

ACCESSIBLE TOURISM IN RURAL AREAS

About the project...

The **ACCESS-IT** project prepared comprehensive training in the cross-field of accessible tourism, innovation, and sustainable development of natural and rural areas. The overall objective is to build the capacity of EU tourism SMEs in Nature and Rural Areas (NRA) to bridge accessibility gaps through innovative solutions for tourism products for customers with specific access requirements.

The project is targeted at:

- Tourism SMEs operating in NRAs (owners, managers, staff)
- Destination management bodies in NRAs
- VET providers offering programs and courses in the field of tourism
- Individual learners and aspiring entrepreneurs
- People with specific access requirements



Kick-off meeting

On 22 -23 January 2020, the first partner meeting of the new ERASMUS + Access IT Project took place at the Social Academy of Sciences in Łódź. During the meeting, partners from Bulgaria, Belgium, Spain, France, Italy, and Poland discussed both the main assumptions of the project and the next steps to be taken during the implementation.

Meet our partners...

Společna Akademia Nauk, (Poland)

The UNIVERSITY OF SOCIAL SCIENCES is one of the most experienced and largest private universities in Poland with more than 25 years of experience. It offers education at undergraduate, graduate, MBA, and Ph.D. levels in major cities in Poland and in the branch campus in London.
www.san.edu.pl

Molise verso il 2000 scrl, (Italy)

The local action group Molise verso il 2000 is a regional development agency that works to support and promote sustainable rural, economical and social development, social inclusion and business and employment promotion in the Molise region in line with the objectives of the EU and of the national, regional and local government development plans.
www.moliseversoil2000.it

RuralTour, (France)

The European Federation of Rural Tourism with 29 members from 25 countries, covers the target group (rural accommodation and related services) across Europe with about 5-600.000 micro-enterprises. Given the transversal character of this sector, the objectives of EuroGites are widespread and include amongst others professional training, research, and product development.
www.ruraltour.eu



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European Network for Accessible Tourism, (Belgium)

Founded in Brussels in 2008, ENAT is a non-profit association for organisations that aim to be 'frontrunners' in the study, promotion and practice of accessible tourism. Their mission is to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world.

www.accessibletourism.org



European Center for Quality, (Bulgaria)

European Center for Quality Ltd. is a consulting company founded in 2001. The company is specialized in four main fields: Management consulting in the field of EU-funded projects; Design and delivery of training programmes for business entities and employees; Implementation of various initiatives linking the worlds of business and innovation with the education and training sectors; Development and implementation of international standards for quality management.

www.ecq-bg.com



Universitat Autònoma de Barcelona, (Spain)

The Universitat Autònoma de Barcelona (UAB) is the second-ranked university in Spain offering education among graduate, master and doctorate students since 1969. The UAB holds a leading position in the most prestigious and influential international university rankings due to the growing impact of its research, the constant improvement of the quality of teaching. www.uab.cat



Deliverable 1 -> THE MAPPING REPORT

Mapping Report on Determinants of Tourism Accessibility in Natural and Rural Areas (NRAs) is the first deliverable of our project. The whole report is translated into six project languages.

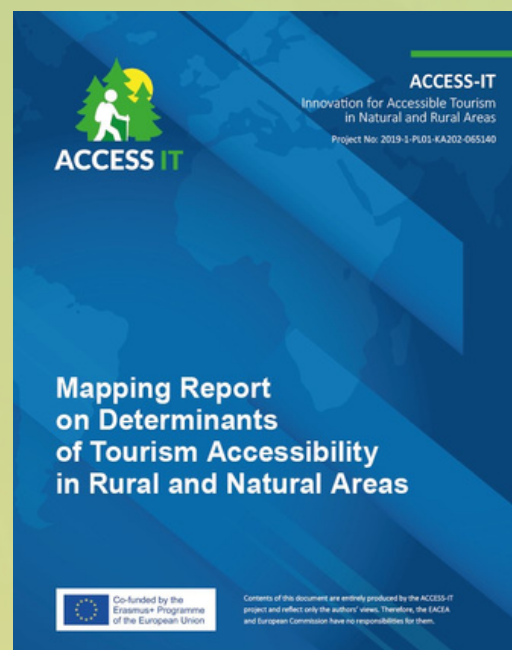
The aim of this output was to deliver new knowledge about the nexus of accessibility barriers in NRAs faced or perceived by people with access needs, and accessibility improvement challenges experienced by tourism SMEs.

The following activities contributed to the creation of the Mapping Report:

- Desk Research - The ACCESS-IT team has identified a number of "key resources" in the area of accessible tourism in natural and rural areas. The collection and study of published materials in the form of accessible tourism policy documents, standards, guidelines, websites, articles, and digital resources were submitted by each partner.
- Surveys - involving min 180 people with access needs and min 180 tourism SMEs operating in natural and rural areas.
- „Round Table" interviews - with groups of stakeholders in order to document some of their experiences and perceptions about accessible tourism.

The link to the detailed result of the output can be found:

<http://accessitpro.eu/wp-content/uploads/IO1-en-l.pdf>



All the abovementioned activities were carried out during the first year of the project, the year 2020.

The final delivery date had to be adjusted due to the impact of COVID-19 on the project work plan.