

**2<sup>nd</sup> International Congress, Vienna 2009**

# ENAT Policy Road Map for Accessible Tourism

**Ivor Ambrose**  
**Managing Director**



# Overview

- 1. Vision**
- 2. A Road Map for Accessible Tourism in Europe**
- 3. Code of Good Conduct**
- 4. Summing Up**

# ENAT: Moving through Time and Space



# Moving through Time and Space

**Vision**



**Destination**

Change practice

Change policies

Road Map for Accessible Tourism

# Moving through Time and Space

**Vision**



**Destination**

- Change practice
- Change policies
- Change Travel and Tourism



# In Europe



# In Europe and around the world



## Understanding our mission

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.

# Vision

- Practice: Overcoming access barriers
- Experience: Improving the quality of the tourism experience for everyone
- Organisation: Improving the way we work
  - Effectiveness
  - Collaboration
  - Economic, Social and Environmental sustainability
- Society: Travel and Tourism for All

# Experiences, results... ambitions

## ENAT Events:

- **2007 Marina d'Or**
- **Linz, Belgrade, Brussels, Turin, Stockholm,**
- **Ljubljana, Vienna..... Brussels**

# Experiences, results... ambitions

## ENAT Study Reports:

1. **The Rights of Disabled Tourists in Europe**
2. **Services & Facilities for Accessible Tourism in Europe**
3. **Towards 2010: Disability Policy Challenges and Actions for the European Tourism Sector.**

Download from:

<http://www.accessibletourism.org/?i=enat.en.reports>

## Experiences, results... ambitions

### **ENAT Projects:**

- **ATHENA - "Accessible Tourism – Humans, Education, New Approaches"**
- **CETA - "Competitiveness for European Tourism for All"**
- **ETCAATS - "European Training Certificate - Access for All in the Tourism Sector"**
- **ITTI - "Improving Accessibility Through Training In Tourism"**

# Competitiveness for European Tourism for All - CETA

Small and Medium-sized Tourism Enterprises



<http://ceta.enat.be>

<http://www.accessibletourism.ning.com>

# Networking for Small and Medium-sized Tourism Enterprises



- Examples of Good Practice
- Research on needs and solutions for business
- Training for SME Managers and Staff in accessible and sustainable tourism practices
- Sustainability and competitiveness indicators which SMEs can use to develop and fine-tune their business activities
- Promote the marketing of sustainable tourism destinations and businesses
- Involving SMEs in public-private partnerships of regional tourism networks.

# A Road Map for Accessible Tourism in Europe

1. High-Level Policy Group for Accessible Tourism
2. Awareness-raising Campaign for Industry
3. Mobilise EU funding Programmes and Agencies
4. European Accessible Tourism Marketing
5. Targetted National Campaigns – Thematic Issues
6. Employment Actions for People with Disabilities
7. Targetted Actions for “Specialised” Accessible Tourism Offers for Severely Disabled Visitors.

Reference: ENAT Study Report 3. Policies (December 2007)

<http://www.accessibletourism.org/?i=enat.en.reports.512>

# The ENAT Code of Good Conduct

- A Europe-wide label showing commitment to accessible tourism
- The Code: A set of principles guiding business practices and customer service
- Supervised by the ENAT Board
- Members are supported by ENAT's resources and training programmes
- Exclusive to ENAT Members



<http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

# The ENAT Code of Good Conduct

**is for all tourism providers:**

- Small and family businesses
- Large, international chains
- Tour and transport operators
- Travel agents
- Destinations of all kinds
- Cities, Regions
- Public authorities
- Consultants, Researchers
- NGOs



  
**Certificate**  
ENAT Code of Good Conduct

The European Network for Accessible Tourism (ENAT) Code of Good Conduct is an international commitment label and certification scheme for businesses and organizations, recognizing their efforts to make travel and tourism accessible for all.

Name of Organization: .....

Country: .....

ENAT Member number: .....

First year of registration: .....

**Our Commitment:**

- ✓ **Recognition of equal rights:** We recognize that all people have the right to enjoy tourism, whatever their background or abilities, and we work to promote this right in our activities.
- ✓ **Personal attention:** We welcome all customers and make it our priority to meet their individual needs.
- ✓ **Removing and preventing access barriers:** We are committed to planning and carrying out improvements to our infrastructure, products, services and information, using a 'design-for-all' approach, in order to remove or minimize access barriers and contribute to sustainable and accessible tourism for all.
- ✓ **Improving our knowledge, competences and skills:** We follow recognized "good practice" and guidelines for tourism accessibility provided by ENAT, and we are committed to continual staff training which takes into account requests for human diversity and disability awareness, ensuring that all customers are welcomed and treated appropriately.
- ✓ **Monitoring:** Our organization ensures that customer services and essential access is improved as far as possible, within our financial means.
- ✓ **Our suppliers:** Whenever possible, we work with suppliers who also recognize and respect the principles contained in the ENAT Code of Good Conduct.
- ✓ **Complaints handling:** Our organization has a complaints procedure available to customers so that they may report their possible dissatisfaction with our advertising, information, facilities or services. All complaints are handled promptly and fully.
- ✓ **Management responsibility:** We regard good access for all visitors as part of our wider Social Responsibility. Our management team includes a resource person who is responsible for accessibility matters and who can be contacted by staff and visitors.

