Developing a European Road Map
for **Accessible Tourism Policy**

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Introduction

The focus of this chapter is the development of a "Road Map" for accessible tourism policy, which has been described in a larger study of tourism policies in Europe, conducted in 2006-2007 by the founding partners of the European Network for Accessible Tourism, ENAT[1]. That study, published in 2008 has been supplemented with some more recent information and analysis for the present paper.

Here, the author argues that there is a pressing need for policy makers in the European Union to adopt and implement a comprehensive "Road Map for accessible tourism", as tourism services and facilities across the Member States are generally neither adequate nor consistent in terms of their accessibility. The variation in access provisions between countries can be a source of considerable annoyance and inconvenience to many disabled travellers in particular. It can also cause uncertainty and even over-pricing. Inconsistent access provisions or lack of access for some groups of visitors creates distortion in the single European market and it leaves EU citizens and visitors to Europe without suitable protection or guaranteed levels of service.

After years of various initiatives with some degree of progress in this area, a concerted and substantial effort is now needed to improve tourism accessibility. This is more urgent than ever, due to three emerging factors:

Firstly, tourism destinations in Europe are facing increasing global competition in terms of price and quality. Tourism enterprises and organisations, with the support of the public sector, must seek ways to adapt to new market conditions, so as to renew their competitive advantage and gain market share. *Improving accessibility* can be a way to enhance the overall quality of tourism. Better accessibility can broaden the customer base, opening up destinations and attractions to more visitors; it can contribute to long-term sustainability and enhance the quality of visitors' experiences. Some tourism providers have already realised the economic benefits of improved access but most have yet to reap the rewards.

Secondly, the demographic ageing of western industrial countries demands appropriate changes in the tourism sector. The European tourism market is changing now and, especially,

in the future. With increasing age the incidence of disabilities rises. So, in order to anticipate and meet the demands of this market evolution, tourism providers must address *accessibility for older and disabled tourists* as a primary strategic concern in every part of their business. Accessible tourism is not a niche market. Older people, (who still want and are able to travel), will soon make up 25% of the European population. Added to this are around 50 million people with disabilities in Europe who want to have holidays with their family and friends. Thus, it is estimated that as many as 130 million people in Europe alone[2] will benefit from improved access to travel and tourism services. Making tourism accessible for all is a rational response to a foreseeable demographic trend, and a massive economic opportunity for the tourism sector.

Thirdly, the rights of persons with disabilities to equal participation in society are being strengthened throughout the world. This will inevitably bring increased demand for accessible tourism offerings and it will necessitate changes in tourism products and services. The ratification of the UN Convention on the Rights of Persons with Disabilities (2007)[3], as well as recent initiatives at European level and by EU Member States are driving forward an equal access agenda, based on the principle of non-discrimination and equal participation of persons with disabilities. Providing equal access to goods and services will be a "must", also in the tourism sector. Therefore, public and private providers need to be equipped with the confidence and the ability to meet their legal responsibilities under existing and future legislation. Actions to support tourism providers must be taken at all levels and with the participation of all stakeholders.

For the past two decades, many European businesses, organisations and individuals have worked very hard to make tourism more accessible for people with disabilities, older people, families

with small children and those who have chronic health conditions. Local, regional and national initiatives have been established, sometimes in an *ad hoc* fashion and at other times in more structured ways, contributing a wealth of experience to the sector and creating some good examples that deliver credible and much needed accessible infrastructures, facilities, transport and services to this diverse group of visitors.

Yet the goal of achieving "accessible tourism for all throughout Europe" is far from accomplished. For this reason, in 2006, ENAT was established by nine organisations that were experienced in tourism, disability and access consulting, within the context of a two-year, EU-supported transnational project.[4] As part of their work programme, the ENAT partners, led by EWORX S.A., made an analysis of European policies in accessible tourism, leading to a series of recommendations for future tourism policy.[5]

The report is made up of four main sections:

1. "Objectives for accessible tourism policy";
2. "Review of the policy background and tools for change";
3. "Future needs and policy targets", and
4. "A 'Road Map' for development of policies and the spread of good practices in Europe".

