Culture & Heritage for All: a Roadmap for Accessible Tourism Destinations

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Network of European Regions for
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Agenda :

- **Who is NECSTouR ?**
  - **Our Mission and History**
  - **Our Members: why a Network of Regions?**
  - **Our Governance**
- **What do we do and how?**
  - **Our Activities**
  - **Our Methodology**
- **NECSTouR Accessibility Task Force**
- **NECST Steps**
- **Join us!!**
  Together we are stronger, Together we move further!

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NECSTouR

The Next Tourism !
Launch 2007 – Creation: 2009

"Creating the right balance between welfare of the local population and the tourists, the needs/uses of the natural and cultural resources, and the development and competitiveness of the tourism destination and businesses"

- A network of European Regions, associated with representatives of the tourism enterprises, tourism associations and universities/ research institutes to:
    - Develop a strong framework for regional cooperation at European level;
    - Develop research & development model of Sustainable tourism management;
    - Strengthen the Role of Regions in the European Tourism Policy

- A self financed network

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From the European Commissions perspective

- **2007 EC COM "AGENDA FOR A SUSTAINABLE AND COMPETITIVE TOURISM"**
  The Commission will support the creation of platforms to exchange best practices towards a sustainable tourism destination management. These platforms could allow a more specific approach reflecting the territorial and economic characteristics of destinations

- **2009 ADOPTION LISBON TREATY (with a specific article about the supporting role of the EU on tourism)**
  Official Creation of the non profit organisation NECSTouR with Catalunya, Provence Alpes Côte d' Azur and Tuscany as founding members.

- **2010 EC COM "EUROPE, THE WORLD'S N°1 TOURIST DESTINATION-A NEW POLITICAL FRAMEWORK FOR TOURISM IN EUROPE"**
  Under action XI the Commission underlines the value of the NECSTour network as partner in the implementation of its initiatives.

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Regions' crucial role:

Sustainable tourism policy designing, implementing and fund rising

Leading Tourism Destinations	Regional Competence

Regions' strategic position:

- Gather the key local tourism stakeholders
- Support tourism destinations and monitor their performance
- Make the bridge between supranational and local level
- Lead to public private partnerships
- International benchmark and cooperate with other regions
- Manage EU Structural Funds

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32 Regional authorities (NUTS 2)

