

WS7

Destination Management

2nd International ENAT Kongress
Trends and Prospects for
Accessible Tourism

Questions discussed

- Which key information is required by the guest with handicap to overcome any doubts
- Information chain between tourist marketing societies and regional service providers
- Communication channels for the special services (Classic, Online, Web 2.0)
- Marketing Instruments

Key Information

Key Information for Guests with Disabilities

- Information about accessibility of accommodation, transport, leisure facilities etc.
- Problem: Individual standards by regions, federal states etc. result in a huge number of logos, labels etc.
- Auditing the accessibility
 - Personal resources
 - Financial resources
- Labels as key indicators “Persons with Disabilities Welcome”
- Labels as an invitation to ask for more information about specific requirements

Information Chain

- Internet / Online plays a major role
- Printed matter is “old” as soon as it appears
- National Tourist Boards have to integrate accessible marketing into their master plan
- Specialised smaller agencies for PR
- Tour operators for tailored packages
- National and International Cooperations

Marketing Instruments

- Classic Tourist Trade Fairs /Nat. Intern.
- Fam Trips, Press Trips
- Events
- Conventions and Congresses to share information
- Cross-Publishing between organisations, forums and platforms as advanced internet marketing