1. Objectives for accessible tourism policies in Europe

The first section of the ENAT study presents a vision of accessible tourism for all, pointing to a series of appropriate "objectives for accessible

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[2] Figures cited in the OSSATE Report: *Accessibility and Stakeholder Market Analysis*, 2005, [http://www.ossate.org/doc_resources/ OSSATE_Market&Stakeholder%20Analysis_Public_Version_Fina.. pdf].

[3] See: http://www.un.org/disabilities/.

[4] ENAT's founding sponsors are listed at: http://www. accessibletourism.org/?i=enat.en.enatsponsors2006-2007.

[5] ENAT Study Report no. 3 (*op. cit.* Footnote 1).

tourism policy". ENAT's vision highlights two areas where policies on accessible tourism must be focussed and coordinated. These are:

1. *Rights*: the protection of citizens' and especially disabled and elderly persons' rights to enjoy tourism, and
2. *Access*: the promotion of accessibility measures and guaranteed standards of access quality in the tourism sector.

Regarding rights, it must be emphasised that public authorities are ultimately responsible for promoting and safeguarding the rights of citizens and tourists, at home or abroad. Organisations of disabled people and individuals can cite a multitude of examples of discrimination against disabled tourists, including unavailability or refusal of service, poor levels of service and difficulties of obtaining redress when a service is denied or inadequate. The policy objective on rights is:

– *to strengthen existing policies related to the rights of disabled people and the rights of all consumers, as tourists*.

These rights should include the right of access to tourism venues, facilities and services, and full legal protection for disabled as well as non-disabled tourists.

Regarding *access*, greater efforts are required within the tourism sector to deliver truly accessible facilities and services. The policy objective on access is:

– *to support the implementation of measures to meet the access requirements of persons with disabilities and others, in information provision, in transport, at destinations and at the level of the individual tourism enterprise*.

While the development of accessible tourism is clearly a necessity for tourists who are disabled, policy-making in this area is not only concerned with disability issues. The drive towards tourism accessibility must also take into account the conditions of the tourism industry and the interests of those who own and manage the millions of tourism enterprises in Europe. The tourism industry as a whole must be made aware of the necessity of making its offers accessible for everyone, and one of the major ways of doing this is to point out the business advantages which can be gained from improving access.

Policies must strengthen, on the one hand, the rights of disabled citizens to travel and enjoy tourism on an equal basis and, on the other hand, the ability of tourism providers to deliver accessible services and facilities in an effective and sustainable way.

Today, Europe has the opportunity to become the world leader in accessible tourism. So far, it is not too late to realise such an ambition but the advantages may not last for long. EU countries have certain advantages over other world regions in that accessibility standards are developed to some degree in all member states but regulations need to be improved and enforced, and there must be significant progress 'on the ground' in tourist accommodation, venues and attractions before one can speak of all Europe as a truly 'accessible destination'. European tourist destinations include exceptional cultural, heritage, natural, architectural, sporting and other attractions, attracting over 460 million inbound tourists in 2006. Broadly speaking, all regions of the world have a long way to go to achieve accessibility for all, and those which move quickest in meeting the demand are likely to reap the benefits earlier. It is also quite possible that the "early adopters", with the best policy frameworks, will maintain their lead over the long-term.

To achieve the lead, tourist boards and enterprises must first recognise that they are in the "accessible tourism race" and that this race has, in fact, already begun. Taking just one example, the cruise industry is currently expanding rapidly in Europe, and here the core market is made up of older people with larger disposable incomes. The accessibility of shore-side transport and attractions within striking distance of cruise ports is of key significance for the cruise passengers who may have reduced mobility. This makes good access and the availability of suitable

services a critical factor for the local tourism economy around cruise ports.

In order for European destinations to succeed in accessible tourism, the tourism sector as a whole must be made aware of the necessity of making its offers accessible for everyone. Public policies have an important role to play in this task by pointing to the visitors' needs and showing the business advantages which improved access will bring. Public policies must direct resources and information to all those who deliver tourism products and services.

