Report of competence needs and training programmes

Final version of 30/09/2019

Deliverable number D 3.2.2

Project Acronym: TOURISM4ALL

Project ID Number: 10047361

Project Title: Development of a cross-border network for the promotion of the accessible tourism destinations

Priority Axis: 3 Environment And Cultural Heritage

Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

Work Package Number: 3

Work Package Title: Common methodology, capacity building and competences growth in the accessible tourism sector

Activity Number: 3.2

Activity Title: Mapping and assessment of competence needs of tourism operators

Partner in Charge: Irecoop Veneto, Odòs, Aspira

Partners involved: All partners

Status: Final

Distribution: Public

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WP 3.2 – Mapping and assessment of competence needs of tourism operators

Project overall objective

Outputs and results transferability.

The project envisages:
- drawing up guidelines on methods and approaches for the development of accessible tourism (WP3.1, WP4.4).
- drawing up **accessibility training-modules for tourism-service providers**, including a skills catalogue that will be used to raise awareness of tourism-training certification schemes among regional policy-makers so that they can be adopted as an established part of life-long training courses (**WP3.2**, 3.4).

WP 3. Common methodology, capacity building and competences growth in the accessible tourism sector

Description

Through WP3, activities will be focused on:
- sharing a common approach methodology on accessible tourism.
- sharing a governance model of local partnerships for managing accessible tourist destinations.
- identifying a catalog of skill needs for an action aimed to improve skills on accessibility issues for public and private operators in the tourism industry.

WP3 - Development of a common methodology, capacity building and competences growth for the implementation of crossborder	start date	end date	M01-02	M003-08	M09-14	M15-20	M21-26	M27-30
			nov 18-dic 18	gen 19-giu 19	lug 19-dic 19	gen 20-giu 20	lug 20-dic 20	gen 21-apr 21
WP3.1 Assessment and development of a common methodology approach on accessible tourism through networking and knowledge sharing among partners	15/11/2018	15/03/2019						
WP3.2 Mapping and assessment of competence needs of tourism operators (firms and other organization in the tourism sector or that manage touristic destinations, such as museums, social services, etc.)	15/04/2019	15/11/2019						
WP3.3 Capacity building and development of Models of governance of the services for the accessible tourism (local partnership development for the provision of such services and local dissemination activities),	15/04/2019	15/10/2019						
WP3.4 Development of specific skills on the management of services improving the accessibility for tourists with special needs	15/04/2019	15/10/2020			PP6 (Padova) + PP9 (Ancona) train the trainer	PP4 (Sibenik) +4 PP(Delta 2000) + PP12 (Buje) joint study visit + LOCAL TRAINING	PP4 (Sibenik) +4 PP(Delta 2000) + PP12 (Buje) joint study visit + LOCAL TRAINING	

WP 3.2 - Mapping and assessment of competence needs of tourism operators

Description:

The PP6, with the collaboration of PP9 and PP11, will define the model, the online questionnaire and its usage guide that will be the subject of joint translation and joint training before being used on a local basis by each partner.

The activity is coordinated by a "technical committee" : PP6, PP9 and PP11.

The WP3L (PP5) co-ordinates partners in each business by ensuring networking between partners and harmonizing in deliverables.

Each PP will actively participate in the production of deliverables for the part of its territorial competence.

Activity deliverables:

➢ 1 report of competence needs and training programs in the sector of the accessible tourism. Through the analysis of WP3.1 the various intervention areas that contribute to improving accessibility (architectural barriers, reception services for all "accommodation" facilities, accessibility services for cultural and natural contents , Food intolerances and allergies, etc.) will be identified and therefore the different types of skills will be developed and target groups involved (SMEs in the tourism sector, cultural operators and naturalistic sites, etc.). [PP6, PP9, PP11 and PPs]

➢ At least 100 questionnaires gathered from SMEs and stakeholders by the PPs. The involvement of SMEs and stakeholders through the use of questionnaires collected by PP will help the analysis of the need of skill development. [PPs]

Survey

References:
European Commission Internal Market, Industry, Entrepreneurship and SMEs.

"Mapping skills and training needs to improve accessibility in tourism services".

