



NEW COMPETENCIES FOR ACCESSIBLE TOURISM IN V4 COUNTRIES
NOWE KOMPETENCJE W DOSTĘPIE DO TURYSTYKI W KRAJACH V4

TRAINING MODULE FOR EMPLOYEES
OF CULTURAL INFORMATION SECTOR

Target Groups and Common Barriers

Organizers of the most events should take in account its suitability for social tourism. It is defined as tourism available to all. Traveling of persons with disabilities is one of the main goal of social tourism but in general it allows for as many people who are disadvantaged in some way. At the same time provides the opportunity to enrich their knowledge, promotes their integration into society and the development of their personality.

The target groups of social tourism are in addition to **persons with disabilities**, **families with children** and **low-income families**, as well as **youth** and **seniors**. The group of customers of accessible tourism also include **pregnant women**, people of **small stature** or **excessive**, persons with **communication disorders**, people with **bulky luggage**, people with **acute** or **chronic disease** (eg. Travel sickness) and those with **acute trauma** that **prevents movement**.

Taking into account people with disabilities, older people, pregnant women, families with young children and those who have other functional, health or mobility limitations, it is clear that some 30 to 40 % of all Europeans would benefit greatly from improved accessibility in tourist facilities and services. However, only a very small percentage of the industry addresses the market for accessible tourism. From a survey of Member States of the European Union it has been estimated that only a very limited proportion of facilities are accessible for people who use wheelchairs:

- 1,5% of restaurants & catering facilities,
- 6,5% of accommodation establishments,
- 11,3% of attractions.

It appears that while the market potential is very high, the tourism industry as a whole is lagging far behind in terms of matching its services to customers' access demands.

Who are the target consumers for accessible tourism services? As stated before: it is clear that older people and (most severely) disabled persons face the biggest barriers regarding accessibility. Therefore they are groups that can benefit most from accessible tourism.

However, as stated previously, the total group that will actually benefit from accessible tourism is a lot larger compared to the number of people with a disability. **People of all ages and abilities can benefit from accessible tourism:** small children benefit from being able to reach things that are placed within reach of wheelchair users, both children and visitors who don't speak the local language benefit from the use of pictograms and clear information and signs. Even visitors who are in a hurry or may have forgotten their glasses can benefit from good signage. Improvement of the accessibility in tourism will therefore improve the quality and comfort of all travellers, visitors and guests.

Last but certainly not least, it is important to mention that the target group of accessible tourism isn't limited to tourists with and without disabilities, but includes also people working within the tourism sector, policy makers, etc. It is clear that efforts to improve accessibility of hotels, transport, travel agencies, etc. aren't only for the benefit of tourists. Another important economic aspect (besides from the higher market segment attracted) is the creation of new employment opportunities for people with disabilities.

We can simplify target group by narrowing target group into two main subjects:

- a) people with a disability,
- b) olderpeople.

Although a rest of target group will benefits from a fully accessible environment. In particular we will focus on the diversity of these target groups and the ways in which they benefit from accessibility measures.

a) People with a disability

The group of people with disability is very diverse and includes people with motor impairments as well as people with visual or hearing impairments, people with mental disabilities as well as persons with respiration problems or allergy, each with his or her own needs. Fourmaingroups of impairmentscan be defined:

- Mobilityimpairments: 37%
- Mental/intellectualimpairments: 9,7%
- Sensory/communicationimpairments: 7,0%
- Hiddenimpairments: 46,3%

Disability also has a high correlation with age: elderly people can achieve a mixture of impairments due to age. Studies indicate that over 80 million people in Europe are disabled (15% of whole population). In Czech Republic the highest number of persons with disabilities occurred in the age groups 60-74 and 75+ years, while their share in the total number of disabled persons stood at 58.6%. Relatively strong was represented age group 45-59 years (19.2%).

