate Member Organisations in 22 European countries. With a strong inter-disciplinary approach, the majority of members are professionals in design-related fields.

EIDD - Design for All Europe is a European network, founded in Dublin, Ireland in 1993 with the name of European Institute for Design and Disability. The original aim of the network, to use design to achieve the inclusion of disabled people in society in European countries, has since been reinforced with inclusion of a more mainstream approach, enhancing the quality of life through Design for All. The name change in 2006 reflects this development.



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The aim of EIDD is to encourage active interaction and communication between professionals interested in the theory and practise of Design for All and to build bridges between, on the one hand, these and other members of the design community and, on the other hand, all those other communities where Design for All can make a real difference to the quality of life for everyone.

For this purpose, the Institute works pro-actively to establish and maintain a series of key partnerships with other European and international organisations active in related areas.

EIDD is the only design-led organisation in Europe focusing on the opportunities offered by design to overcome at source many of the obstacles that mankind has illogically created, in both mental attitudes and the resulting artificial environment, to enable all people to lead a full, pro-active part in an inclusive society.

EIDD offers widely acknowledged state-of-the-art expertise in the theory and practise of Design for All and has considerable experience in disseminating the relevance of its messages to a wide variety of audiences in a wide variety of fields of application all over the world.

Design for All is design for human diversity, social inclusion and equality. This holistic and innovative approach constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders.

Design for All aims to enable all people to have equal opportunities to participate in every aspect of society. To achieve this, the built environment, everyday objects, services, culture and information – in short, everything that is designed and made by people to be used by people – must be accessible, convenient for everyone in society to use and responsive to evolving human diversity. The practice of Design for All makes conscious use of the analysis of human needs and aspirations and requires the involvement of end users at every stage in the design process.

From The EIDD Stockholm Declaration©, 2004

Accessible Tourism in Germany, Greece, Finland, Poland and Slovenia

This report will give a little cross-section about the situation talking about accessible tourism in project countries. The meaning of the research is to observe the SMEs in the tourist sector in these countries. Every partner has made its own investigation and this report will gather the essential content of the situation.

SMEs in the tourist sector are understood with the next basic information.

Small businesses	Medium-sized businesses
less than 1 million euros turnover annually	1 to 50 million euros turnover annually
up to 9 employees	10 to 499 employees

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2. The share of barrier-free hotels and restaurants (in general and according to SMEs), on national level and regional level

Germany: Only a small number of German tourist destinations have analysed their tourism services in terms of accessibility (and in doing so, focused mostly on accommodation). In addition, there are no binding nationwide evaluation criteria for accessible facilities so even recording the number of all accessible beds would not be particularly informative....

The Federal State of Hesse reports on 180 accessible hotels and similar accommodation facilities. This would mean a share of 5.37 barrier-free accommodations NACE 55.1 and 55.2. But there are no official statistics covering accessible facilities neither in Hesse nor in our district „Marburg-Biedenkopf“.-

Greece: Despite the fact that Greece is one of the most important tourist destinations worldwide, most infrastructures are not hospitable to tourists with disabilities. Indeed, many tourist accommodation and Catering units are shown as accessible, while there are not.

The state must develop specific mechanisms Certification of accessibility of tourist infrastructure in the country and to monitor systematically the requirements of accessibility. The share of barrier-free hotels in Greece is too low either in national and regional level. There are few hotels which are truly accessible. There are not statistics which saw the rate of this share. Despite the efforts already done in this direction, the accessibility to cultural areas and generally in places of tourist interest has not fully ensured.

There are hotels such as “Hilton” which have infrastructure for handicapped people but unfortunately these kinds of hotels do not belong to SMEs.

Finland : In Finland there are no statistics concerning the share of barrier-free hotels. The National Building Law already in 1997 makes the instructions for all the public buildings, hotels, restaurants etc concerning accessibility. The law says that every hotel should have at least some accessible rooms. Unfortunately there is no expression when the whole building or restaurant can be mentioned accessible. There is a common wish of bigger number of accessible rooms in hotels and a wish to express a meaning of fully accessible hotel room.

Poland: In Poland there are many hotels which so far have not been verified and categorized in terms of services for disabled people, according to the requirements described in the amended law. The biggest association in Poland which deals with all the hotels in the country is Polish Hotel Association, however even while recommending the hotel, they do not check whether it is suitable for people with disabilities, the only associations which can offer us such information are Provincial Committees responsible for categorization.

The best adjusted to special needs of our focus groups are luxury hotels and health-resorts. However disabled people in Poland very rarely use such options.

In the Mazovian region (centre of Poland, the richest county) only 7,2 % of all the objects of public utility are fully accessible to the disabled people, 15,2 % are partly accessible and only 1,3 % were in the progress of adapting their objects. The Mazovian region has the best results, because there were some regions in Poland where not even one object of public utility was prepared for the needs of disabled people, and in some other regions 2% of all the objects were accessible for them

Slovenia: the number of hotels is estimation and currently lies at around 250 hotels. it can also be estimated that around 1/3 of all hotels in Slovenia provide barrier free access. This group of 80 hotels is mainly formed of older and larger renovated properties and newly constructed smaller, family operated facilities. Due to their tradition, former health resorts, nowadays marketed

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as natural Wellness & Spa Resorts are the dominant group among the accessible facilities that can be found in Slovenia.

It must however be noted, that official accreditation scheme “invalidom prijazno” for accessibility has only been developed in 2007 and has not really been visibly promoted until last year, when our organization became involved in it. Therefore, the number of officially certified disabled friendly Barrier Free Hotels is of only 9 properties, equaling less than 4% of total hotel supply in Slovenia.

Due to such small number of officially accredited hotels, the economic success of such hotels, when compared to the ones that neglect offering barrier free access is difficult to assess. Furthermore, statistics on occupancy rates and generated REVparks are considered a business secret in Slovenia and therefore rarely available

3. The awareness of the growing market for accessible tourism,

- *the needs for barrier-free tourism- national and/or regional initiatives on political level, on NGO or private/economy level*
- *any national and/or regional programmes?*
- *national and/or regional funding?*
- *would these focus on specified groups of handicapped people and/or seniors?*

Germany: In Germany, accessibility (Barrierefreiheit) is a civil right and its establishment is based on the currently applicable legal provisions and standards. The German act on the equality of persons with disabilities (Behindertengleichstellungsgesetz/BGG) of 1 May 2002 provides a statutory framework.