This document is the final report of the study regarding "Mapping of Skills and Training needs to improve accessible tourism services".
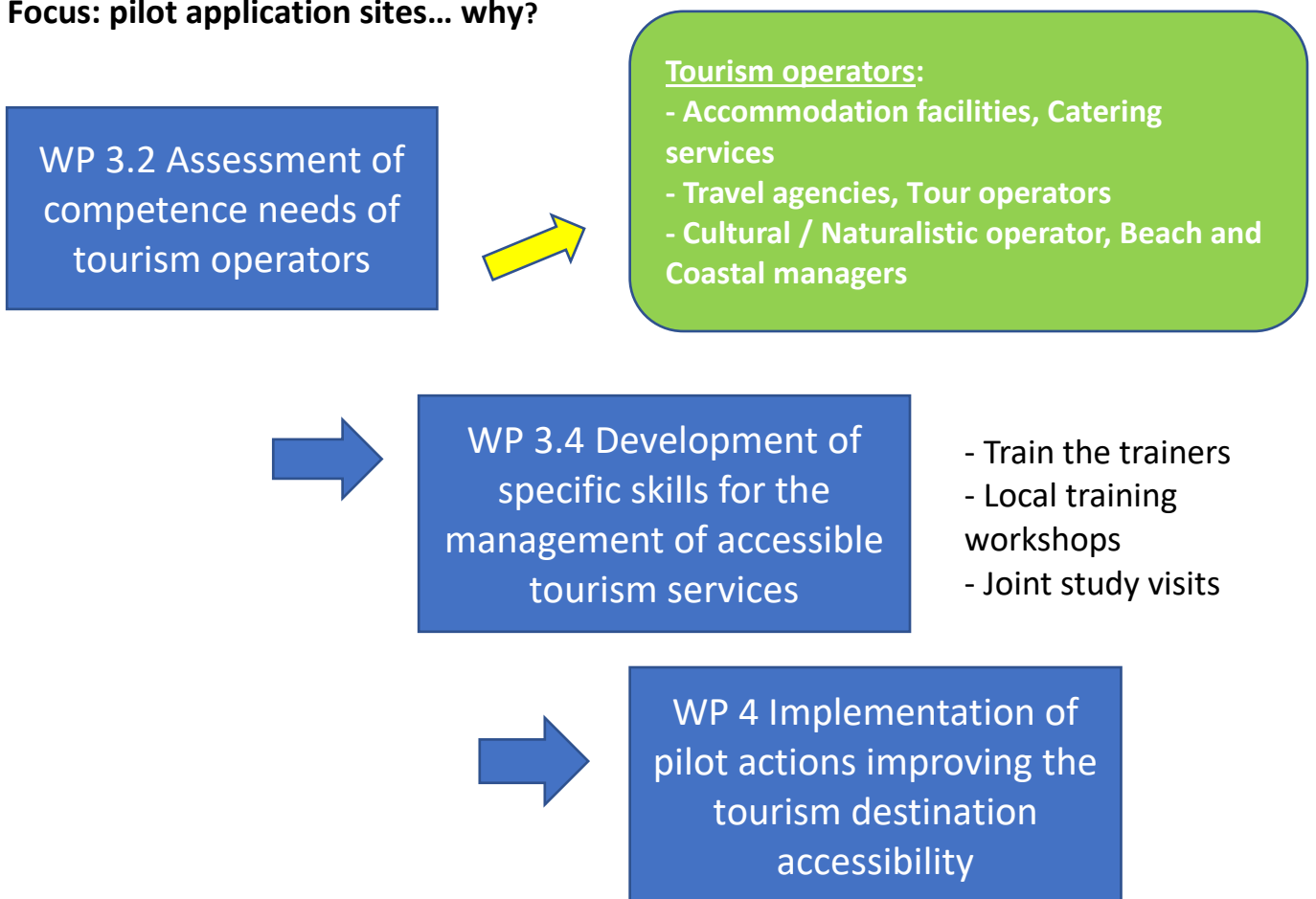
https://ec.europa.eu/growth/tools-databases/vto/content/mapping-skills-and-training-needs-improve-accessibility-tourism-services
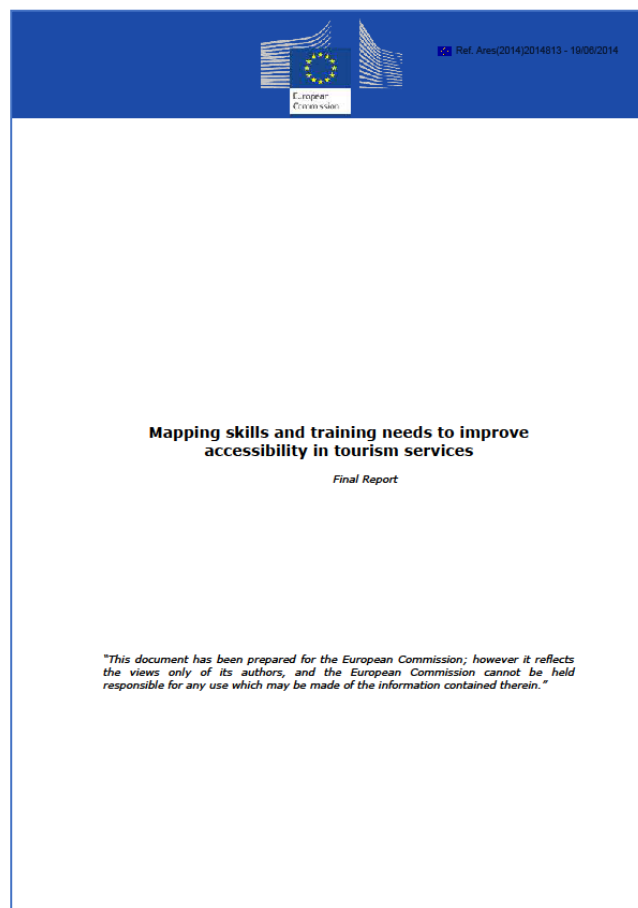
Objective:

- Mapping the knowledge and perception of the accessible tourism market in general (definition, advantages, barriers, ...).
- Assessing the perception of the accessible tourism market on the pilot site (experiences, advantages, barriers, ...).
- Mapping the training needs in the field of accessible tourism for tourist operators of pilot application sites.
- Mapping the interest in participating in training activities on accessible tourism.

Focus: pilot application sites… why?

WP 3.2 Assessment of competence needs of tourism operators

Tourism operators:
- **Accommodation facilities, Catering services**
- **Travel agencies, Tour operators**
- **Cultural / Naturalistic operator, Beach and Coastal managers**

WP 3.4 Development of specific skills for the management of accessible tourism services

- Train the trainers
- Local training workshops
- Joint study visits

WP 4 Implementation of pilot actions improving the tourism destination accessibility

Target:

- ➢ **Members and representative of *stakeholder local group*:**

  - • Authorities *(Municipality, Local Authorities, Local Development Agencies, Chamber on Commerce, Authorities that are responsible of the destination management involved in WP4/WP5 investment)*

  - • Business associations

  - • Organizations representing People with Disabilities (PwD) or Elderly People

  - • Tourism organizations & operators *(Regional Tourism Agency, Local Tourism Office, Tourism Consortium, Tourism operators / Travel Agencies (incoming agencies, Hotels / Camping associations / Tourism Business association, etc.)*

  - • Educational Institutions and Cultural institutions

Number of surveys to be filled in: 100 (total).