Beyond this, it is also important to point out that the public sector must ensure that public buildings, spaces, infrastructure and services are accessible, as these are used by both locals and tourists alike. An access upgrade of public transport vehicles and infrastructure, will benefit all travellers whether they are local commuters or visitors. For example, taxis and minicabs that are accessible to wheelchair users are still quite rare in most European towns and cities. The public authorities which issue taxi licences should take into consideration the need for a greater proportion of accessible taxis, to serve both local citizens and tourists with reduced mobility.

Given the general lack of access provisions, improvements in all areas are needed within as short a time-frame as possible. Public agencies have the authority and the means to promote accessibility measures, for example, by:
– Developing and distributing information on access requirements to tourism enterprises;
– Planning, setting priorities;
– Coordinating the implementation of accessibility measures, actions and projects;
– Establishing financial support programmes for enterprises targeting the removal of access barriers;
– Applying regulations which govern minimum access requirements and framework standards in public and private sector tourism enterprises;
– Promoting staff training programmes;
– Developing employment-support measures addressing accessibility;
– Benchmarking progress.

In addition to improving access in general, policies are required for certain *positive actions* for disabled tourists, (such as specific support services at airports or disability guides for cities), to enable them to participate easily – and without additional cost – in tourist activities. There will also be a continuing need for dedicated tourism options for people who are severely disabled or have long-term, serious illnesses requiring medical or other support services at the venue.

Coordination of accessible tourism policies

When setting objectives for accessible tourism policies in Europe it is necessary to consider the policy frameworks under which such policies might be addressed. One of the major difficulties for introducing change in the area of tourism is that "tourism policies" in Europe have so far not been clearly defined as a single area of action with a fixed scope. The term, "tourism sector" is a slippery concept with moveable components and boundaries. It is sometimes characterised as a "sector of sectors", and as such it may be subject to many areas of policymaking. One consequence of this is that businesses and other actors in tourism are not always consulted in advance of changes to policy or legislation which may directly affect them. This may cause unintended hardship to businesses which must already heed many regulations.

In addition, many – indeed most – of the policies which impact on tourism are devised and regulated at the level of the 27 EU Member States and not at EU level. This has led to the phenomenon of differing planning laws and policies, building norms and standards in accessibility between the regions and Member States of the European Union, and among neighbouring countries. The availability of expertise in planning and designing accessible infrastructure and services also varies considerably. This situation gives rise to some confusion and lack of certainty when planning and developing accessible tourism facilities and services – either when upgrading or starting from scratch.

ENAT concludes that the policy objectives for accessible tourism must be pursued through a "twin-track" approach, where "disability rights" and "access in the tourism sector" are addressed in parallel. ENAT takes the view that these policy areas must be far better coordinated in future, and actions must be maintained through a long-term and continuous plan, across the Member States, in order to deliver significant and measurable advantages to all tourists in Europe.

Only by establishing commonly agreed policy objectives and coordinating certain accessibility measures across the internal borders of the EU can tourists with disabilities and others enjoy the levels of service they require in *all* the Member States.

Furthermore, in consideration of policy objectives for accessible tourism in Europe, ENAT firmly believes that that *policy-making cannot take place in isolation from those who are affected by it*. At all levels from local planning to EU-wide regulation, policy-making frameworks and procedures must allow both providers and consumers to contribute to policy development. Input from stakeholders is essential, both with regard to the assessment of the present situation and in setting targets and implementation mechanisms for the future.

It is important to underline that tourism depends to a large degree on supporting the diversity and richness of local and regional cultures. Policies for tourism must embrace this fact and ensure the sustainability of Europe's tourism, following the maxim: "Do not let tourism destroy what tourists come to enjoy".

2. European accessible tourism policies, 1990-2008

The second section of the ENAT study includes a review of the policy background and tools for change, tracing a historical path over almost two decades of policy statements and initiatives at EU

(transnational) level. Starting with the "European Year of Tourism", 1990, the policy review examines no less than *thirty-two key events and policy actions*, focussing on international, EU and member states' actions in the areas of disability rights and tourism. The section outlines the competences and activities of the various stakeholders and describes the policy instruments available to support action. It finishes by emphasising the role of networking, as a tool for building consensus and transferring good practices, which are two of the primary aims of ENAT.