In 2004, the Federal Ministry of Economics and Technology published a study of demand for accessible Tourism for All “Economic Impulses of Accessible Tourism for All”: It reveals unleveraged potential for Germany’s tourism industry summarized as follows: Customer potential is growing steadily, Older and disabled travellers are an attractive target group and Travel intensity can be enhanced by providing accessible facilities.

Potential of accessible tourism for the industry

Based on model calculations only concerning overnight tourism, the study concludes that the entire German tourism industry could benefit from

- between € 620 million and € 1,930 million in additional turnover,
- an effect on income of between € 365 million and € 1,150 million
- 16,000 to 50,000 new full-time jobs.

The **Agreement on Objectives** concerning the **standard assessment, evaluation and presentation of accessible facilities of hotels and restaurants** was signed on March 15, 2005. It follows the principle of self-evaluation, which was accompanied by a grievances / complaints management. The access criteria defined were added to the German Hotel Classification system.

This Agreement distinguishes 5 categories illustrated by the following **DEHOGA** pictogram-series”



In Germany, the direct tourism policy (specific planning and direct promotion) is managed at Länder (federal state) level. Acts on equal opportunities apply have already been adopted by all Länder, but none provides any program in order to promote accessible tourism. Some regions made use of funding provided for economically underdeveloped or rural regions (i.a. LEADER, ELER, EFRE, ESF).

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Greece: Recent survey of Athens Medical School (Sept. 2004), in 17 cities in the country, present that accessibility of facilities and services were non-existent or inadequate, and of existing public buildings and hotels, only 5% is really accessible. We must separate the «architectural disability», which is not associated necessarily with the medical disability. The «architectural disability», synonymous with the «architectural discriminations», occurs where there are structural barriers, which concerns not only people with disabilities but the «habitual users» of buildings too.

The problems are visible. The lack of statutory controls in conjunction with a deficit of Social Education major portion of modern Greeks, have the service to minimize the disabilities and the responsibilities of central authority is visible.

Regional policies are to will and efforts to bring the regional or local power structures in the implementation of central policies to local conditions and to create initiatives and development-oriented activities. In our country at a time of economic crisis which is evident by the decline in primary and secondary sectors, local authorities are seeking ways to stimulate the local economy in services.

In Greece the last two decades had a new approach to «disability».

The «Standard Rules on Equal Opportunities for Handicapped» of the United Nations incorporated into national law by Law 2430/1996. This was followed by a number of laws, presidential decrees and ministerial decisions - aimed at ensuring the accessibility of buildings and equal opportunities for the disabled. However, according to survey results, the accessibility of services, buildings, sites, hotels, restaurants e.t.c. remains problematic.

For almost 30 years, the Greek National Tourism Organization has adopted special provisions for disabled service spaces, particularly sanitary.

The Greek National Tourism Organization since 1987 has established a series of measures for all hotels types, which obligate them to remodel the 5% of their rooms specifically for disabled needs and ensure the free horizontal and vertical distribution of wheelchairs in all areas. The systematic and institutionalized accessibility for people with disabilities began in 2002 with Presidential Decree 43, which imposed on all new hotel accommodations, in order to a operate legally and to cover the basic requirements of accessibility. The Greek National Tourism Organization placed particular emphasis on small hotel units, mainly in lower units categories through the renovation and modernization programs, establishing quotas for the number of rooms on correct specifications.

There are no **statistics for** NGO. In Greece there are a lot of regional hotel associations which make a great effort in tourism standards development (for people with disabilities), but unfortunately the results are not as important as they should be. For example some hotels have infrastructure as concerns of the rooms but they do not have ramps, appropriate elevators etc. Some hotel associations referred in the excel attached.

In 2003, which was the European Year of People with Disabilities, a resolution on "Accessibility" for disabled people in cultural infrastructure was adopted in the Council of EU Ministers of Culture. The resolution gave new impetus to the fight against discrimination to the disabled and significantly improved conditions for people with disabilities in many areas, including accessibility for travel and tourism.

On the occasion of the Olympics and Paralympics 2004 in Athens major interventions and projects implemented, in other Olympic cities of Greece, to ensure the accessibility of facilities, infrastructure and services for all guests and spectators. Ensuring the necessary conditions for the successful organization of the Paralympics 2004 creates an important legacy in the country for people with disabilities.

The Ministry of Culture and Tourism participates as a partner in a European Union project, which began in 2001 and concerns to promote accessibility for all, in any kind of tourist destinations in

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Europe, called OSSATE (One Stop Shop for Accessible Tourism in Europe). The program aims at creating an information system (standard electronic multi-application) via the Internet and mobile phones that provides information on accessible infrastructure and services for tourism. On forms contained there is information on accessibility to natural and built environment. The forms also containing detailed metric data on the dimensions and elements of the room and all hotels' facilities of, but also access by public transport.

In December 2006, The General Secretariat for Investments and Development established Technical Committee for the integration of the criterion of accessibility for disabled people and the non-discrimination principle in the NSRF (National Strategic Reference Framework), advisory and supportive in nature, with representatives of MEF service - the ministries involved in the design and implementation of the NSRF and representatives ESAMEA.

The Committee, in cooperation with the ESAMEA, contributing among other things:

In shaping the general framework for the evolution / adaptation of principles of accessibility and non-discrimination by policy of the NSRF (entrepreneurship, culture, health, tourism, employment, new technologies etc.), the formulation of proposals to the competent authorities of the MEF for the way that takes into account the principles in the monitoring, management, evaluation and implementation of development interventions.

In the last years there where Funded and implemented by the Ministry of Finance a set of actions of a total budget € 100 million to improve accessibility for people with disabilities, including:

- o 50,000 funding allocation modulated digital television decoders for people with disabilities,
- o supporting visually handicapped persons through technological applications in Center for Education and Rehabilitation of the Blind
- o provision of e-learning services to 7,000 women and 500 unemployed persons with disabilities (especially with mobility problems), supply and installation of computer and other equipment in Special Education, supply of special equipment for Special Education Schools and Centers, to enhance students' disabilities and Public Libraries
- o Development of specific broadband infrastructure and services

Ministry of Tourism is engaged in many actions of growth of tourist infrastructure and some of them are listed (in question A4.1) and concern of the Development of national and international cooperation networks, studies and researches for the reformation and upgrading of tourism.