Mapping methodology: on line survey + hard copy to be filled in during the local stakeholder group meeting.

Timing & Output:

Timing:

- ➢ Collection period: June 2019 – November 2019

- ➢ Report: November 2019

Output:

- ➢ Questionnaire (IT, HR, ENG)

- ➢ Questionnaire usage guide (IT, HR, ENG)

- ➢ Report (IT, HR, ENG)

Questionnaire

Structure:

1. Presentation (project aims, objective of the survey, how to fill in the questionnaire, ...)

2. "Accessible tourism" in general

3. Accessible tourism in the pilot sites

4. Training needs of local tourism operators

5. Interest in participating in training activities on accessible tourism

6. Respondent socio-demographic data

SURVEY PARTICIPANTS (n=131)

Localization (n=131)

50,4%%   49,6%%

■ Croatia ■ Italy
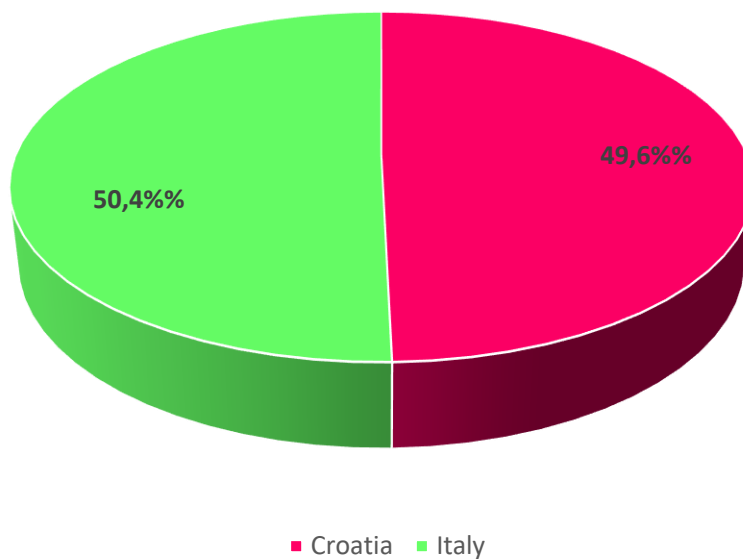
Organization legal nature (n=131)

- Private
- Public

33,6%

66,4%
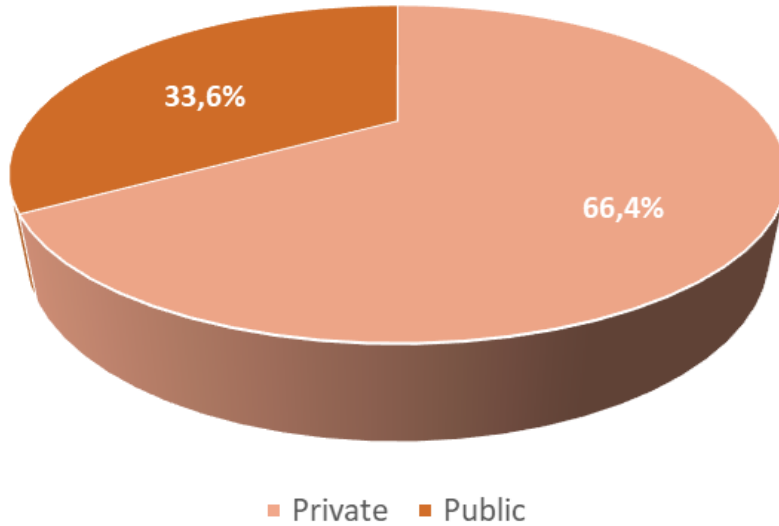
TYPE OF ORGANIZATION (N=129)

Association of People with Disabilities or Elderly People
8,5%

Business organization
7,0%

Cultural institution
6,2%

Institution/Authority
12,4%

Tourism organization & operator
51,9%

Training & Educational organization
5,4%

Other
8,5%
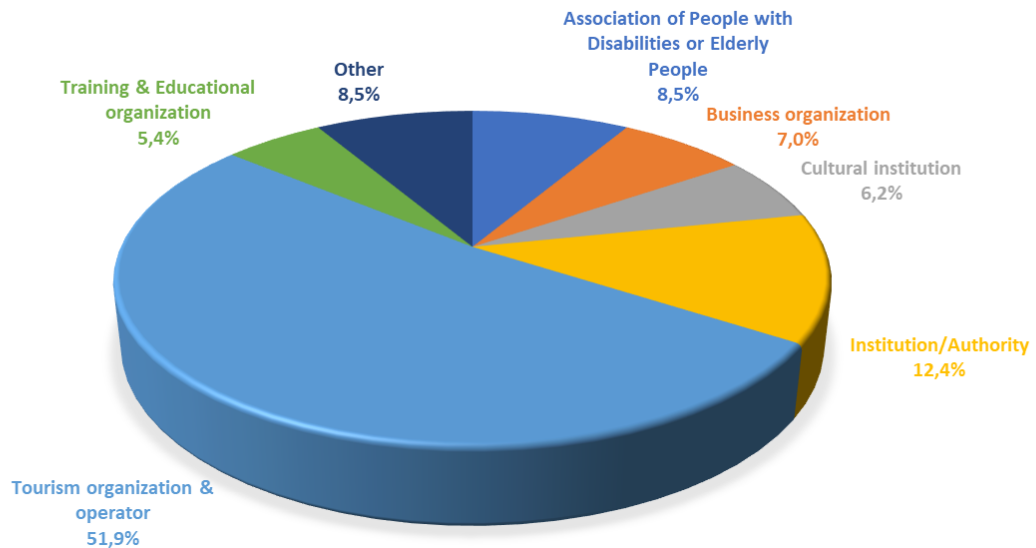
YEARS OF EXPERIENCE IN THE TOURISM SECTOR (N=128)