Despite many bold policy statements and initiatives over the years, so far the prevailing legislation, market forces and individual initiatives by providers have not proved sufficient to remove the many access barriers in tourism which persist from earlier times in the EU Member States. Nor, it must be said, are there sufficient measures in place to prevent new access barriers from arising.

On the basis of this historical analysis, the ENAT study report calls on policymakers to address the immediate and widespread need to remove access barriers in tourism. The key is to ensure *the implementation of policies*. It is of vital importance to find new ways *to go beyond mere words and to change practices*. In particular, where the public sector is responsible for removing access barriers, it must act decisively and in a coordinated fashion.

The study also emphasises that private tourism enterprises must be encouraged to bring about significant improvements in accessibility within as short a time-frame as possible by making general accessibility for customers a priority within the normal business cycle.

It should be noted that various countries, regions, public authorities and enterprises have taken significant steps towards making their tourism offers accessible. There are many examples of good practice, as described in the ENAT Study, "Services and Facilities for Accessible Tourism in Europe"[6] and in the ENAT online resource centre)[7] but these still represent a minute fraction of the offers that are present in the European tourism industry as a whole.

An integrated policy approach strategy is required which provides a clear political direction for improvements, incentives to enterprises, appropriate information for customers and monitoring mechanisms that can reliably measure progress across Europe.

Over two decades, a strong consensus about *the need for accessible tourism*, has clearly emerged among those bodies that lead public policy-making in Europe (the Council of Europe, the UN World Tourism Organisation, European Parliament, European Commission, tourism ministers of the EU Member States and disability NGOs). However, policy identification and analysis has been predominantly focussed on *customer needs and demands*, and much less effort has been expended to examine conditions in the tourism industry and the capacity of enterprises to change and adapt to make their offers and facilities accessible. As a simple example of this relative lack of attention to industry needs, it can be noted that no EU study has been commissioned to quantify the economic costs and benefits of implementing accessibility measures in tourism enterprises of a given size or type across the whole of Europe. Such studies are surely of vital interest when creating equitable and fair policies for the EU tourism sector.

It appears, then, that *tourism policy makers* have become sensitized to the needs of disabled and other visitors for accessibility in tourism, and have taken up the call for access improvements in the supply chain. But there has been much less deep and lasting engagement with the tourism enterprises and their representative organisations in Europe to inform about and debate access issues. This has given rise to a fundamental weakness in the policy sphere, with the tourism industry perhaps feeling that its needs were being ignored, and being forced to take the role of the "villain", not delivering access quickly enough and always on the defensive.

A more productive policy approach is needed, requiring balance and inclusion of the provider's perspective. In the analysis stage of the policy cycle it is necessary to identify, analyse and illustrate how

the tourism providers can also benefit in concrete terms from engaging in accessible tourism, and policies must encourage changes which will enable the industry to move in this direction for compelling economic reasons.

The record since 1990 shows that policies for accessible tourism in Europe have been slowed or stalled in several ways:

– Without a political mandate for tourism, EU policy-makers have been unable to make decisions that are binding on the tourism sector across Europe. This has reduced the effectiveness of actions to support accessible tourism.
– Community resources could not therefore be allocated directly for sustained EU actions on tourism accessibility.
– Policy analysis and modelling for accessible tourism development has been only partial, due to a lack of appropriate market statistics and analysis at EU level.
– Good practices (e.g. at Member State, Regional or local levels) have frequently been used as reference points or examples of good practice for tourism providers to follow but these examples have only given a partial view of the tourism sector's capacity to adapt. There is no systematic approach to using good practice in enterprises as a means to inform the development of policy instruments. (ENAT has a regularly updated EU database of "Projects and Good Practices" in accessible tourism)[8].
– Consultation on accessible tourism policies has lacked an overall framework and incentives to encourage the long-term engagement of stakeholders. Industry stakeholders have been introduced to the ideas of accessible tourism in a somewhat *ad hoc* fashion, and the lack of policy follow-through after some consultations

[6] ENAT Study Report no. 2, 2008, [http//www.accessibletourism.org/?i=enat.en.reports.441].
[7] ENAT Website: http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.
[8] See: http://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.

has left certain issues (or perhaps the whole issue of accessible tourism, for some) "open" or unresolved.