Finland: Constitution of Finland says: *“Everyone is equal before the law. No one shall, without an acceptable reason, be treated differently from other persons on the ground of sex, age, origin, language, religion, conviction, opinion, health, disability or other reason that concerns his or her person”.*

The amount of people over 85 years old will increase proportionally the most. Along with the aging of population the significance of accessibility will increase moreover.

Finnish way of thinking is “Quality for all “ what means that overall quality thinking, accessibility promotes service quality for everybody. About 10 % of population needs accessible environment and services in their everyday living .

Accessible tourism is socially sustainable way for producing services.

The awareness of growing markets is well recognised. Barrier-free tourism is almost at the same level than the ordinary tourism; maybe little less because of smaller amount of the available money by the disabled. Growing markets are focusing mostly on seniors and elderly people.

Www.eesteeton.fi web page is a comprehensive and current source of information concerning accessibility and design for all. The web page is a channel for dissemination of the accessibility material produced by Accessibility Project and by other actors. The calendar of events gives

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information of accessibility conferences, seminars and other events arranged by various organisations. The discussion forum works for sharing experiences and peer-to-peer support.

There are also some networks and associations that are working for information in finding barrier-free hotels and restaurants in Finland. Network called Suomi kaikille- Finlandforall - where you can find more than 1000 examples of accessible tourism (<http://www.suomikaikille.fi/>).

The biggest cities in Finland have made their own instructions and guides for accessible tourism in the region concerning the hotels, restaurants, activities, public places etc.

To guarantee the equality for persons with disabilities, a specific Government Disability Policy Programme will be prepared outlining the most important measures to be undertaken in the field of disability policy over the next few years.

The objective of the work on the programme is to create a strong foundation for the human rights, non-discrimination, equality and inclusion. The goal is a society that also suits people with disabilities. The most important documents on which the work is based are the first national Report on Disability Policy given by the Government to Parliament in 2006 and the United Nations Convention on the Rights of Persons with Disabilities and the Optional Protocol to it containing an individual communications mechanism. Finland signed both the Convention and the Optional Protocol in 2007. The programme will be prepared in cooperation between the different administrative sectors and expert bodies. The work started in September 2008 and will be completed in March 2010.

Finnish Association of People with Physical Disabilities (FPD) is a diversified nationwide organization representing the interests of, and providing services for, people with musculoskeletal disabilities. The FPD functions within the community in such a way as to enable everyday life to be independent and fulfilling for people with musculoskeletal disabilities. The operating idea in organizational work is the empowerment of people with disabilities and the securing of opportunities for equality. Tasks include exerting social influence, safeguarding the viability of member associations, regional activities, training and counselling. Organizational work is coordinated by the FPD's Organizational and Social Activities Department. The FPD comprises 165 member associations made up of 34,000 individual members.

Poland: The Tourist Department in the Ministry of Economy every year organizes a contest for funding activities concerning touristic products, contest is organised on a national and regional level. One of the priorities are activities which aim at better accessibility of the tourism sector for disabled people.

There are also governmental programmes like "The strategy of tourism development in years 2007-2013", in which the issue of accessible tourism is very important.

There is a National Disabled Persons Rehabilitation Fund which supports people with disabilities and organises for them visits to rehabilitation centres.

NGOs:

a) Disabled People Association.

b) Committee on Tourism for the Disabled, thanks to them the problem of accessible tourism becomes more important, they encourage travel agencies or private entrepreneurs from the touristic sector to organise trips or guided tours for the disabled. They also organise various events and offer organised tours or visits to museum, galleries for the disabled and their families.

c) The Association called "Integration" organizes competition for Polish hotels – "Barrier-free hotel". This competition is one of the elements of activities targeted at people from the hotel industry and also at media. The aim of these activities is to make people more aware of the special needs that

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people with disabilities have. They try to make people from the hotel industry realize that even such small changes like for instance rough paint surface would be very helpful for a blind person. This contest received very good reception and there has been 3 editions of it so far.

There are also some other private initiatives, like for instance publishing a book "Hotele bez barier" ("Barrier-free hotels") in which are very useful information about changing and adjusting hotels and other places for special needs of disabled people. The book was created especially for architects, hotel managers and in general for people from tourist sector. In Lodz there is a programme which aims at adapting crossroads, trams, buses to special needs of disabled people. It aims also at reducing all the architectural barriers in such places as churches, banks, shop centres, hotels, sport facilities. We can notice that there are special driveways or wider doors in many places.

When it comes to railway station, there are 2 in Lodz which are prepared for disabled people. The airport in Lodz is also barrier-free. In our city people with disabilities can travel using low-floor buses (there are about 200 of them in our city), in the internet they can find a map with timetables for such buses.

b) If someone wants to find barrier-free hotels in our country he can use the internet base for all the barrier free hotels in Poland which is available on the website www.turystykadlawszystkich.pl, and which is the result of a programme called "Tourism for everyone". On the website you can choose if the hotel should be accessible to blind people, or people using wheelchair, deaf people, etc. You can choose the location, the region of Poland and even the city which you are planning to visit and look for the most suitable place to stay. Apart from the hotels, on this website you can also find information about the accessibility in the restaurants, travel agencies, sport facilities, cultural facilities or parks all around the Poland.

Slovenia: The awareness of accessibility issues in mainstream Slovenian tourism is a fairly new phenomenon. It was not until recently that tourism policy makers realized the importance and economic potential of the field and the thus the first major research on social tourism is scheduled to be commissioned in 2010.