Name: ..... Position: .....

Email: ..... Telephone: .....

Signature: ..... Date: .....

  
European Network for  
Accessible Tourism  
**ENAT 2009**  
www.enat-tourism.org  
2009 OF GOOD CONDUCT

The ENAT Code of Good Conduct Label and Certification Scheme is available to Members of the European Network for Accessible Tourism. For more information, visit: [www.enat-tourism.org](http://www.enat-tourism.org)

# The ENAT Code of Good Conduct

## Our Commitment:

- 1. Recognition of equal rights:** We recognise that all people have the right to enjoy tourism, whatever their background or abilities, and we work to promote this right in our activities.
- 2. Personal attention:** We welcome all customers and make it our priority to meet their individual needs.

<http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>

# The ENAT Code of Good Conduct

## Our Commitment:

**3. Removing and preventing access barriers:** We are committed to planning and carrying out improvements to our infrastructure, products, services and information, using a ‘design-for-all’ approach, in order to remove or minimise access barriers and contribute to sustainable and accessible tourism for all.

**4. Improving our knowledge, competences and skills:** We follow recognised “good practices” and guidance for tourism accessibility provided by ENAT, and we are committed to continual staff training which takes into account respect for human diversity and disability awareness, ensuring that all customers are welcomed and served appropriately.

## Our Commitment:

**5. Monitoring:** Our organisation ensures that customer services are monitored and access is improved as far as possible, within our financial means.

**6. Our suppliers:** Wherever possible, we work with suppliers who also recognise and respect the principles contained in the ENAT Code of Good Conduct.

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## **Our Commitment:**

**7. Complaints handling:** Our organisation has a complaints procedure available to customers so that they may report their possible dissatisfaction with our advertising, information, facilities or services. All complaints are handled promptly and fully.

**8. Management responsibility:** We regard good access for all visitors as part of our wider Social Responsibility.

Name: .....

Position: .....

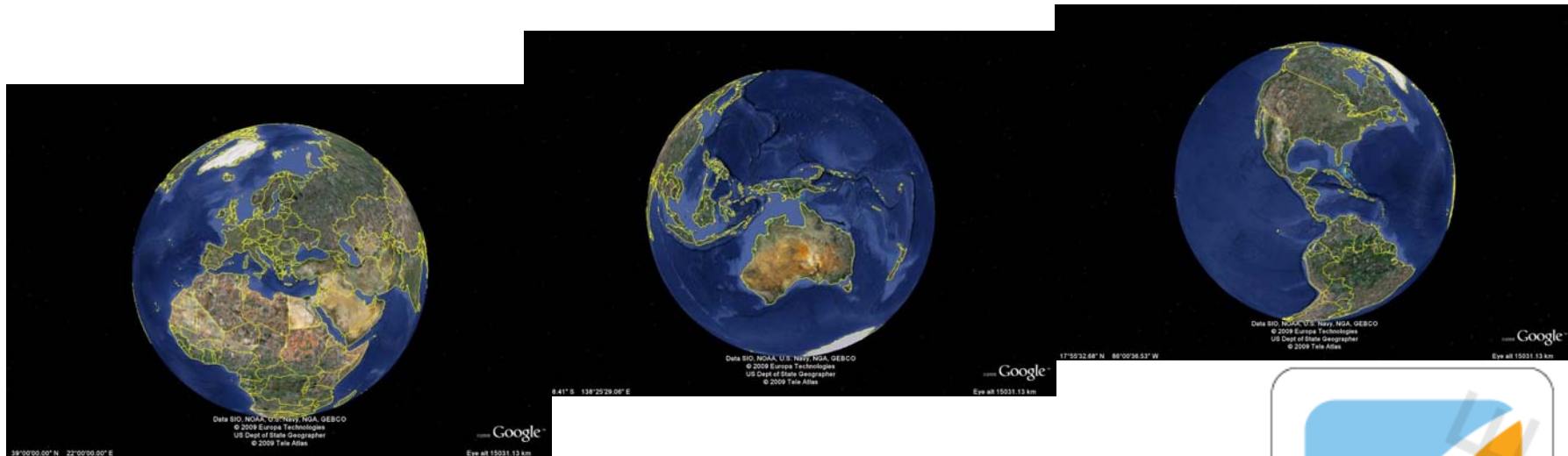
Email: .....

Telephone: .....

Signature: .....

Date: .....

# In Europe and around the world



**The ENAT Code of Good Conduct is exclusive to Members of The European Network for Accessible Tourism non-profit association**



<http://www.accessibletourism.org/?i=enat.en.enat-code-of-good-conduct>



[www.accessibletourism.org](http://www.accessibletourism.org)

Contact: Mr. Ivor Ambrose

Email: [enat@accessibletourism.org](mailto:enat@accessibletourism.org)

Thankyou