When comparing the results of two main studies carried out in Czech Republic so far revealed that differ both in the structure of age and gender. If we compare the differential values percentage points, then males increased only in the age groups under 29 years, while in other age groups declined. For women, the increase was observed only in the age groups up to 44 years and 75+, in other age groups (45-59, 60-74 years) was decreasing. In terms of total number of persons with disabilities were recorded increases in the age groups under 29 and

75+. In other age groups (45-59, 60-74 years) were detected decreases. In the age group 30-44 years, there were no differences.

b) Older people

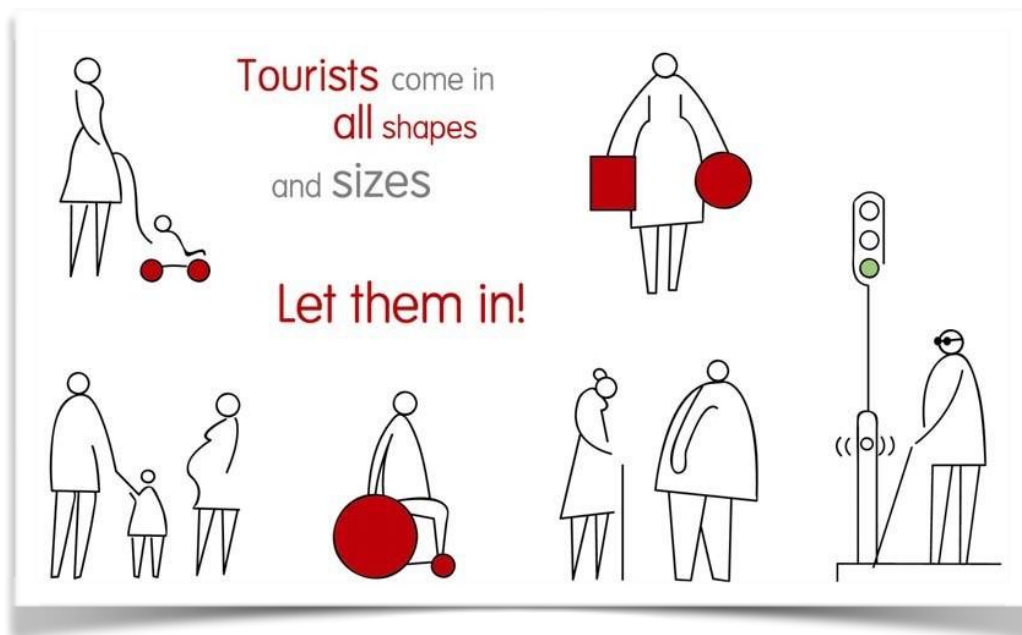
Disability has a high correlation with age: older people can acquire a mixture of impairments due to age. Although most of old persons will not label themselves as disabled, they will benefit from improved access. The proportion of the older people in the populations of developed countries is rising dramatically.

This increase of the ageing population is predicted worldwide. Factors explaining this growth are threefold: the baby-boom generation of 1945 to 1965 reached 65+ in 2010, the decrease of the fertility rates since 1965 and the increasing life expectancy at older ages. We can assume that by year 2040 there will be 30% of population in Europe 65+.

Accessible Tourism

Tourism is one of the fastest growing industry that has an impact on the world economy, and not only contributes to higher GDP, but also to creating jobs. Traveling has become an inseparable part of our lives. Tourism affects economic changes in lifestyle, which need to be addressed. It is important to adapt supply trends in the tourism market. There are changes in society and its attitudes and relationships to part of population with disability. The purpose of Accessible tourism is to see disabled people as equal and incorporate them into the activities of everyday life. We have to mention that people with disabilities are becoming a large group of potential customers.

According to the Czech Statistical Office in 2013 lived in the Czech Republic about 1,077,673 persons with disabilities, which is every tenth citizen. But traveling for them is quite difficult. The biggest obstacle is transportation (both air and the bus). It is difficult to find suitable accommodation with facilities to match. Despite the large number of disabled persons primarily on traveling without barriers specializes only a fraction of businesses.



It is not issue only in Czech Republic but is it global problem. The world population of around 700 million people with disabilities. Most disabled people live in Palestine and Israel. In Europe the number of disabled people includes about 80 million which is about 15% of the total population. In each country people with disabilities make up 15-20% of the total population. People with disabilities are faced with high unemployment. Up to 80% of people with disabilities in Europe does not work because a large part of the population struggling with poverty. Over 80% of people with disabilities live in developing countries. According to World Bank estimates 20% of the poorest in the world are people with a disability. Poverty does not avoid those 20% living in developed countries. The greatest proportion of disabled people in Finland and the UK. The smallest percentage of disabled persons living in Italy and Spain.

Workshop structure – 16 h

As was mentioned above organizers of the most events should take in account its suitability for social tourism. However, only a very small percentage of the industry addresses the market for accessible tourism. From a survey of Member States of the European Union it has been estimated that only a very limited proportion of facilities are accessible for people who use wheelchairs: 1,5% of restaurants & catering facilities, 6,5% of accommodation establishments and 11,3% of attractions. It appears that while the market potential is very high, the tourism industry as a whole is lagging far behind in terms of matching its services to customers' access demands.