4. How about barrier-free hotels and restaurants...

- o *do some of them focus on specified groups of handicapped people and/or seniors?*
- o *do some of them offer services provided concerning care/health/assistance*
- o *do some of them provide offers focussing on interests in learning / sport / culture*
- o *Are there any networks or associations of barrier-free hotels and restaurants?*
- o *Are there any regional centres of barrier-free hotels and restaurants?*

In **Germany** the accessible facilities are mainly focussed on guests with a disability in walking. The social association VdK Deutschland has e.g. developed a brochure about some 15 accessible hotels focussing on health & wellness. Some of the very small businesses are targeting specialized guest groups. Spread all over Germany, some model regions have been developed.

In **Greece** there are only few hotels which focus on specified groups of handicapped and/or seniors. As it is also referred the hotels which have specific infrastructure do not belong to SMEs.

But in Greece there are regional organizations which focus on handicapped people and seniors, unfortunately without having the right infrastructure.

These are the places named SPA which include care and health services and some other named THERMALS which are scattered through Greece and stated clearly in the elderly and handicapped people.

In our country there are few hotels specialized in care/health/assistance. SPAs are the institutes which take important place in Greece the last few years. They offer services provided concerning care/health/assistance and the visitors can also stay there like in common hotels.

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The truth unfortunately is that they do not have the appropriate accommodations for handicapped people and seniors.

In **Finnish** hotels there is not to be seen any focusing on specified groups. Usually only Rehabilitation centres and Spas offer services provided concerning care/health/assistance and are focusing more on elderly people. There is no special focussing on interests in learning , sports or culture. Of course some of the hotels are located for example near the sporting areas so they can offer better possibilities to certain activations.

There are some quite new networks and associations of barrier-free hotels and restaurants; Network called “Suomi kaikille- Finlandforall” -where you can find more than 1000 examples of restaurants, accommodations, hobbies etc of accessible tourism (<http://www.suomikaikille.fi/>) .

The same association has published a booklet of Barrierfree Travelling Services in Finland 2009. Many cities in Finland have made instructions for accessibility.

In **Poland** in most of the barrier-free hotels there is such specification. In the hotel industry the most important is adapting hotels to the needs of people using a wheelchair, because they can encounter many barriers and difficulties (stairs, steps, etc.).

There are not any networks, associations of barrier-free hotels and restaurants, however in the internet we can find websites with places which are prepared and accessible for the disabled and senior citizens. Most of them is mainly prepared for the needs of people who are physically handicapped. This adaptability in most of the cases concerns the reduction of architectural barriers, rarely it is about providing services concerning health/care or learning/sport/culture.

5. Economic success of barrier-free hotels and restaurants in comparison to those who miss to meet according requirements?

Germany: The EMBRACE reports on an average rate of plus 10% according the average bed occupancy rate of their members.

Greece: In our country there are no statistics and no statements which confess the comparison between barrier-free hotels' economic success and these who miss to meet according requirements.

Finland: There are no totally barrier free hotels/ restaurants. The recommendations say that every hotel should have barrier-free rooms in every floor and also toilets should be found near the entrance. Scandinavian hotel chain, The Scandic hotels have made their own programme for accessibility and they are using it in their hotels: every visitor is equal .

There are no statistics concerning the economic success of barrier-free hotels.

The rehabilitation centres which usually can mention to be barrier-free, cannot be compared to ordinary hotels when talking about the economic success between accessibility.

Poland: In Poland, we have many rehabilitation centres in Poland, which are successful, because they get refunds and there are a lot guests who want to go there, there are queues of senior citizens willing to take part in rehabilitation period. People who are disabled or senior citizens can also get refunds for such rehabilitation period, however they cannot go there more than once a year, unless they pay on their own. Staff working in such centres is also better paid than the workers from a “normal” hotel.

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It is really hard to talk about economic success of barrier-free hotels. Our government should offer some funds for barrier-free hotels to encourage people from hotel industry to think about adapting their buildings to the special needs as an initiative which will bring them some profits. There should be also some kind of rewards for those who are doing something in this area, who are trying to help the disabled and offer to help them by reducing all the barriers.

6. Further education and training in the tourism sector...

- *Share of hotels and restaurants participating in according measures.*
- *How provided? How common is eLearning / Blended learning?*
- *Which organisations provide further education and training?*
- *Are there any trainings focussing on / involving the topic of accessible tourism? How? By whom?*

Germany: There were no target group specified statistics, but in general, all over Germany more than a 40 % of the population between 25-64 years participate in non-formal education and training and some 38 % took part in job-related non-formal education and training (2007).

Further education and training is provided by presence seminars lasting from one day to several days. They are designed by diverse methods as lectures, discussions, good practice presentation and group work, but flexible forms of learning like eLearning and Blended learning are not mentioned.

The range of topics is wide, and include E-commerce, quality management ServiceQualität Deutschland.

The German Seminar for Tourism (Deutsches Seminar für Tourismus (DSFT)) is the central further education and training provider in the tourism sector, in Germany. It conducts some 150 seminars per year. It's supporting organisations are the major associations in the tourism sector.

1) During the installment of the **Agreement on Objectives** concerning the **standard assessment, evaluation and presentation of accessible facilities of hotels and restaurants**, funded by the German Ministry of Economics, DEHOGA and NatKo developed and conducts 30 model seminars titled hospitality for all – making use of market prospects of an accessible tourism („Gastfreundschaft für Alle! – Marktchancen eines barrierefreien Tourismus nutzen“). They further produced a video and a Train the trainer – modul in order to support further seminars. www.gastfreundschaft-fuer-alle.de



2) Nowadays the NatKo offers individual seminars, matched to the demands of single SMEs and their staff .

3) The German Seminar for Tourism (Deutsches Seminar für Tourismus (DSFT)), in 2010, offers a 2 day seminar on accessible tourism and also target group specified seminars focussing on Seniors 70+ and people affected by allergies. http://www.dsft-berlin.de/medien/download/dsft-programm_fruehjahr-sommer_2010.pdf

4) The regional initiative / network on accessible tourism in the federal state Brandenburg further offers seminars concerning the topic. www.lasa-brandenburg.de/Barrierefreier-Tourismus-im-Land-Brandenburg

Greece: Greece the recent years made great efforts on the education of the future of accessibility for people with disabilities.

Several projects have been implemented for organizations involvement for that purpose.

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It is also very important to refer to the Organization of Tourism Education and Training (O.T.E.K) which is the specialized Greek state institution that provides education and training for professions in the field of Tourism.