Portugal: Alentejo, Algarve
France: Provence-Alpes-Côte d'Azur, Aquitaine, Midi- Pyrénées, Bretagne, Bourgogne, Ile-de-France
Italy: Emilia Romagna, Puglia, Tuscany, Umbria, Veneto, Piemont, Trento, **Sardegna**
Spain: Catalunya, Islas Baleares, País Vasco, **Andalucía, Galicia**
United Kingdom: Cornwall, Scotland
Belgium: German-speaking Community of Belgium Region, Flanders, **Limburg**
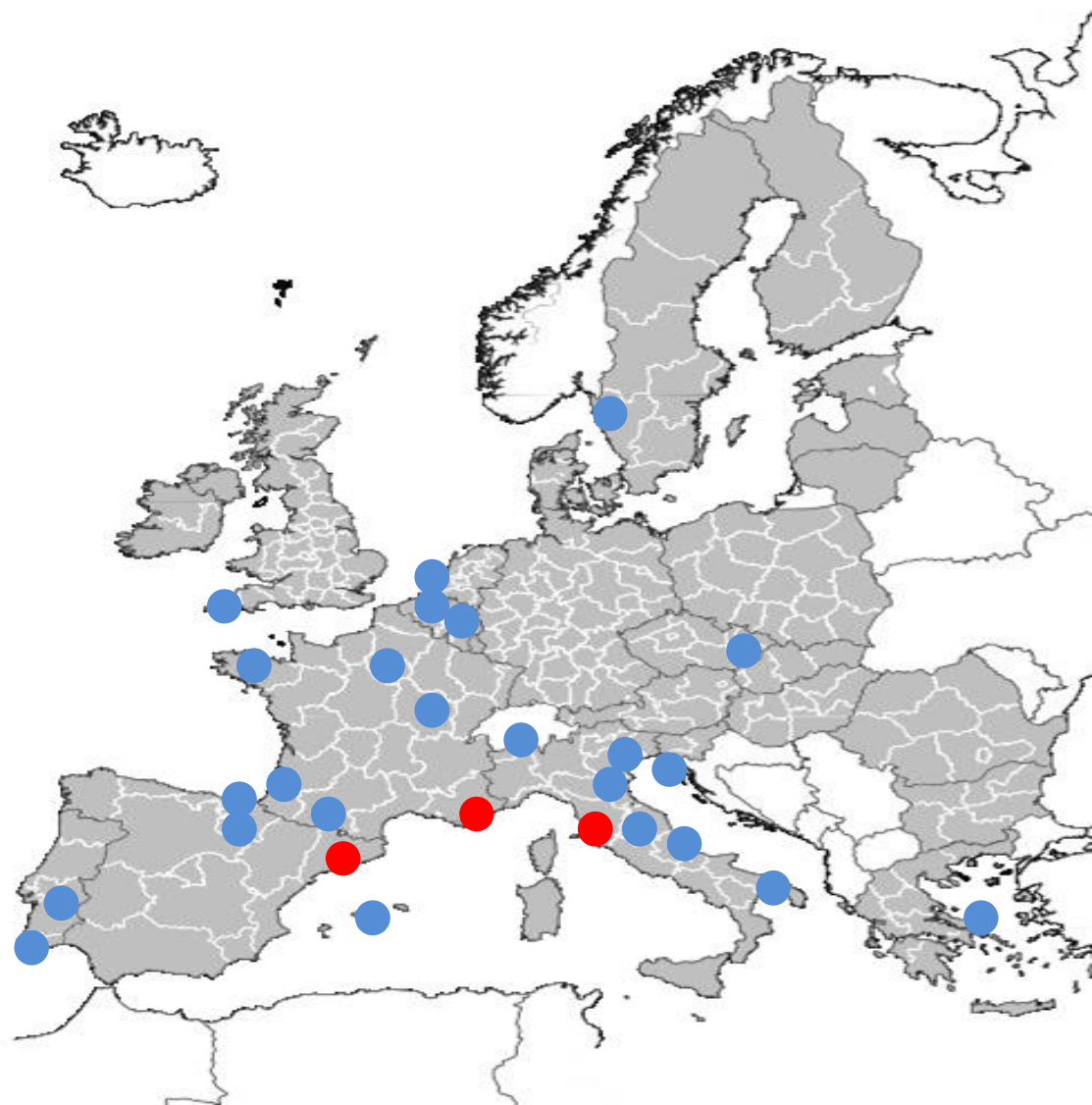**Switzerland:** Valais Region
Sweden: Västra Goteland Region
Czech Republic: Zlín Region
Greece: South Aegean Islands
Croatia: Istria
The Netherlands: Limbourg

NE**CS**TouR

36 National, European, International public/Private Organisation working in the Sustainable Tourism Sector

➢ **8 REPRESENTATIVES OF THE TOURISM ENTERPRISES**

1. Croatian Chamber of Economy (HGK)
2. Forum of the Adriatic and Ionian Chambers of Commerce (FAICC)
3. French Chambers of Commerce and Industry Assembly (ACFCI)
4. CCI-ALPMED
5. Italian Association Responsible Tourism & Legacoop Tourism
6. National Tourism Research Institute (ISNART)
7. FederCultura Tourism Sport-Confcooperative
8. **Malta Hotels & Restaurants Association**

➢ **7 REPRESENTATIVES OF THE SUSTAINABLE TOURISM ASSOCIATIONS**

1. Sustainable Tourism Working Group – National Association Coordination Italian Agenda 21
2. European Institute of Cultural Routes (EICR)
3. Legambiente onlus
4. European Coastal and Marine Union (EUCC)
5. European Federation of Nautical stations
6. Odyssea
7. **Ente Parco Nazionale della Sila**

