



Summary of the Workshop

Success Evaluation of Accessible Tourism for All

2nd International ENAT-Congress
"Trends and Prospects for Accessible Tourism"
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Workshop "Success Evaluation"

Success factors of Accessible Tourism for All

- Most activities in Accessible Tourism for All are carried out by **single initiatives**
- The topic is hardly considered **strategically** and on a **long term basis**
- There is a lack of **knowledge transfer** on national and international level
- Single destinations have become leaders and **secure competitive advantages**



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Success factors of Accessible Tourism for All

- Despite different approaches **certain factors** have emerged which **positively influence** the **development** of Accessible Tourism for All
- **Seven success factors** can be identified which have to be considered for the development of Accessible Tourism for All



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Success factors of Accessible Tourism for All

1. Decision-Maker Commitment
2. Coordinating and continuity
3. Networking and participation
4. Strategic planning
5. Qualification and knowledge transfer
6. Development of infrastructure and quotation history
7. Communication and distribution



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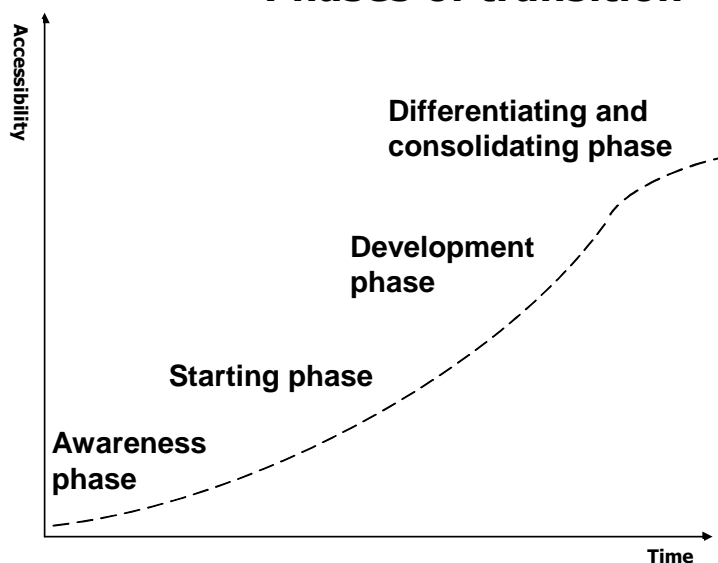
Phases of Transition

- The different approaches show that there are several ways to develop a successful tourist destination or product
- The development of an accessible tourist destination or product is a **continuing process** which can only be carried out step by step
- A tourist destination or product normally passes four different **phases of transition**



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Phases of transition





Any questions left?

Thank you for your interest!

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References

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Maßnahmen zur Qualitätssteigerung (Accessible Tourism for All in
Germany - success factors and actions to improve quality).
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Münster/Berlin.