

ACCESSIBLE TOURISM FOR PEOPLE WITH SPECIAL NEEDS – AN OPPORTUNITY FOR TOURISM DESTINATIONS AND ENTREPRENEURS

Wednesday 11/10/06

FROM - TO	CONTENT	DURATION
8:30 - 09:30	<p>Module 1. Glossary and basic concepts related to Accessible Tourism</p> <ul style="list-style-type: none"> → Accessible tourism in its early times → Glossary of Basic accessible tourism concepts → Types of disabilities → Definition of “Accessible Tourism” → Objectives of Accessible tourism. → Accessible tourism and social tourism <p>Examples and Case Studies</p>	<p>1:00</p> <p>Mr. Diego González</p>
09:30 – 10:30	<p>Module 2. Accessible tourism in Cyprus and competitive destinations: current situation and trends</p> <ul style="list-style-type: none"> → Natural, Technical, Social, Economic Barriers → The market potential → Current situation in Cyprus and competitive destinations <ul style="list-style-type: none"> • Rating of individual facilities • Actual vs Promoted Information • Seasonality • The role of the NTOs → European Accessibility Label <p>Examples and Case Studies</p>	<p>1:00</p> <p>Dr. Aris Ikkos</p>
10:30 - 10:45	Coffee Brake	--
10:45 - 2: 15	<p>Module 3. The demand for Accessible Tourism. Market segmentation.</p> <ul style="list-style-type: none"> → Market segments related to the development of accessible tourism: tourist profile. Main motivations. Tourism service needs according to the type of disability. → Quantification of the market for accessible tourism in Europe: current and future volume → Accessible tourism as a business opportunity for tourism destinations and companies. <p>Examples and Case Studies</p>	<p>1:30</p> <p>Dr. Aris Ikkos</p>

12:15 – 13:30	<p>Module 4: Basic Norm and regulations on accessibility for tourism services.</p> <p>→ Present situation of norms about elimination of barriers at national, European and international levels.</p> <p>→ The role of public administration.</p> <p>→ WTO (World Tourism Organization): measures and recommendations as to tourism accessibility.</p> <p>Examples and Case Studies</p>	1:15 Mr. Diego González
13:30 - 14:30	Lunch Brake	--
14:30 - 16:00	<p>Module 5. Accessibility of the tourism environment: pedestrian mobility, transportation, architecture.</p> <p>→ Technical criteria / best practices on accessibility for tourism facilities and services related to:</p> <ul style="list-style-type: none"> ✓ Accommodation ✓ Catering services ✓ Shopping ✓ Tourism activities ✓ Tourism transportation ✓ Public services ✓ Tourism Information Bureau and tourism guides ✓ Natural spaces <p>Application of new technologies to tourism accessibility.</p> <p>Examples and Case Studies</p>	1:30 Mr. Diego González
16:00 - 16:15	Coffee Brake	--
16:15 - 18:00	<p>Module 6: Design of accessible tourism products</p> <p>→ The need for commercialisation through a wholesaler. Specialised tour operators in Europe</p> <p>→ Opportunities to create a specialised incoming tour operator</p> <p>→ Marketing techniques applied to accessible tourism.</p> <p>→ Design of accessible tourism products for a destination</p> <p>Examples and Case Studies</p>	1:45 Dr. Aris Ikkos
Duration in Hours		8.00

Thursday 13/10/06

FROM - TO	CONTENT	DURATION
8:30 - 11:00	<p>Module 7. Steps to be followed by a destination wanting to attract accessible tourism</p> <p>→ Pre-assessment and assessment of the current situation and potential of the destination towards accessible tourism</p> <p>→ Identification and planning of priority projects related to infrastructure and services, to make part of the destination accessible/more accessible.</p> <p>→ Development of technical projects</p> <p>→ Sensitisation and training programs to deliver products/services to people with special needs</p> <p>→ Design of special products for accessible tourism</p> <p>→ Marketing, commercialisation and promotion plans to attract tourists with special needs.</p> <p>Examples and Case Studies</p>	2:30 Mr. Diego González
11:00 - 1:15	Coffee Brake	--
11:15 - 12:45	<p>Discussion - Closing of the Seminar</p> <p>Discussion and Conclusions</p>	1:30 Mr. Diego González Dr. Aris Ikkos
Duration in Hours		4.00

These 7 modules will include **examples and case studies to illustrate international best practices**:

- Evolution and current situation of accesible tourism in Spain and Europe within the tourism value chain
- Cadena de Barreras al organizar un viaje turístico Spain (Chain of regions for the organisation of a tourist trip in Spain): plan for accessible beaches
- Spain case studies: Toledo, Santo Domingo de la Calzada and San Xenzo
- Accessible tourism products and commercialisation examples: outgoing and incoming specialised tour operators
- Initiatives in México and Perú Etc.

One Trainer (both trainers will participate) will visit every participating Company/Organisation for four hours where an exhaustive discussion will take place with the participants and other key staff. During the visit the distinguished trainers will point out practical ways and planning considerations in order to meet the needs of the participating Company/Organisation with respect to every aspect of the seminar. In that respect a more specialized seminar will take place at the participating Company/Organisation in order for the internalization process to take place.