

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



In June 2022, the consortium met in Warsaw, Poland, for the last project meeting and the final conference, where the findings and deliverables of the project were presented to the public. The meeting and the conference were organized and hosted by the lead partner of the project, Społeczna Akademia Nauk (SAN).

All the deliverables of the ACCESS-IT project can be found on the project website, following the link www.accessitpro.eu. The website and all the deliverables are available in 6 different languages: **English, Polish, Bulgarian, Spanish, French and Italian**. When entering the website, just choose the language and all the documents you download will automatically be in the chosen language.

Deliverable 1 -> *Mapping Report on Determinants of Tourism Accessibility in Natural and Rural Areas*

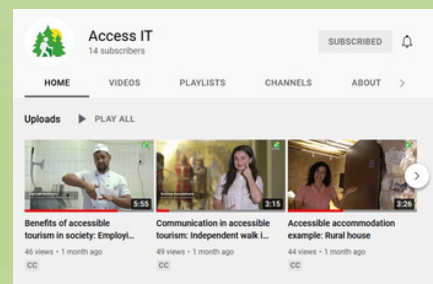
This Mapping Report is a result of a combination of genuine desk research of accessibility barriers and accessibility improvement challenges experienced by tourism SMEs and many surveys and round tables conducted with stakeholders.

Click here to access the document -> **Mapping Report**



Deliverable 2 -> Video Case Studies of Accessible Tourism

Twelve short videos were created based on interviews with tourism SMEs that implemented innovative solutions for improving the accessibility of their products or services and managed to commercialize their new or improved offer. Click on the topic to access the video:



1. [Why is accessibility important?](#)
2. [How to do it? - Check your facilities](#)
3. [How to do it? - Implement simple solutions](#)
4. [How will a person with a disability travel?](#)
5. [How to promote it - Practical guide](#)
6. [Accessible accommodation examples](#)
7. [Accessible transport examples - Molise](#)
8. [Accessible Recreation Center](#)
9. [Accessible tourism in society - employment](#)
10. [Communication of accessible tourism - Part 1](#)
11. [Communication of accessible tourism - Part 2](#)
12. [Accessibility information on websites](#)

Deliverable 3 -> Interactive Business Support Toolkit

The toolkit consists of:

- 5 "How to" guidelines that help SMEs make their service or product more accessible.
- Web-based self-assessment accessibility performance tool you can use to check how accessible your service or product is. <https://webtool.accessitpro.eu>
- 5 scenarios for practical training sessions that follow the topics of "How to" guidelines.

1. How to assess accessibility of a tourism product/service?	Full	Short	Practical Session
2. How to address the requirements of the target customer segments?	Full	Short	Practical Session
3. How to develop a truly accessible tourism offer and meet demand?	Full	Short	Practical Session
4. How to bring to market and promote an accessible product?	Full	Short	Practical Session
5. How to engage Stakeholders in Accessible Product Development?	Full	Short	Practical Session

Deliverable 4 -> Recommendations booklet

The booklet summarizes good practices and success stories of tourism stakeholders and gives examples of how the practical sessions can be used for training purposes in different ways and formats.

Click here to access the document -> [Recommendations booklet](#)