O.T.E.K operates as a legal entity of Public Law, under the supervision of the Ministry of Tourism Development. Since its founding in 1937, it has supplied the tourism market with over 200.000 professionals.

Today, O.T.E.K includes the former Schools of Tourism Professions and the Schools for Tour Guides. The new form of O.T.E.K signals its role in the reorganization and modernization of tourism education and training in Greece, and in the creation of a modern system for the accreditation of the professional qualifications in the tourism sector.

Finland: Scandic hotels have made their own training system for all the personnel; “every visitor is equal”. They have made a checking list of 93 points. All the Scandinavian Scandic hotels are committed to this programme.

More and more tourism sector is willing to train their personnel in accessibility (Culture for all).

Training is usually arranged by their own means and costs. In some projects they have had training sessions for SME:s.

Tourism education in Finland is given on upper secondary education, comprising vocational and general education; and higher education, provided by universities and polytechnics. Adult education is available at all levels.

ELearning is widely used in Finnish education system. The Association of Finnish eLearning Centre is an independent national association that promotes sharing of knowledge, best practices and quality in eLearning. The Centre distributes information and performs as a contact surface for partner finding, such as experts and service providers, in Finnish eLearning market.

Poland: The number of the hotel managers taking part in such trainings is increasing but it is still very small. There are two reasons, first of all there are not many companies who organise such trainings and second of all, demand for such trainings is rather low.

The trainings are usually provided in a form of several meetings / workshops.

The “B-4” Association provides eLearning, they offer trainings through the internet.

Blended learning is not common.

The association called “Integration” organizes competition for the best barrier-free hotel. This competition is one of the elements of activities targeted at people from the hotel industry and also at media. Apart from it, “Integration” organizes meetings the aim of which is to make people more aware of the special needs that people with disabilities have. “Integration” also as a first association in Poland published special guidebooks for the disabled who want to visit Warsaw or Cracow.

CTC Poland organizes professional trainings for people working in the tourism sector, trainings are about improvement of service quality in case of having disabled guests. After the training the companies who took part get a certificate “barrier-free company”

The “B-4” Association organizes professional trainings for people from the tourist sector, one of the topics that are discussed during such trainings are services for the disabled guests.

Private initiative: a book “Hotele bez barier” (“Barrier-free hotels”) in which are very useful information about changing and adjusting hotels and other places for special needs of disabled people. The book was created especially for architects, hotel managers and in general for people from tourist sector.

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At the end of 2009 in the Library of Warsaw University there was a conference for architects "Architecture for everyone". The aim of this conference was to raise an awareness of architects who design the objects of public utility. The conference meant to give them ideas and solutions of how to make all the objects accessible for people with special needs.

Slovenia: It can easily be claimed that staff competences in terms of handling with the disabled / elderly in hotels are with few minor exceptions very weak at the moment.

Even more notably, generally (with the exception of one firm) they would only participate on such trainings in case that this would not require their active financial contribution.

In the last couple of years trainings on improving accessibility were organized mainly by NTZ & Šent. The participation on the trainings was surprisingly numerous, as all major Health & Spa resorts took part, as well as significant number of smaller hotels which see a direction for their market specialisation and better competitiveness in accessible tourism. Last but not least, some city hotels also joined the trainings.

However, it should be noted that while vocational trainings proved to be a success, E-Learning is not yet a common form used by Slovene tourism firms and responses to such modules were significantly smaller when compared to traditional forms of trainings.

7. Examples of hotels and/or restaurants providing good practice targeting a specified beneficiary group selected

A Access

Greece: .Eria Resort, Chania of Crete:

The ERIA RESORT is a new 4-star hotel in the historic seaside village of Maleme, a few kilometers from Chania is surrounded by olive groves and overlooking the Cretan Pelagos. The hotel comprises 11 rooms and 2 suites which are fully accessible to disabled people. . All rooms and suites are spacious and equipped with two beds, of which one is electrically adjustable for the comfort of the disabled. In addition all rooms have emergency call, hangers, air conditioning, signs of danger, satellite TV, telephone, internet, radio, safe, refrigerator and hair dryer. The balconies are fully accessible with views of the surrounding landscape. All bathrooms are spacious and specially designed with vertical and horizontal handles and lift. All have a special seat for the shower. All facilities of the resort is fully accessible. This includes the reception, lounge, restaurant and mini-bar and the lift. There is a gym with separate physiotherapy as room and Jacuzzi. The gym is organized with qualified personnel and more than 15 activities, a number of addressed to wheelchair users. It can also make use of large swimming pool with Jacuzzi with sloping ramp for easy entry and exit.

For easy and safe transport of people with disabilities from the airport and the port the hotel has a specially adapted minibus with a capacity of 15 persons to bar access can cover comfortably and safely transport them. Also, there is a program designed tours for all the major attractions of the surrounding area. The hotel allows renting electric or sack, hoists, upright, oxygen compressors, scooters, and other specialized roleitor species supplied on request. There are doctors of all specialties available to guests throughout the course of 24 hours. Facilities such type is necessary for people with disabilities, which cannot carry with them all equipment they need when traveling, and feel increased uncertainty when they are in places that are not familiar with.

Finland: At Scandic Hotel chain they have worked hard to make their hotels accessible for all. They have employed a dedicated Disability Coordinator who has considered all the angles.

"You might think it obvious that a major hotel chain should be accessible even if you've broken a leg, have impaired hearing, use a wheelchair or for other reasons need a little extra consideration. Remarkably, that's not the case."

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“A hotel that makes sure all the guests can reach the coffee cups on the breakfast buffet. That can provide hearing loops. That has fitted each toilet door with an inside handle at the right height so that you can close it behind you even if you’re in a wheelchair, that has a walking stick holder in reception and alarm clocks that vibrate for those with impaired hearing. In short, a hotel chain that welcomes everyone with the same friendly smile! “

They have developed a checklist of 93 points to ensure that the hotels really are as accessible as they say.

<http://www.scandichotels.com/About-Us/Responsible-living>

Poland: The guest house “Dream” in Zakopane (south of PL, in the mountains) consists of three different buildings. Access to all those buildings is from the level zero, there are no stairs, no thresholds. All the doors are from 90 to 120 cm wide, bathrooms and toilets are also big enough so that there are no problems to move or close/open the doors. There are lifts and driveways everywhere. The staff is trained and aware of the special needs of their guests.