– The formal committees and advisory organs on EU tourism policy lack formal and qualified representatives of disabled people and experts with in-depth knowledge of accessible tourism provisions. This perpetuates an unfortunate distance between the tourism sector and the disability community which must be bridged if there is to be progress towards finding common ground.

– Lack of agreed minimum standards for accessible tourism facilities, tourism services and customer information is a key factor inhibiting the development of common approaches to accessible tourism in Europe. Without such standards, EU countries and regions will continue to create or re-invent a multitude of idiosyncratic definitions of accessibility, which confounds rational attempts at policy-making, implementation and evaluation of accessibility measures across the EU.

During the period 1990-1997, the ENAT policy review has shown that European policies concerning the *rights of disabled people* have undoubtedly been strengthened. Disability rights policies have led to concrete implementation of laws in policy areas where Europe-wide legal authority is firmly established, such as in employment. Moreover, the recent UN Declaration on Rights of Persons with Disabilities is expected to have the effect of extending the areas in which disability rights are recognised in EU policy-making and regulation, as EU member states have committed to ratify the Declaration, with its binding consequences for governments.

Despite the "push" which may be felt by policy--makers from the rising influence of disability rights, the tourism sector has been shielded somewhat from this, due to the EU's lack of jurisdiction over tourism. Although the EU regulates certain activities closely related to tourism, e.g. transport, (by air, rail, buses and coaches, and lately maritime transport – which is under consideration), it is the member states that exert their influence over tourism policies. So far, there is no comprehensive proposal for the application of disability rights in tourism at EU level.

3. Future policy needs and targets for accessible tourism policies

The third section of the ENAT Study concerns the identification of future policy needs and targets for accessible tourism. Thirty-nine policy targets are presented based on the results of workshops, Conferences and analyses by the ENAT project team and ENAT members. The wide range of policy targets reflects, therefore, the diverse backgrounds and perspectives of the tourism industry and various stakeholders, including public sector organisations and NGOs.

ENAT's proposed policy targets are listed according to their respective areas of application, covering Economic Development, Tourism Development, Regional Development, Environment, Urban Development, Spatial Planning and Design, Public procurement, Human Rights and Social Development, Goods and Services, Consumer protection, Employment, Health, Education, Training and Research, Communications and ICTs, Culture and Transport.

Within all the above areas, *Disability Mainstreaming* is essential in order to reach the goal of accessible tourism for all. Achieving 'sector responsibility' is widely regarded as the key to disability mainstreaming. The term implies that each 'sector' of the public authorities must formulate and implement policies which include provisions for people with disabilities. This entails that services must be developed and delivered in ways that are appropriate to all users, (and all kinds of disabilities). Furthermore, where sector responsibility is practiced,

it is an established principle that where there are additional costs related to the provision of equipment or services to overcome access barriers experienced by people with disabilities, these costs should be borne by the customers or users as a whole, rather than being passed on to the customers with the disabilities.

Experience shows that public authorities typically take a considerable length of time to adjust their thinking and their processes to this approach, and they require a large body of information about the needs of disabled customers in order to meet the challenges of disability mainstreaming. Authorities also require the expertise of professionals who can advise on how to meet the defined user needs, using technical, managerial and other means. Sector responsibility typically requires both organisational change and the integration of a substantive body of knowledge about disabled people's needs and requirements. It should also be said that there is a continuing need for research of all kinds (socio--economic, humanities and technology) in order to develop and update knowledge that is relevant to the operations of each policy sector.