			37,4%
	28,2%		
		17,6%	13,7%
0,8%			
LESS THAN 1	1-5	6-10	11-15	MORE THAN 15

			10 Institutions/Authority
131 participants	**65 CROATIA (49,6%)**	33 Public (50,8%)	6 Tourism Organizations
			5 Cultural Institutions
			3 Associations of PwD or Elderly People
			3 Business Organizations
			2 Training and Educational organizations
			4 Other

		32 Private (49,2%)	25 Tourism Organizations & Operator
			1 Cultural Institutions
			3 Associations of PwD or Elderly People
			2 Business Organizations
			1 Other
	66 ITALY (50,4%)	10 Public (15,2 %)	5 Institutions/Authority
			3 Training and Educational organizations
			1 Tourism Organizations
			1 Cultural Institutions
		56 Private (84,8%)	35 Tourism Organizations
			5 Associations of PwD or Elderly People
			4 Business Organizations
			2 Training and Educational organizations
			1 Cultural Institutions
			1 Institutions/Authority
			10 Other

Accessible tourism in general

What are the first three words you associate with the expression "accessible tourism"?

Who do you think "accessible tourism" is for? (n=131)
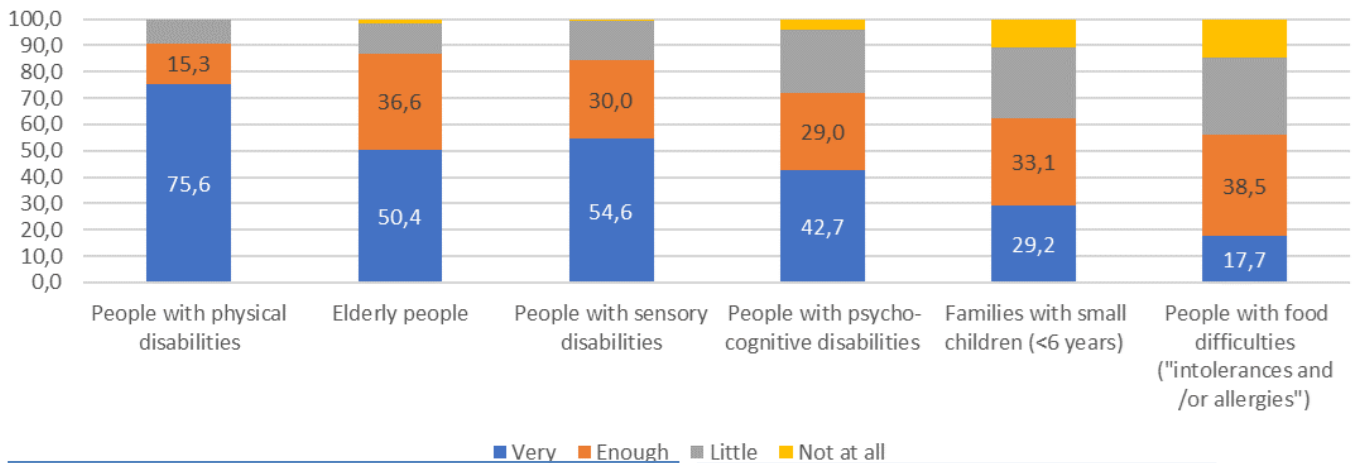
	Very	Enough	Little	Not at all
People with physical disabilities	75,6	15,3		
Elderly people	50,4	36,6		
People with sensory disabilities	54,6	30,0		
People with psycho-cognitive disabilities	42,7	29,0		
Families with small children (<6 years)	29,2	33,1		
People with food difficulties ("intolerances and /or allergies")	17,7	38,5		

There is no complete and homogeneous view of all of the potential targets of accessible tourism

Italian stakeholders reviews tend to be more positive than the Croatian ones

How the following stages of the tourists' journey can represent a problem for those with special needs / with a need for accessible tourism (in general)? (n=131)
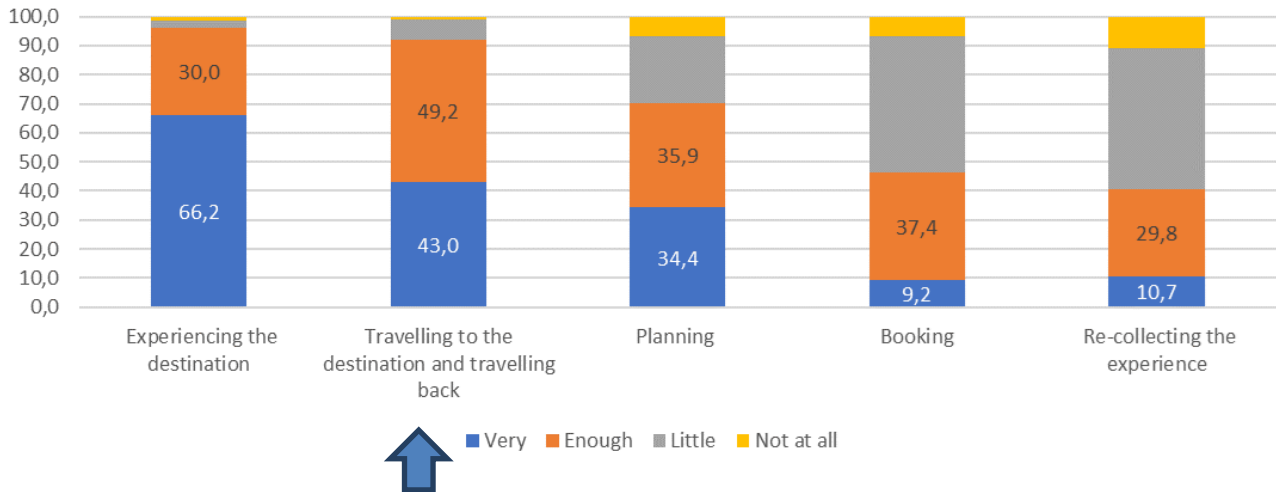
Perceived as most critical by Croatian stakeholders (Croatia= 57,8%, Italy=28,1%)