➢ **21 REPRESENTATIVES OF THE ACADEMIC SECTOR**

1. Centre for Cooperative Research in Tourism (CICtourGUNE)
2. European City of Culture and of Sustainable Tourism (CECTD)
3. Fondacioni Europa
4. University of Girona
5. Fondazione Campus Studi del Mediterraneo
6. Consiglio Nazionale delle Ricerche (CNR-IBIMET)
7. Luspio University of Rome - Faculty of Economics
8. School of Business in Prague (VSO)
9. Institute for Tourism, Travel & Culture - University of Malta-
10. SiTI- High Insitute for Innovative Territorial Systems
11. The Politechnical Insitute of Leiria
12. University of Economics in Prague (VSE)
13. University of Florence
14. University of Pisa
15. INTOUR - University of Bedforshire -
16. University of Pannonia/Presov
17. Observatory of Tourism Islands in Europe (OTIE)
18. Scuola EMAS Ecolabel Tosacana
19. Institute for Tourism Research in Northern Europe (NIT)
20. **Institute of Tourism from the University of Applied Sciences Western Switzerland Valais (HES-SO Valais).**
21. **ESCAET (École Supérieure De Commerce Spécialisée Tourisme)**

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NECSTouR Governance

GENERAL ASSEMBLY

REGIONAL AUTHORITIES

Academic Committee

Associated Committee

EXECUTIVE COMMITTEE (3 Years)

President: Tuscany **General Secretary: Provence-Alpes-Côte d'Azur** **Treasurer: Catalonia**	**North: Flanders, Vastra Gotaland, Cornwall** **East: Zlin & Istria** **South: Alentejo, Midi-Pyrénees**

PERMANENT SECRETARIAT (Brussels)

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NECSTouR Activities

- **Increase KNOWLEDGE: Good Practices**
  - **Increase JOINT ACTIVITIES: Projects**
    - **Increase EXPERTISE: Cooperation**
  - **Increase VISIBILITY: Dissemination**
- **Ensure the POSITION: EU Tourism Policy**

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3 Pillars

Social Dialogue, Competitiveness, Measurability

Transversal Approach

Projects, Studies, Events, Policy, Communication…

Thematic Approach

Priorities of the Agenda 2007

1. Reduction and optimisation of use of natural resources with particular reference to water
2. Reduction and optimisation of energy consumption
3. Reduction of waste and better waste management
4. Quality of life of residents and tourists
5. Quality of work
6. Active conservation of cultural heritage
7. Active conservation of environmental heritage
8. Active conservation of distinctive identities of destinations
9. Widening the relations between demand/offer (geographical and seasonal)
10. Transport and mobility

Taskforces

1. Indicators
2. Blue Growth
3. Landscape
4. Governance of Cultural Routes
5. Accessible Tourism

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NECSTouR

Coordinators	**Veneto & Ile de France**

Objective
- Develop an action plan for accessible destinations
- Cooperation with all stakeholders at European and International level
- Increase knowledge of sustainability policies encourqaging accessibility
- Contribute to the European Tourism and accessibility policy

Principles

Accessible Tourism = responsible Tourism → Sustainable Tourism

Members

Veneto, Ile-de-France, Catalonia, Flanders, Scotland, Piemonte, Toscana, Puglia, Emilia Romagna, FederCultura Turismo, University of Girona, European Federation of Nautical Stations

Outcomes
- A common definition of accessibility
- 2 peer review sessions analysing in depth 4 regional cases (Flanders, Catalunya, Paris Ile-de-France and Veneto)
- Cooperation agreement with ENAT (European Network of Accessible Tourism)
- Participation European Tourism Day, Dec 2013
- Accessibility roadmap for tourism destinations