Table 1 | Policy tools for accessible tourism

Policy tool	Application area / target group	Effect
1. Information/references	Information needs of policy-makers	Quality assurance (QA) of policy process and content
Policy review	Information needs of policy-makers	QA
Examples of good practice	Information needs of policy-makers and enterprises	Innovation. Validation of objectives & targets
Business cases	Information needs of enterprises	Understanding the relation between accessibility measures and ROI
Statistics & finance analysis	Policy-makers	Impact assessment
Stakeholder consultations	Policy-makers	Gain all-round view, consensusbuilding
UN standard rules	Policy-makers	QA
Agenda 22 process	Police-makers	QA
UN Convention art 30.	Police-makers	QA
Universal design principles (Design-for-All)	Enterprises, suppliers	QA
2. Policy status and monitoring tools		
Open method of coordination	Member states/policymakers	Comparative analysis, target-setting, tracking performance, evaluation
Accessibility benchmarking: - baseline, targets and achievements	Stakeholders/policymakers	Comparative analysis, target-setting, tracking performance, evaluation
3. Information and marketing tools	Enterprises, customers	Engaging with the market for accessible tourism
Access auditing	Enterprises	QA of tourism services
Accessibility action plans	Enterprises	QA of tourism services
4. Standards		
Physical access standards	Enterprises, designers	QA of tourism venues
Service standards for tourism facilities	Enterprises, service partners	QA of tourism services
Research & development	Project partners	Innovation, new solutions, products and services
5. Awareness & training		
Awareness campaign/training	General public, actors and stakeholders/enterprises	Raise awareness, acquire skills, give confidence
Networking (ENAT)	All stakeholders	Raise awareness, share expertise, partnerships
6. Local & regional plans	Public authorities	
7. Regulation	Enterprises, suppliers	
Public procurement	Public authorities, enterprises	Procurement of accessible infrastructure and services
Certification of services	Enterprises	Service level compliance

The mainstreaming approach has been endorsed by the European Commission, in policies concerning disabled citizens, for example in the European Disability Strategy.[9] Mainstreaming requires that the public authorities takes up their responsibilities to initiate and coordinate actions to make their services accessible.

Whether or not the force of EU law is used to bring about the implementation of accessible tourism measures, mainstreaming disability considerations in tourism policy is the key method for ensuring that persons with disabilities have the same possibilities and access to services as those who are not disabled. The mainstreaming method for achieving equality involves thinking through and integrating the needs of disabled people in all policies and planning so that provisions for disabled persons become part of everyday practice.

Policy tools for accessible tourism development

A wide range of policy tools (or instruments) that may be used for promoting accessible tourism are referred to in the ENAT Policy Study. Essentially, each policy tool is used to solve a particular problem of policy-making. In Table 1 a list of policy tools is given. The tools are characterised according to their purpose, to whom they are mainly addressed, and their effects.

4. A road map for accessible tourism policies in Europe

Aiming to realise the vision of accessible tourism in Europe, ENAT's 'Road Map' is designed for the development of policies and the spread of good practices in all countries. It sketches a plan of what needs to be done to fulfil the stated targets in a coherent and targetted manner, starting with short term actions, within the framework of a long-term strategy.

Eight actions are foreseen to strengthen coordination and planning, to raise awareness and shape public opinion, as well as to engage the tourism sector more firmly in proposed actions.

The Road Map proposes integrated actions at EU, National, Regional, local and enterprise/SME levels, leveraging a range of EU funding programmes in order to finance the actions. As part of the Road Map, ENAT proposes to use its network to address the (2007) proposals of DG Enterprise and the European Parliament for Accessible Tourism, with actions to develop, *inter alia*, a European accessible tourism label, accessible tourism standards, and the dissemination of good practices.

This Roadmap outlines priority areas for EU and Member States' actions on accessible tourism. No fixed timeframe for implementation can reasonably be given without appropriate consultation with the relevant bodies who may engage in this plan. However, it seems reasonable to assume that a 5 to 10-year period would be necessary to achieve significant progress in all areas.

The eight actions of the Road Map are:

1. High-level policy group for accessible tourism
– Engage all relevant EU institutions, the tourism industry, specialists and consumer representatives in strategic planning and guidance for the future of European Accessible Tourism Policy.
– Mainstream accessible tourism as a primary responsibility of every public tourism authority and agency in Europe.
– Establish action plans aiming for the realisation of disability rights and competitive and sustainable development in tourism.
– Establish an Accessible Tourism Benchmarking Action for Member States, using the Open Method of Coordination, engaging national and regional tourism authorities and relevant stakeholder groups.

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[9] http//ec.europa.eu/social/main.jsp?catId=429&langId=en.