How "accessible tourism" can be an opportunity for tourism operators and organizations (in general) in: (n=131)
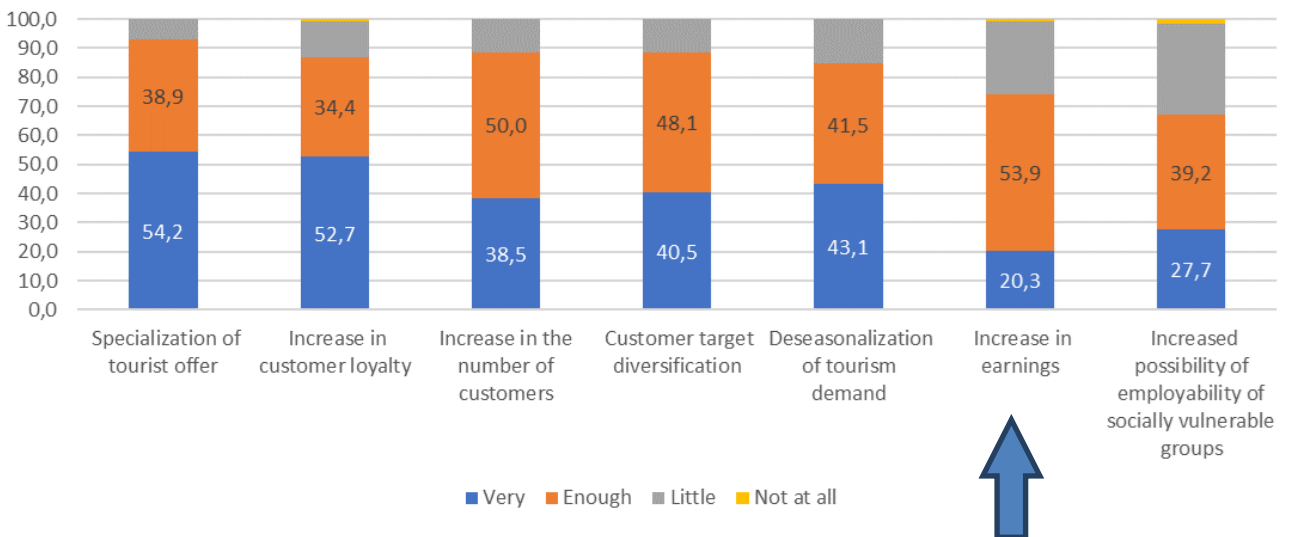
Less perception of earning opportunities despite a general sharing of opportunities

How the following elements can represent an obstacle in trying to deal with "accessible tourism" for tourism operators and organizations (in general)? (n=131)
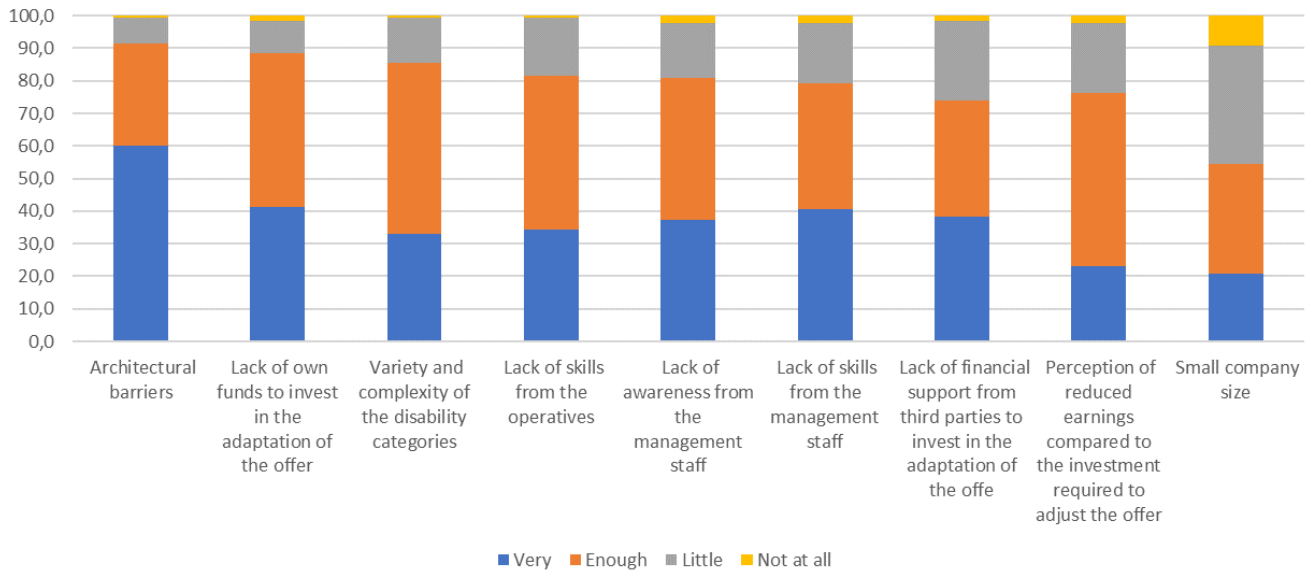
There are many obstacles: an integrated and organic approach is needed

