

The summary of workshop number 3 – Future-oriented research in Accessible Tourism

Univ. dipl. ing. Andreja Štepec, ŠENT-Slovenian mental health organization

The workshop started with a short introduction and two presentations. At first research results of »Proposal segmentation variables of tourism. Application to the Spanish market of tourists with disabilities« was presented by Trinidad Domínguez Vila from the University of Vigo. Results of this study are shown in an own document. Angelika Laburda represented the results of a study concerning knowledge of people working in tourists agencies in Austria and a few results of a study, carried out together with Hartmut Smicac from German BTI (also a document to download).

We talk about the sharing and getting information's about accessible tourist's destinations. In Spain people usually go to the same places, as they or their friends/family did before if they have good experiences with destination, accessibilities and tourists workers. They do not trust information's on the internet. In Austria it is totally opposite. 67 % of people get the information's on the internet, then from the friends/family and only 1, 6 % from TV spots.

We mentioned that we must collect all informations about tourists destinations and their accessibility and that the informations must be shared in the web (the creation of base of accessible tourist destinations) and that information's must be constantly updated. Tripp Advisor – American online site for tourists is an example how it could work. The discussion went on with talking about of Web 2.0 activities and their importance for accessible tourism – which should include the development of accessible tools for Web 2.0.

Our task was to define relevant questions for representative and good research about accessible tourism.

This was very taff work, because everyone had his own perspective or definition about conception »Accessible for all« idea.

We decided that we must:

- Web 2.0 develop simple tools (simple web for advices);
- Define who needs what (what kind of content);
- Define how to spread the information (different people have different needs);
- And know how to optimize /organize our work.

At the end of the meeting the demand for cooperation was made for all those working in tourism. Especially in view of the ageing society and new challenges for a tourism for all this is important.