2. Awareness-raising campaign (Online/TV/EUTUBE/Press) in all EU Member States on Accessible Tourism for All, in collaboration with ENAT, European Travel Commission, European Commission and National Tourist Boards.
   – Show what consumers need and what providers can deliver in Accessible Tourism across Europe.
   – Make 'accessible tourism' visible and valued within the tourism industry and among the general public.

3. Mobilise EU funding programmes and agencies (ESF, ERDF, PROGRESS, LEONARDO 2, RTD, ENTR, SANCO, TREN, EUROFOUND, EUROSTAT…) to support projects/initiatives for accessible tourism destinations and services. Financing for example:
   – Annual tourism statistics/satellite accounts: "Accessible tourism demand and supply in EU-27".
   – EU Training Curricula for a). Tourism Managers and b). Front-line Personnel.
   – eLearning programmes and Accessible Tourism Toolkit for Enterprises.
   – Local, regional and city initiatives for accessible tourism with transnational participation.
   – Studies and development projects: e.g.
   – Impact assessment of UK Disability Discrimination Act on the UK Tourism Sector.
   – Impact assessment of EU Regulation on Rights of Disabled and Mobility Impaired Air Passengers.
   – Diversity Management toolkit for the Owners/HR Managers in Tourism.
   – ICT projects (e.g. Accessible Tourism in eInclusion Workprogramme).
   – Targetted actions for SMEs in Accessible Tourism.

4. European accessible tourism marketing
   For example:
   – Registration of accessible venues with: ww.EuropeforAll.com
   – National and City Guides support grants.
   – Creation of a Travelling "Accessible Europe" Exhibition Stand; publicity and presentations at major European and International Tourism Fairs.
   – European Airports Access Guide.
   – Cruise Europe – Access Guides to Ports and Attractions.

5. Targetted national action campaigns (EU-27) for stimulating Accessible Accessibility provisions in mainstream tourism, for example:
   – At least one wheelchair accessible room in every 4 & 5 star hotel in EU-27.
   – Adapted hire cabs (taxis) for wheelchair users in all EU cities over 250,000 inhabitants.
   – 'Disabled Access Action Plan' for top 5 National Heritage Sites in all EU-27 states (- to be continued over a second 5-year period).
   – London Olympics and Paralympics 2012. Study of 'spin-offs' for Accessible Tourism.
   – "Exchange of Good Practices in Accessible Tourism": Dissemination and take-up actions between cities, regions and countries.

6. Employment actions
   – Targeting jobs in the tourism sector for people with disabilities: analysis of job profiles, requirements, recruitment.
   – Return-to-work measures to support long-term ill and disabled staff in the tourism industries.

7. Targetted actions to create a knowledge base and actions for "specialised" accessible tourism offers for severely disabled visitors.

8. ENAT-led actions: building the accessible tourism network for sharing experiences and enhancing knowledge.
   – ENAT "Code of Good Conduct" label for tourism enterprises (ENAT members).
   – CEN Workshop Agreement: "Consensus Document on Standards for Accessible Tourism Services".
   – Proposal for an audited European Label for Accessible Tourism (following on from the CEN workshop).

– ENAT International Congress on Accessible Tourism for All: 2008, 2010, 2012…(various venues in the EU).

The above objectives actions can certainly not be achieved without wide cooperation, as in many areas the actions require leadership by EU institutions, Member States, Regional or Municipal levels or among players in the tourism industry. Partnership between all actors and stakeholders, based on common interest must drive future activities.

With a view to ensuring the best possible *vertical coordination* of actions under this Road Map, special attention should be paid to the composition of working groups, committees and projects, with representatives from different levels of authority and action, working together wherever possible. The formal competences of representatives and their informal networking capabilities should be employed to move the actions forward, gather information and disseminate results at all levels.

ENAT's proposed Road Map is intended as a framework for a new pact between the political and representative institutions and stakeholders for concerted actions on accessible tourism in Europe. Future actions must be *bolder, more concrete and better coordinated* than those of the past, in order to bring about a critical mass of activities involving member states, regions and cities, enterprises, NGOs and citizens.