Today, the majority of hotels, transportation facilities and tourist sites are not physically accessible for many people with disabilities and older persons. In addition, accurate (and accessible) information about the access characteristics of destinations and venues is lacking. In general, it is also rare for personnel at tourist venues to be trained in how to “meet and greet” people with a disability.

In following text we will focus on the main point which are crucial for effective communication with target group during event marketing. We will use social marketing approach with emphasis on SMART method goal formulation.

Social marketing approach (steps)

1) Consumer research (analysis of the environment)

Know your customers – put them at the centre of every program decision you make. Social marketing begins and ends with your customer / target audience. Talk to them to understand their needs, knowledge, beliefs, and attitudes along with the social context in which they live.

2) Application of segmentation rules (targeting)

Understand behavior and then target - understand your target audience's current behaviour and key influences on it. It's about action - increasing awareness, shifting attitudes, and strengthening knowledge is valuable only if it leads to action. Be clear in what you want your target audience to do. Then you divide them to segment and communicate with them more effectively. Target your events to key audiences.

3) Sets of objectives (goals)

One of the most effective tools used to creating your goals is SMART method. According to it your goals should be Specific, Measurable, Attainable, Relevant, and Time-based. You should reach your goals — realistically and consistently. Learning how to set SMART goals can make the difference between failure and achievement.

A. Specific

- Make your goal **focused and well-defined**. A specific goal has a much greater chance of being accomplished than a general goal.
- **When setting your goal, make sure you can answer the 6 "W" questions:** Who, What, When, Where, Which, and Why. The more specific a goal is, the more you can find ways of reaching your target. Ask questions such as:
 - Who is involved?
 - What do I want to accomplish?
 - Where will this happen? Identify a location.
 - When will this happen? Establish a time frame.
 - Which requirements and restraints will be part of the process? Identify them.
 - Why am I setting this goal? Jot down the specific reasons and benefits of accomplishing this goal.
- **Know the difference between a specific goal and a vague goal.**

B. Measurable • Have a concrete set of criteria for measuring progress

- Ask questions such as:
 - Who is involved?
 - How much?
 - How many?

- How will I know when it is accomplished?
- What is at the finish line? [1]
- **Set a daily reminder** to track and measure your progress - Keep a journal, put up a whiteboard at the office, use your smartphone to download a tracking app — these are all tangible ways to track your development.

C. Attainable

- **Draft realistic goals.** Based on the present restrictions such as your schedule, workload, and knowledge, do you believe you can attain the objective you set? If not, then set a different goal, one that is attainable for you in the present.
- Ask yourself the following questions:
 - Are you prepared to make the commitment to reach your target?
 - Are you willing to dramatically alter or at least tweak aspects your life?
 - Is there a more achievable target you are willing to to work for?

D. Relevant

- **Make the goal relevant to your life's reality.**
- **Set goals that are realistic** - set a goal you have a realistic chance of achieving.

E. Time-based

- **Ground the goal within a TIME FRAME**
 - **SMART goals should be time-bound, meaning they should have a deadline or there should be a date for completion.** Setting a deadline reinforces the seriousness of the goal in your mind. It motivates you to take action. When you don't set a timeline, there is no internal pressure to accomplish the goal.
 - **Have a sense of urgency** - if you anchor goal within a timeframe, then you've set your mind into motion to begin working on the goal.
 - Within your established time frame, ask yourself:
 - What can I do TODAY to reach my goal?
 - What can I do 3 weeks from now to reach my goal?
 - What can I do 3 months from now to reach my goal?

4) Application of 4P (product, price, place, promotion-communication)

- Product - identifying the needs and interest of consumers
- Place - making sure the product is easily accessible and available for sale
- Price - developing products (destinations) at a price that the market will find attractive
- Promotion - informing the market about the products

When marketing a destination or event it is important to consider the following:

Know Your Target Market

- not everyone is looking for the same thing in a destination and therefore you cannot meet the needs of everyone
- consider the destination and select a target audience that would be best suited for the destination (type of traveller)
- target audiences should be considered based on a variety of attributes such as location of travel, income level, demographics, cultural characteristics, interest and lifestyle

Shape Tourists' Wants

- the key to marketing is to convince people they want to travel to your destination
- identify push and pull factors and use these to promote the destination

Package Tourism

- easy way to get attention in the marketplace
- often combine key factors for the consumer (transportation, accommodation, attractions)
- this benefits both the traveler and the tourism industry members
- widens the exposure and consumer base.