C. ACCESSIBLE TOURISM IN THE PILOT SITES

Percentage of questionnaire for each pilot site (n=121)
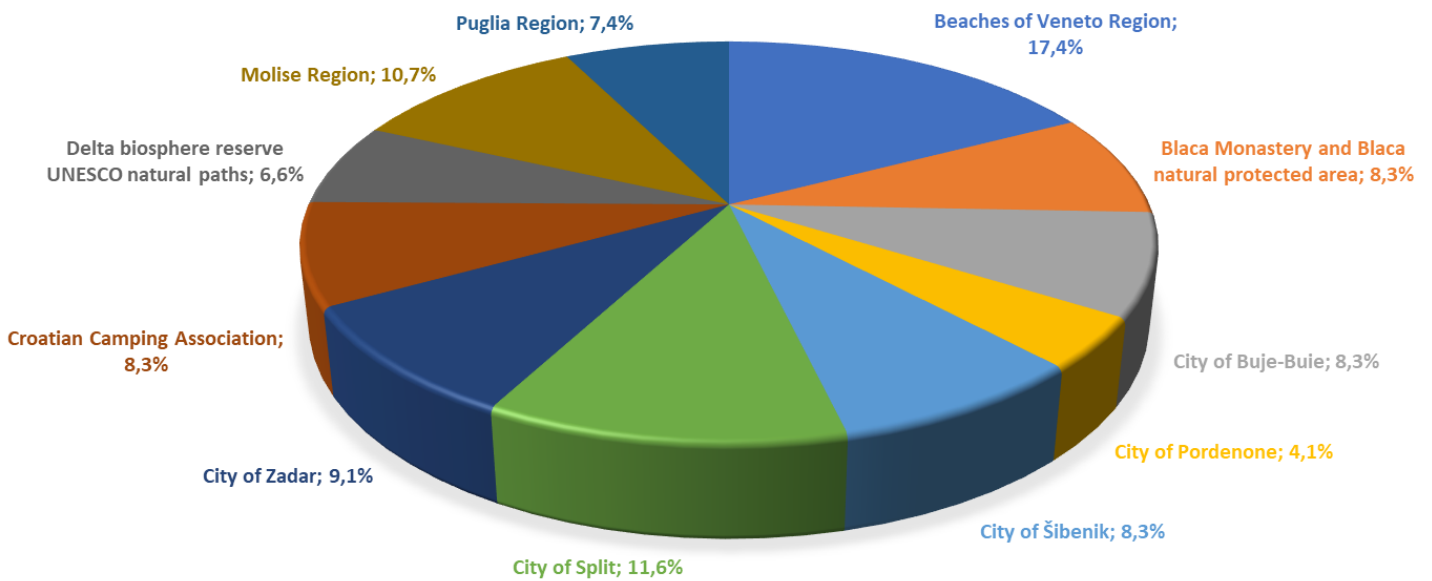
Puglia Region; 7,4%
Molise Region; 10,7%
Delta biosphere reserve UNESCO natural paths; 6,6%
Croatian Camping Association; 8,3%
City of Zadar; 9,1%
City of Split; 11,6%
City of Šibenik; 8,3%
City of Pordenone; 4,1%
City of Buje-Buie; 8,3%
Blaca Monastery and Blaca natural protected area; 8,3%
Beaches of Veneto Region; 17,4%

Percentages of stakeholders declaring to have made experiences on the theme of accessible tourism over the last 5 years (n=120)