The “Dream” is adapted to the needs of people who use wheelchairs, those who are blind and deaf, physically and mentally handicapped. In their offer they have holidays for all groups of people, for instance holidays for senior citizens which include: all kinds of massages - foot massage, back massage, massage with the use of warm stones, relaxing massages in the water bed “Hydro Jet” , etc., therapies with animals, with colours, physiotherapy, Nordic walking, fitness, dancing and a lot more.

Slovenia: Even though it is clear that Slovenia can not be proclaimed as one of the better developed destinations for accessible tourism, some best practice examples can easily be spotlighted.

- Marche Restaurants,
- Thermana (modified reception desk for wheelchair access),
- Krajc Hoteli.

S Services provided concerning care/health/assistance

Greece: Sirens Resort, Loutraki of Korinth:

The SIRENS RESORT was built in 2002 and consists of 5 fully accessible apartments, which are arranged according to the strictest standards to provide easy access to wheelchair users and people with disabilities in general. The resort was managed to perfectly combine comfort and ease of access.

The apartments have a capacity of 1 to 8 people, depending on the requirements of the occupants. All rooms are equipped with double and single beds, some of which are simple and other electrically adjustable. All interior and exterior spaces of the rooms are fully accessible by specially built ramps. The apartments being developed on two floors have lift inside the toilet rooms are fully accessible to disabled people. With special shower fully accessible, with raised seats basin, which have the ability to move, vertical and horizontal handles and enough free space to move to be comfortable. The sea in front of the hotel is fully accessible to people with physical or other difficulties and has built a ramp descent and climb, while the hotel is available specifically for sea wheelchairs. The hotel also offers guests of scooters, many types of wheelchairs roleitor, rolling tables, etc.. All public areas of the complex is easily accessible for disabled people. The same applies to outdoor spaces specially designed trails that allow the movement of the occupants of the rooms at sea, in a specially designed barbeque area and gardens. The hotel also offers specially adapted car which transported easily and comfortably with disabilities.

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Finland: Example of museum and services / The Gallen-Kallela Museum (Akseli Gallen-Kallela ,1865-1931), Finland's national artist, designed and built his studio and home at Tarvaspää near Helsinki in 1913. This is an example of an old, protected building servicing customers in an accessible way.

There is an entrance ramp for visitors in wheelchairs. Most of the exhibits are on the ground floor, which accessible to movement-impaired people. A steep staircase with no handrail leads to the storeys in the tower and there are almost 60 stone steps to the uppermost room in the tower. Information and visual material on the rooms in the tower are available in the museum brochures and from the ticket counter.

There is a scale model of the house in the studio room for sight-impaired visitors, and information on Akseli Gallen-Kallela and the history of the museum building in available in Braille. There is also a raised-contour plan of the exhibition rooms on the ground floor.

Magnifying glasses and flashlights can be borrowed from the ticket counter. Backpacks for carrying small children are also available. There are chairs for resting in the exhibition rooms. Lead dogs are welcome to the museum.

Poland: Health resort “Cieplice” is a resort which apart from very comfortable accommodation provides professional health care. Cieplice is the oldest health resort in Poland. Numerous guests appreciate the charm, the tranquillity and the climate of the renowned resort, located at the foot of the Karkonosze Mountains, in the heart of the Jelenia Góra Valley.

The thermal springs of Cieplice are the only ones in Poland that reach the temperature of 90°C. They are used in the treatment of motor organ diseases (rheumatology, orthopaedics, neurology, osteoporosis), urinary system disorders (urology, nephrology) and ophthalmologic diseases.

In natural healing facilities (Zakład Przyrodolecznicy) they perform over 30 types of treatment (water therapy, peloid therapy, inhalations and kinesitherapy, light therapy and electrotherapy based on mineral water (fluoride/silicon, hypotonic, low-mineralized, alkaline) and peat.

What is interesting, in the Cieplice resort we can find a specialist sanatorium hospital for children “Małgosia”. It provides hotel accommodation, boarding and natural healing facilities that offer treatment of rheumatological and orthopaedic motor organ disorders. Patients go to our primary and middle school within the sanatorium.

They offer suites, single, double and triple rooms with full or partial sanitary equipment and satellite TV. Three pavilions are connected with the treatment facilities in the main building. The other buildings are nearby, in the beautiful spa park, one of the ten most beautiful parks of Lower Silesia. Cieplice health resort offers good food and diets that comply with the standards set by the National Food and Nutrition Institute.

Slovenia

- Thermana (the only hotel to have tailored services for visually impaired people, completed trainings on how to deal with people with special needs, etc.),
- Terme Dobrna,
- Terme Radenci (willingness to invest into further training of personnel and modifications of facilities).

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C offers focussing on interests in learning / sport / culture

Greece: Apollonia Beach Resort & Spa, Heraklion of Crete: Hotel with very good access, large public areas, and ramps in the various sections. Gym for group of people with disabilities with experienced staff. It has 10 specially designed rooms (8 bungalows and 2 in the main building), suitable for scooters width less than 79ek. The bungalows are accessible by paved road. The door of WC (room) opens to the media but there is sufficient space. The shower has a step of 3cm. There is access to the beach with a wooden ramp that reaches near the sea. The hotel has: restaurant (garden), bar, conference room, swimming pools, beach all accessible. We found 2 shared specially adapted WC. The first in the pool snack bar near the beach. The second at -1 level of the building (elevator door 69ek.). People have to be careful in small protruding marble thresholds at the entrance to WC, in some rooms and ramps where is relatively steep. Located near the center dialysis Messogios. The Spa is located in a separate building across the street. There is a special infrastructure of people with disabilities in specially adapted WC, access ramps, medical and physiotherapy staff.

Finland: Example of sustainable, barrier free and accessible tourism area, Rokua,
www.rokua.com

A barrier-free hotel, **Rokua Health and Spa**, a many-sided rehabilitation institution and a health spa, 136 rooms for 2 to 4 persons, a 500-seat licenced restaurant; lift to the upper level, sauna and spa department also available for disabled, facilities for rehabilitation and care, meeting rooms and gyms, separate Rehabilitation department; (28 rooms for wheel chair customers, 2 special rooms).