5) Evaluation

No marketing process, even the most carefully developed, is guaranteed to result in maximum benefit for a company. In addition, because every market is changing constantly, a strategy that is effective today may not be effective in the future. It is important to evaluate a marketing program periodically to be sure that it is achieving its objectives. There are four types of marketing control, each of which has a different purpose: annual-plan control, profitability control, efficiency control, and strategic control.

- **Annual-plan control** - The basis of annual-plan control is managerial objectives—that is to say, specific goals, such as sale and profitability, that are established on a monthly or quarterly basis. Organizations use five tools to monitor plan performance: sales analysis, market-share analysis, marketing expense-to-sales analysis, financial analysis, customer satisfaction.
- **Profitability control** - Profitability control and efficiency control allow a company to closely monitor its sales, profits, and expenditures. Profitability control demonstrates the relative profit-earning capacity of a company's different products and consumer groups. Companies are frequently surprised to find that a small percentage of their products and customers contribute to a large percentage of their profits. This knowledge helps a company allocate its resources and effort.

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- **Efficiency control** - Efficiency control involves micro-level analysis of the various elements of the marketing mix, including sales force, advertising, sales promotion, and distribution. For example, to understand its sales-force efficiency, a company may keep track of how many sales calls a representative makes each day, how long each call lasts, and how much each call costs and generates in revenue. This type of analysis highlights areas in which companies can manage their marketing efforts in a more productive and cost-effective manner.
 - **Strategic control** - Strategic control processes allow managers to evaluate a company's marketing program from a critical long-term perspective. This involves a detailed and objective analysis of a company's organization and its ability to maximize its strengths and market opportunities. Companies can use two types of strategic control tools. The first, which a company uses to evaluate itself, is called a marketing-effectiveness rating review. In order to rate its own marketing effectiveness, a company examines its customer philosophy, the adequacy of its marketing information, and the efficiency of its marketing operations. It will also closely evaluate the strength of its marketing strategy and the integration of its marketing tactics.

Methodology and Summary

In a planning marketing event in accessible friendly environment we can take into account several models of education methods.

- **Collective Education** - The individual takes the back seat when it comes to the idea of collectivist education. Students learn in groups and more importantly with each other better and more effectively than alone. This doesn't mean that we disregard the individual online learner, but it means that the online learner will learn better when exposed to a group of learners with similar interests who can offer insight and questioning into the process of learning any particular subject.
- **Flexible Learning** - With the personalized education, the value of flexible learning needs to be addressed. Flexible learning offers students choices, convenience, and a personal approach to learning any given subject. Because we are individuals, learning and teaching should entail some form of flexibility within the realm of standardization.
- **Coaching and mentoring** are excellent strategies that can promote and facilitate professional development. Here you will find a range of resources that supports the coaching and mentoring process for individuals, groups or schools
- **Learning Through Doing** - Educators face a number of challenges to prepare their students to excel in a complex and rapidly changing world. Innovative approaches will be required, and teachers, leaders and schools will be leaders in designing these new

approaches. It will therefore be imperative that they are able to design, test and improve their innovations effectively. This is not a new responsibility for educators. Inspirational educators have improved their students learning by coming up with new ideas, turning those ideas into practices, evaluating those practices and then spreading what works to their colleagues (a process is known as prototyping in sectors involving the design of new products). Unfortunately, a lot of great ideas and innovations fail not because of a lack of quality or because of their intended changes are wrong, but because of how they are implemented.

Design Thinking is a process that systemizes the prototyping of ideas and practices to solve problems. By taking a structured approach to the creation of ideas and implementation of practices, it maximizes the chances of success. Design thinking involves basing new ideas and practices on, which are based on evidence and other successful ideas. These ideas are refined and converted into practices, which are then rigorously tested to determine their efficacy. When a practice is determined to be effective, it is scaled to enhance its impact. Schools (and marketers) benefit from design thinking as it facilitates a collaborative approach to solve the complex problems they face. By organizing the implementation of new ideas in a disciplined way, it saves time and makes changes more likely to be successful. This ultimately improves teacher practice and student outcomes.



In this paper we stress out importance of accessible tourism, its actual state in Czech Republic and also in global point of view. Target group was identified and described. It was pointed out what is crucial in communication with target group and what should be the main points in event organization background (event marketing). Social marketing approach with emphasis on SMART method goal formulation was used to clarify process of creating effective communication with target group.