Site	Percentage
Beaches of Veneto Region	95,2%
Delta biosphere reserve UNESCO natural paths	71,4%
Molise Region	50,0%
City of Pordenone	40,0%
Puglia Region	33,3%
City of Split	64,3%
Blaca Monastery and Blaca natural protected area	60,0%
City of Šibenik	50,0%
Croatian Camping Association	50,0%
City of Zadar	27,3%
City of Buje-Buie	20,0%
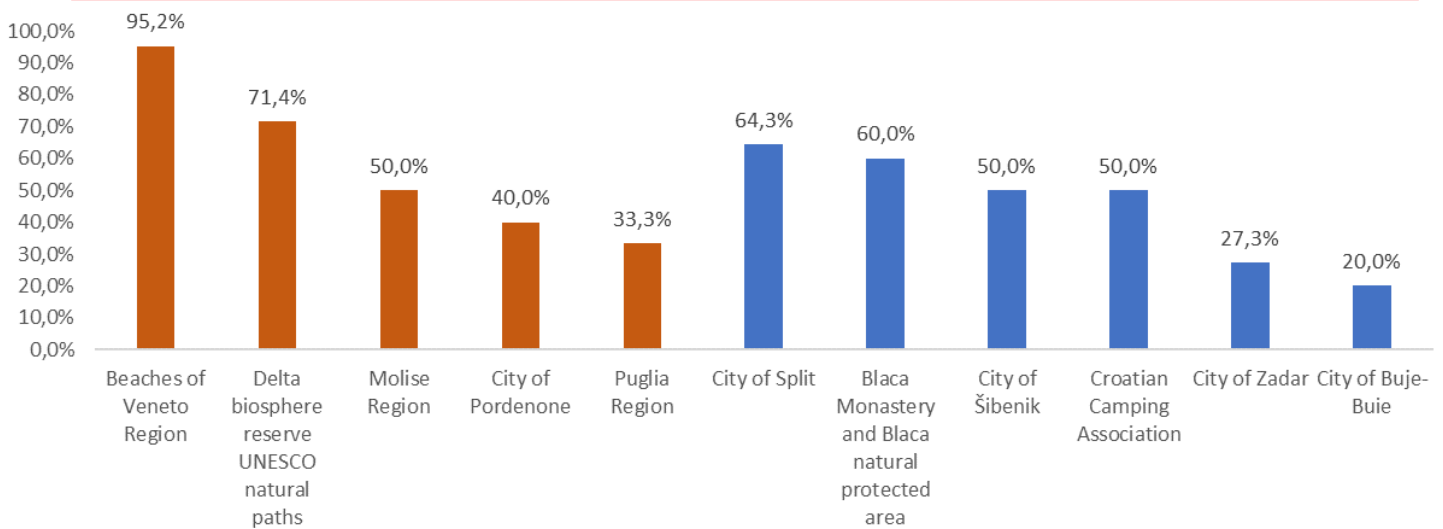
Percentages of stakeholders declaring to have made experiences on the theme of accessible tourism over the last 5 years – broken down by target category (n=64)

	People with sensory disabilities (Blind / Visually Impaired)	People with sensory disabilities (Deaf / hearing impaired)	People with physical disabilities	People with psycho-cognitive disabilities	Elderly people	Families with small children	People with food difficulties
Beaches of Veneto Region	50,0%	60,0%	100,0%	70,0%	90,0%	75,0%	90,0%
Delta biosphere reserve UNESCO natural paths	40,0%	20,0%	100,0%	40,0%	40,0%	60,0%	40,0%
City of Pordenone	100,0%	50,0%	100,0%	50,0%	100,0%	50,0%	50,0%
Molise Region	66,7%	0,0%	100,0%	16,7%	66,7%	66,7%	66,7%
Puglia Region	100,0%	66,7%	100,0%	66,7%	33,3%	66,7%	66,7%
TOTAL	55,3%	42,1%	100,0%	55,3%	76,3%	71,1%	76,3%

	People with sensory disabilities (Blind / Visually Impaired)	People with sensory disabilities (Deaf / hearing impaired)	People with physical disabilities	People with psycho-cognitive disabilities	Elderly people	Families with small children	People with food difficulties
Blaca Monastery and Blaca natural protected area	37,5%	25,0%	66,7%	62,5%	77,8%	77,8%	77,8%
City of Buje-Buie	33,3%	33,3%	66,7%	40,0%	66,7%	66,7%	50,0%
City of Šibenik	100,0%	100,0%	80,0%	40,0%	60,0%	75,0%	80,0%
City of Split	60,0%	50,0%	70,0%	55,6%	80,0%	60,0%	70,0%
City of Zadar	75,0%	33,3%	66,7%	33,3%	0,0%	0,0%	0,0%

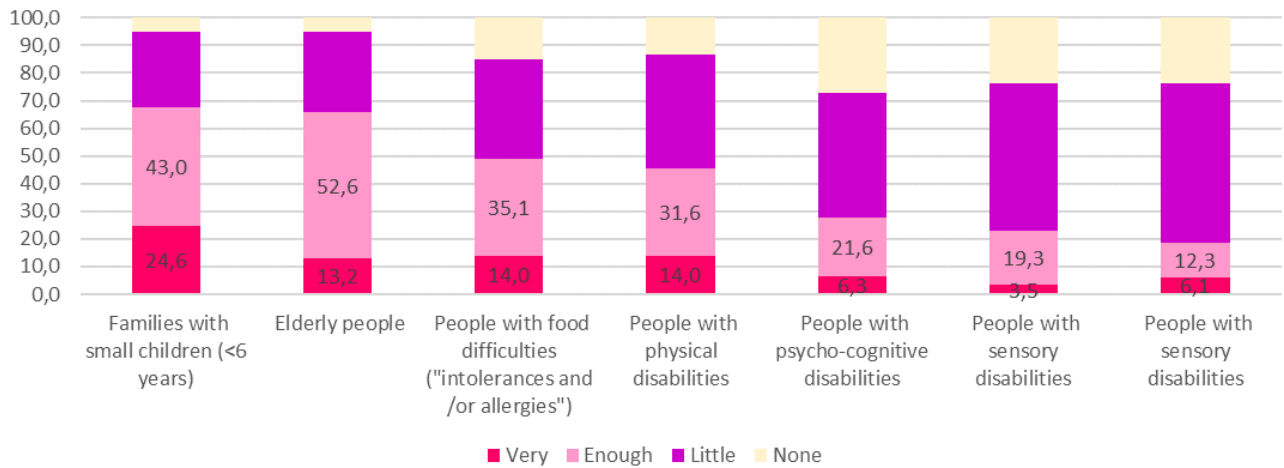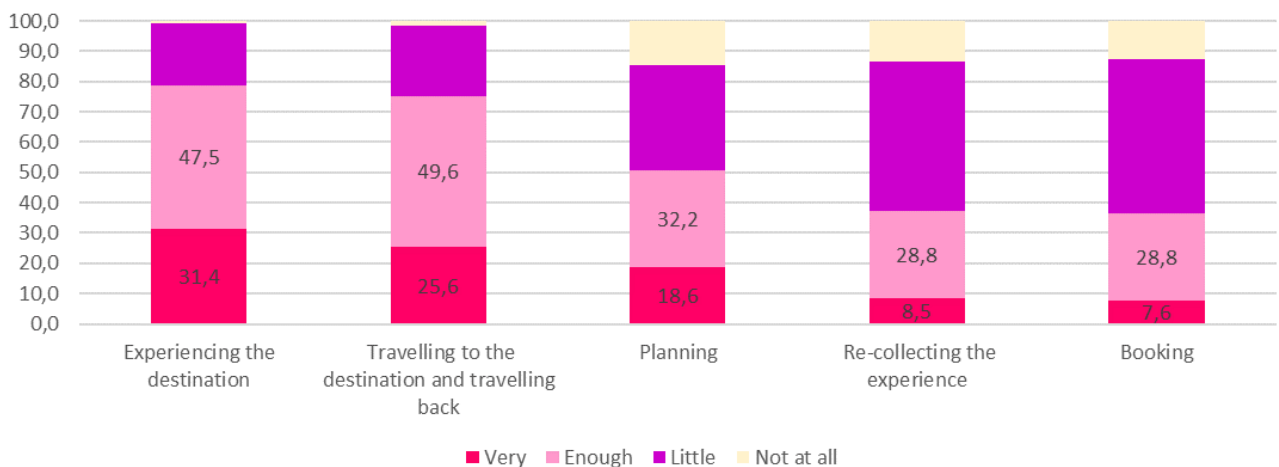|	Percentages of stakeholders declaring to have made experiences on the theme of accessible tourism over the last 5 years – broken down by target category (n=56)						
TOTAL	**52,8%**	**45,5%**	**65,8%**	**45,5%**	**63,2%**	**57,1%**	**56,8%**