SOCIAL DIALOGUE
COMPETITIVENESS
MEASURABILITY

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"Accessible tourism means dealing with the entire holiday value chain to make services and facilities without obstacles for everyone in an inclusive way and designed for all.
Consultation and collaboration with all private and public partners is essential.
It is a key word for quality and competitiveness in tourism.
To increase the accessibility of the touristic area, information is important to improve mobility, inclusion and territorial cohesion. That will provide a new demand for the accessible regions" NECSTouR
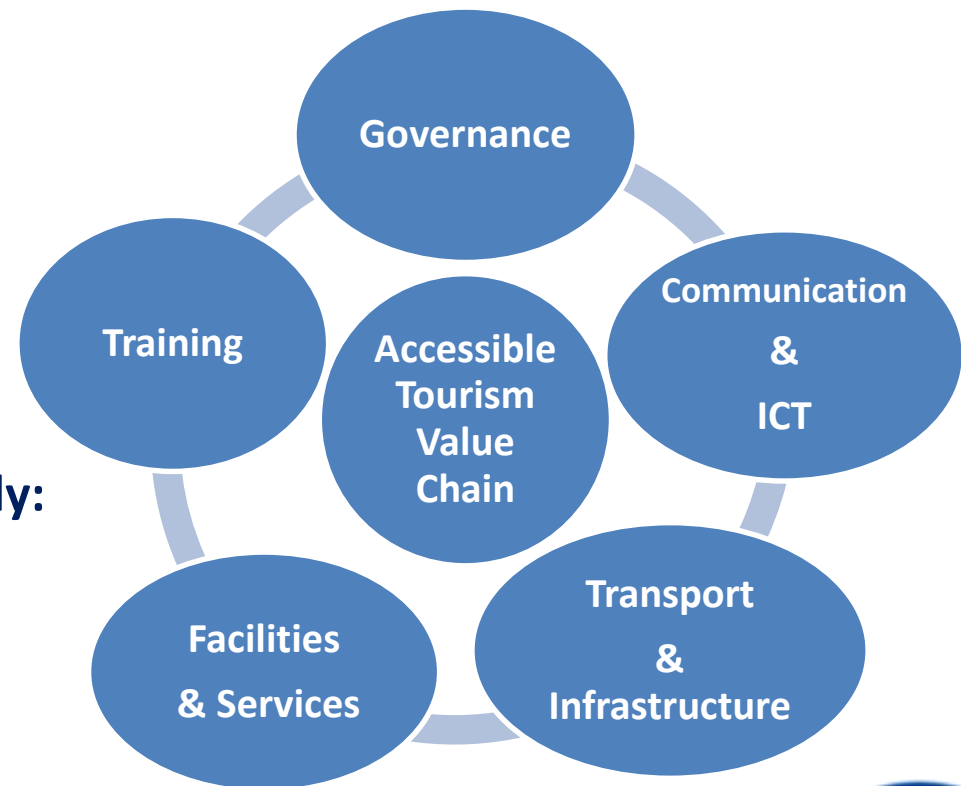
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NECSTouR Roadmap for Accessible Tourism Destinations

AIM:

1. **Mapping Accessibility Regional Tourism Policies/initiatives**
2. **Identify Common Needs and Solutions at Regional and EU level**
3. **Provide Recommendations to destinations willing to engage in accessibility**
4. **Contribute to EU Tourism Policy accessibility measures**

NECSTouR Members conducting the study:

- **Veneto**
- **Paris Île-de-France**
- **Catalonia**
- **Flanders**

5 axis:

- Governance
- Communication & ICT
- Training
- Accessible Tourism Value Chain
- Facilities & Services
- Transport & Infrastructure

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1.   Governance

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LAWS

- **Veneto** Regional law on Tourism Art. 11 Art. 43
- **French** National law: all public spaces must be accessible
- **Catalan** Law 20/1991 Promoting accessibility and removal of architectural barriers
- **Belgian** antidiscrimination law and the **Flemish** building regulation.

Tourism Regional Plans

- **Veneto:** Regional Project of Excellence **"Accessible and social tourism"** - V4A®
- **Île-de-France:** Accessibility is integrated in Regional plan and is **connected to the quality** of the tourism destination
- **Catalonia**: has taken the legal "must haves" of the law and worked on its **program of Tourism For All** (now working on additional facilities" that go beyond that established by law). **Yearly Action plan for Accessibility** as part of the Strategic Plan and Marketing Plan
- **Flanders:** uses a set of label and funding criteria that corresponds with the legislation (but goes more into detail): **Accessible Flanders standard** to evaluate and label facilities; **AnySurfer label**. The **Tourism Pact 2020** contains the strategic goal to build a sustainable, accessible Flanders for all.