Rokua Health and Spa is servicing care, health, assistance, medical assistance, sports, skiing, hiking, fishing, rehabilitation. They offer to all holiday-makers pleasant accommodation, delicious meals, hot sauna bathing, refreshing pool visits, brisk physical exercise and time to relax. Also high-quality, pampering refreshment, beauty and well-being services provided by professionals.

Hiking trails: The routes for the physically impaired are marked in grey on the hiking map. Such routes are the trail that takes you to Ahveroinen pond, the 0.8 km route from the Rokua National Park parking lot to Pitkäjärvi lake and the 3 km track leading from Spa and Wellness Hotel Rokua to Hotel Rokuanhovi. The last-mentioned is asphalted, lighted, and maintained also in winter.

Ski routes: Rokua has a network of well-maintained, excellent ski tracks. In addition to the competitive courses there are tracks particularly designed for hiking. The physically impaired have also their own ski tracks, located mainly in the neighbourhood of the Spa and Wellness Hotel Rokua.

Sports fishing: At two lakes amongst tens of lakes, there are also jetties which enable fishing for the physically impaired.

Poland: Guest house “Pod gruszą” in Gruszów is famous especially for agrotourism. It consists of 15 separate accommodations with 2,3 or 4 rooms, all of which are equipped with TV, bathroom and kitchen. Apart from that for all the guests there is a huge living room with comfortable sofas and a fireplace. In their offer they have lots of different activities so that everyone will find some interesting: horse-riding, swimming, fishing, tennis, table tennis, billard, mini golf, football, hippotherapy, skiing, hiking (there is a beautiful forest, meadows, tarns, mountain river), sightseeing (Cracow, Zakopane and a lot more); they offer transport and a driver for everyone who is interested in sightseeing

What is more this is place for real animals-lovers, because there are horses, dogs, cats, goats, sheep. Guests can play with them, take care of them. There is also fruit orchard in which the guests can find apples, pears, raspberries, plums.

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The house and surroundings are fully accessible and prepared for the needs of the disabled. The house is on one level, with no thresholds. Bathrooms are very big with no baths, toilets are created especially for the people using wheelchairs, all the doors are 110 cm wide.

Slovenia:

In terms of providing offers focusing on Sport as a mean of rehabilitation:

- Thermana,
- Radenci,
- Terme Krka.

8. Understanding Mit! Beneficiaries

MIT! beneficiaries will count into the **potential users of MIT! platform**, since it is foreseen as an instrument to match supply and demand on European level. Via **MIT! platform** the beneficiaries will get access to innovative, holistic touristic offers focussing on selected groups:

- *senior citizens*
- *blind and visually handicapped people*
- *people affected by poliartthritis*
- *people affected by paraplegics*
- *people affected by microsomia*
- *people affected by disseminated sclerosis (MS)*
- *people affected by kinetic problems*

Background

- What are **the shares of the 7 selected groups** on national and regional level?
- In your country, which definition would be normally used to describe **the term “senior”**? 55+, 65+, retired, how one feels, etc. ?

Germany: Population 81,8 millions

	senior citizens	blind and visually handicapped	p.a.b. poliartthritis	p.a.b. paraplegics	p.a.b. microsomia	p.a.b. MS	p.a.b.	deaf and aurally-impaired people
absolut	ca. 20,750,000	ca. 1,200,000	ca. 800,000	≥100,000	ca. 100,000	ca. 100,000 - 130.000	??	ca. 14;000;000

Some 10 % of the European population are affected by an officially registered handicap, that are some 50,000,000 individuals in Europe and **nearly 7,000,000 individuals in Germany.**

Since the half of them are older than 65 years of age, this number will increase in the upcoming year of demographic change.

DESTATIS defines for statistical concerns seniors by 60 / 65, but due to our SAG members, there is no general definition, In Germany.

As mentioned above, DSFT German Seminar for Tourism (Deutsches Seminar für Tourismus)

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decided to **define seniors only by 70+**. To their experience, the majority of people 50+, 60+, or even 65+ might neither be aware of being in need of special services and some support nor would appreciate to be addressed / appealed as “senior”.

Greece: Population 10,7 millions

In Greece there is no data on the exact number of people with disabilities. On the basis of existing statistical estimates, in Greece, approximately 12-14% of the population is people with some form of disability, due to various causes, such as genetic, acquired, and accidents. It is estimated that people with physical disabilities are the 3 / 5 of total disability, which is approximately 550,000 people. The largest number of physically disabled, from traffic accidents, which affect mostly ages 18-35 years, which means predominantly active, professional and human resources. Obviously these people who were or employees, or were to enter the job market, representing a significant human capital, both productive and social level.

Greece has shown to have the lowest rate of disabled (9.3%) in the European Union, according to the World Health Organization, the figure represents the reality. Over the last decade, the growth rate is (has been an increase of 2.7%), which appears to be due to traffic accidents.

Recent Research of « AMEA», under the project "Challenge" of the Community Initiative «EQUAL», a representative sample of 1386 disabled, which resulted from the observed population of people with disability in the Employment Service (the population is the number of 85,000 people) carried out personal interviews to people of all ages from all regions of Greece. The following statistics revealed:

- 8.7% blind and visually impaired
- 61.7% People who suffer from multiple disabilities
- 19.6% People who suffer from paraplegia
- 33.3% People who suffer from disabilities
- There are not rates about the rest groups (people affected by poliartthritis, microsomia, disseminated sclerosis) , as in Greece are not countable
- As concerns senior citizens in Greece this group include all the others. A senior is a “disable” person.

In Greece the word “senior” depends on how someone feels.

The proportion of people over 60 years in the entire population in Greece is 22.3%. The third and fourth age, on the whole functioning of the economy are an increasing quantity and quality size. A complex set of workers, entrepreneurs, service and manufacturing, operating and growing focus on this age group.

Finland: Population 5,35 Millions

Approximately 10 % of Finns are permanently disabled in Finland.