Partnership

- Universities, Schools
- Private sector
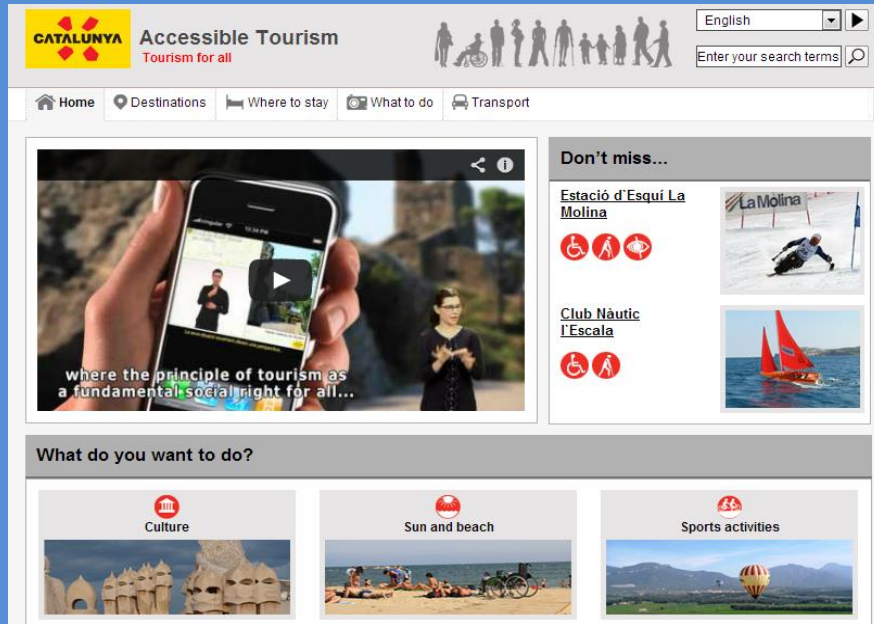- Associations for disabled people
- National level

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2. Communication & ICT

www.turismeperatothom.com

To provide information about accessibility destinations and facilities in Catalonia
- Different categories according disabilities
- 6 languages
- 3 sign languages (Catalan, Spanish, International Sign System)

International reference in the implementation of solutions to assure accessibility for all in Cultural Routes:
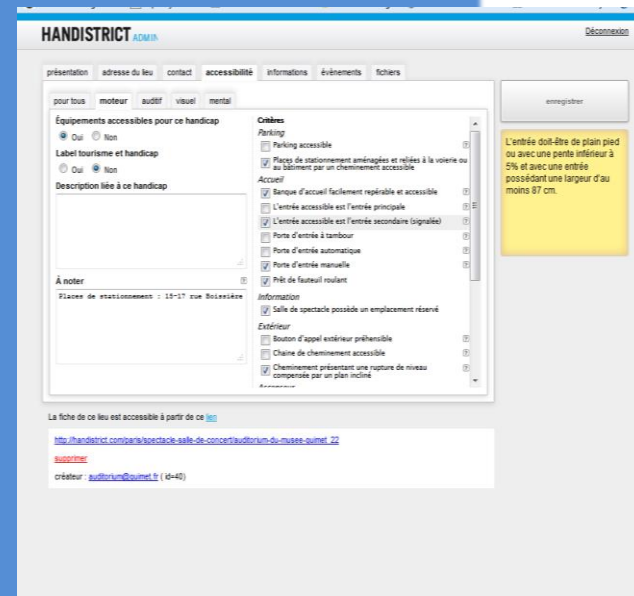- Language version for deaf
- 3 sign languages
- Downloading audio guides

www.thewayofsanitjamesforall.com

www.handistrict.com

- Mapping Accessibility offer

- Accessibility criteria established by:
  - Ile de France tourism board
  - Associations representing each disability

- Dedicated criteria for hotels, restaurant, tourism boards, museums, monuments…..

- Places and services can volunteer

- Check, Control information + Certification « logo IDF »

- Promoting the offer widely

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le nouveau
Par!s
Île-de-France

3. Transport & Infrastructure

RATP

- Paris: New **Metro** stations accessible from line 14, mid 90[ies] (not possible for old metro)
- Paris: **Buses**, **RER** (62 accessible stations on 65) and **Tramways** fully accessible
- From 274 **bus regional lines**, **120** are currently accessible: adapted pavements, low floor buses and access ramps, dedicated spaces, hearing and visual announcements of the stops

TAXIS G7 – Horizon: fleet dedicated to customers with special needs

- **100% of buses** Accessible: access ramps, safety belts for anchoring wheelchairs, ticket validating machines issue sound and visual messages, Stop request buttons placed at lower height
- **85% Metro** Accessible (since 1992 new or refubish): ticket vending machines browsing system for visually impaired people who uses voice and Braille instructions to guide, Wider access gates, lift to the platform area, lack of a difference in height between the platforms and the trains gives easy access, train carriages have a space specifically for wheelchair, walking routes for visually impaired people use ridged surfaces