The amount of people who meet functional barriers increases notably when families with children, temporarily disabled and elderly people are included.

The number of elderly people, as a proportion of the population, is growing in the near future. According to estimations every fourth of Finns is over 65 years old in 2025. The amount of people over 85 years old will increase proportionally the most. Along with the aging of population the significance of accessibility will increase moreover. In Finland a common retirement age is 59 - according to law 63 > proposals for a new age up to 68. Many development programmes and training are for +55.

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There are about 80 000 visually impaired people in Finland; roughly 10 000 of them are blind. About 80% of the visually impaired are elderly people and about 6% (1500) are under 18 years of age. About 10 000 visually impaired people are in their working-age. One third of visually impaired has also some other disability or a long-term illness.

- o senior citizens , 65+ / 900 000 (retired 1,3 million)
- o blind and visually handicapped people , 80 000
- o people affected by poliartthritis ???
- o people affected by paraplegics ???
- o people affected by by microsomia , 1 000
- o people affected by disseminated sclerosis (MS) 6 500
- o people affected by kinetic problems ???

Poland: Population 38 millions

There are about 4,5 mln disabled people. According to the data from 2007: 14,3 % disabled people in Poland and around 75% of all the disabled are people over 55 years old. When it comes to the elderly people 60-65 years old, there are 15,2 % of them on a national level.

In Poland retirement age is 60 years old for women and 65 for men, however it really matters how someone feels because sometimes 60 years old woman feels a lot better than the one who is only 50. However most of the people say that “senior” means over 60.

Slovenia: Population 2,05 millions

As spotted elsewhere in Europe, data on disability and even more so on specific types of disabilities varies significantly depending on different methodologies employed. Especially problematic is the lack of data available for Croatia, as the only non-EU country that represents a significant market in terms of encountered overnight stays of Croatian citizens in Slovenia.

Senior is usually defined as someone who is retired. Retirement at moment comes at around average age of 60, however with ongoing pension scheme reform is expected to progressively shift towards 65 in the next decade. However, for the statistical purposes, senior citizens are already classified as persons older than 65 and thus such statistical group is also used in the calculations of market potential.

Lists by involving according self-help groups and SAG members defining access requirements.

German proposal for the MIT! Com Model is designed for an excellent & transparent information transfer.

- o It will communicate the MIT! standards for holistic offers
- o It will provide a short term (10 sec.) overview on the quality of single offers.
- o Allow for a detailed clear and transparent information transfer concerning single criteria and individual concerns
- o Allow for individual communication between potential guests and suppliers
- o Allow for the visualization of a quantified quality assessment

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... to be discussed within the partnership

!! Our SAG members strongly recommended including deaf and aurally-impaired people
<http://www.gehoerlosen-bund.de/>

!! and distinguishing Blind and visually handicapped people with / without dog
!! wheel chair drivers ≥ paraplegics

? people affected by kinetic problems, poliartthritis and disseminated sclerosis:
Access requirements according "People with a disability in walking"

FINLAND

All the groups of disability should be considered; fully accessible tourism is good for all - equality!!!!

- *" inva" –signs should not be hidden- tourism for all!*
- *Dangerous attitude at the moment; all the hotels, spas etc don` t want disabled persons as guests....*
- *Training for the better, understanding attitude*
- *Decision for travelling is made by the knowledge of accesibility in all target groups- not because of interest; sports, culture etc*
- *Senior travelling is increasing> big markets for special groups*
- *MIT! – model = all including !!! Can it be?*
- *Big media coverage !*
- *Concreteness? Testing groups consisting of SAG members?*

Poland

While the interests of the MIT! beneficiaries are varied and are thus difficult to be placed under a common umbrella, it is relatively clear, that the group with the biggest market potential, namely the elderly have specific interest. As suggested by the Slovene University for the Third Age, which develops modules and runs courses for the elderly, traditionally the biggest demand is for the programs offering introduction courses to internet, computer use, culture, art history and history. While cooking and sports remain strong areas of interest within the elderly population the interest for formal learning and courses in these two areas is not overly present.

We really liked the suggestion made by one person taking part in our survey, who suggested, that in order to better understand the problems/barriers/needs of the disabled a person working in a hotel should for instance sit on a wheelchair/cover the eyes/use only one leg or hand and then try to get from the parking to the hotel room, try to unpack, hang the clothes in the wardrobe, sit on a bed, open the window, switch on/off all the electronic devices/appliances in the room, try to use the bathroom, get from the hotel room to the canteen, in short try to do everything that you normally do when you stay in a hotel but (for instance) sit on the wheelchair the whole day trying to do all those things and then at the end of the day think about the fact that we (the disabled) have to live like that every day.

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Slovenia

While specific access requirements differ among the different groups of disabled, the ones for the mobility and visually impaired are the most exposed. On a slightly lesser level, both sets of requirements also refer to the senior population. While the SAG partners do not possess any elaborated lists of specific requirements, suggestions are easily available plus an extensive list of requirements is included in the standards for “invalidom prijazno” accessibility certification scheme.

It is clear that to certain extent all other categories, especially the over 65 population benefit from the compliance with the requirements suggested for visually and mobility impaired people. What should be stressed out in particular is the fact that all SAG partners stress out that many obstacles can be overcome, when staff is ready and open minded enough to assist guest following the logical procedures and according to guests’ suggestions. Certainly additional staff training would be welcome and would contribute to better overall service for the target groups of MIT! beneficiaries.

9. Conclusions

The aim of this WP3 report to give an overview of MIT! Beneficiaries and target groups and estimate their market potential is accomplished. Similarly, the overview of current state of art in the matters of accessible tourism in partner countries is given.

The report shows different situation in all countries, but you can easily notice that problems with the accessibility in the tourist fields are well recognised. Also the growing demand for accessible tourism in different target groups is identified.

Accessibility is concerned; well or better- but in every partner country it is in progress.

All the countries had good examples to describe; the legislation is coming to help the development, there is a lot of information gathered by many organizations and associations, even by national programs, many researches and development projects are going on.

The focused training is needed for the SMEs and the coordination of the information is not available in all the countries.

The most important thing is clear: There is a lot of training to do...to change the attitudes for accessibility...marketing and to turn accessibility to everyman’s right!