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4. Facilities & Services

REGIONE DEL VENETO	PARIS REGION	Generalitat de Catalunya Agència Catalana de Turisme	toerisme vlaanderen
• TD Tillganglighet Databesen (CHARTS Good Practice) • WESTIN & SUPERFOODRX • PALAZZO GRASSI AND PUNTA DELLA DOGANA	• Versailles Palace • Musée Rodin	• CONFORTEL HOTELS • SKI STATION LA MOLINA • LA PEDRERA	• The Great War Centenary - accessible to everyone • The Provincial Archaeological Museum

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5. Training

- **Awareness raising** training : hotel personnel, travel agents, tourism guides, information desk staff, architects, proprietors,… and also for its own staff.

- **Training formula** for tourist guides, reception desk staff and other tourism professionals.

- **Inclusive trips** for press and trade stakeholders (Disabled and able-bodied professionals discover the possibilities of a travel destination together)

- **Universal Design Course for architects and designer** (IUAV - University of Architecture in Venice): *inclusive-design* guidelines book from the New York City Major Office for Persons with disabilities to integrate the universal design within all architectures and designers courses.

- **Strong cooperation** between the **Regional Tourism Department** and the **Training Department** to improve the knowledge of students, tour operators and tourists guides on Accessible Tourism.

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Opportunities:

- **Accessibility is transversal** and entitles integrated approach and coordinated policy measures from a destination perspective. Cooperation is needed
- **Accessibility brings social responsibility, economic benefit, quality and differentiation to destinatio**ns→ **Accessibility is sustainability**
- **Accessible tourism is a lever for innovation**, ICTs and new services
- **Every tourist has special needs** (families, elderly people…)

Threats:

- The **accessible tourism value chain is vulnerable**
- Accessible **transport** and accessible connections: need big infrastructure changes
- Difficult to monitor the accessible enterprises registered in the Regional DDBB
- Still need the tourism professionals to be better trained to welcome disable people.
  - ➢ **6 OCT 2014 Presentation of NECSTouR Roadmap for Accessible Tourism Destinations at the European Parliament**

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NECSTouR

REGIONAL AUTHORITIES HAVE A GLOBAL VISION → **Undertake Strategic actions**
Improve the local situation

ACCESSIBILITY MEASURES INTEGRATED → **REGIONAL TOURISM STRATEGY**

SOCIAL DIALOGUE – MEASURABILITY – COMPETITIVENESS → **SUSTAINABILITY**

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EVENTS:

- **6 OCT: NECSTouR Accessibility Task Force High Level Conference at EP leaded by Veneto Region**
- **7-10 OCT: World Social Tourism Forum,** by ISTO (São Paul, BRAZIL)
- **19-22 OCT: World Summit "Destinations for All"** (Montréal – CANADA)
- **30-31 OCT: European Tourism Forum** (Naples, IT) EC & IT Presidency
- **5 NOV: WTM World Responsible Tourism Day** (London, UK) UNWTO
- **19-20 NOV: 1st UNWTO Conference on Accessible Tourism in Europe** (SAN MARINO)
- **26-27 Nov: EUROMEETING** (Florence, IT) TUSCANY REGION
- **1 DEC (tbc): European Tourism Day** (Brussels, BE) EC

FUNDING OPPORTUNITIES

- ❖ **PREPARATORY ACTIONS :**
- Theme A: Cooperation projects to support transnational tourism based on European cultural and industrial heritage (21/10/2014)
- ❖ **Theme B: Fostering accessible tourism entrepreneurship and management** (21/10/2014)
- ❖ **COSME:**
- Diversifying the EU Tourism Offer and Products - Sustainable Transnational Tourism Products 2014 (7/10/2014)
- Maximising synergies between tourism, high-end and creative industries (4/11/2014)
- ❖ **ERASMUS**

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5 Reasons to join us!

Subsidiarity principle: Together we are stronger

- ✓ **PARTICIPATE and influence EU Tourism Policy - Consultations, Access to European Funds, developing project ideas and finding quality partners**
- ✓ **BE PART of an Open and Dynamic network of experts at regional, national, European and international level**
- ✓ **HAVE DIRECT ACCESS to targeted knowledge, information and contacts of sustainable tourism**
- ✓ **PROMOTE your Region/Organisation within the experts and towards the European/International Audience**

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Ευχαριστώ! Thank you!

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