Which is the pilot site current level of preparation with respect to the management of the reference categories of "accessible tourism"? (n= 114)

Chart categories (left to right): Families with small children (<6 years); Elderly people; People with food difficulties ("intolerances and/or allergies"); People with physical disabilities; People with psycho-cognitive disabilities; People with sensory disabilities; People with sensory disabilities

Legend: ■ Very ■ Enough ■ Little ■ None

Category	Very	Enough	Little
Families with small children (<6 years)	24,6	43,0	
Elderly people	13,2	52,6	
People with food difficulties	14,0	35,1	
People with physical disabilities	14,0	31,6	
People with psycho-cognitive disabilities	6,3	21,6	
People with sensory disabilities	3,5	19,3	
People with sensory disabilities	6,1	12,3	

How the following stages of the tourists' journey can represent a problem for those with special needs / with a need for accessible tourism in the pilot site? (n= 114)

Chart categories (left to right): Experiencing the destination; Travelling to the destination and travelling back; Planning; Re-collecting the experience; Booking

Legend: ■ Very ■ Enough ■ Little ■ Not at all

Category	Very	Enough
Experiencing the destination	31,4	47,5
Travelling to the destination and travelling back	25,6	49,6
Planning	18,6	32,2
Re-collecting the experience	8,5	28,8
Booking	7,6	28,8

How the following stages of the tourists' journey can represent a problem for those with special needs / with a need for accessible tourism?

% of very + enough

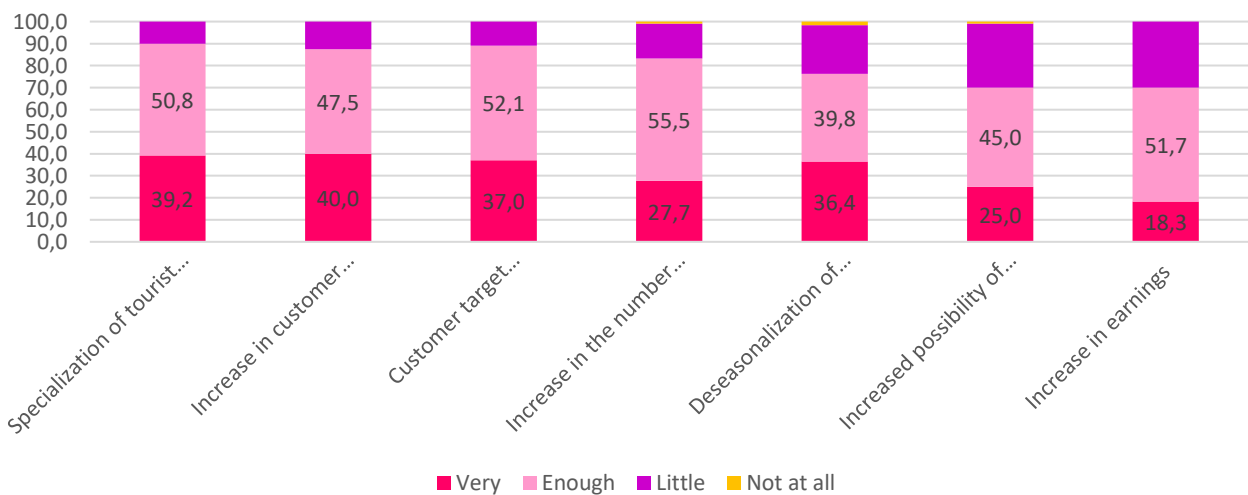How "accessible tourism" can be an opportunity for tourism operators and organizations in the area of pilot site in: (n= 114)

Can the following elements represent an obstacle in trying to deal with "accessible tourism" for tourism operators and organizations in the pilot site area? (n= 114)
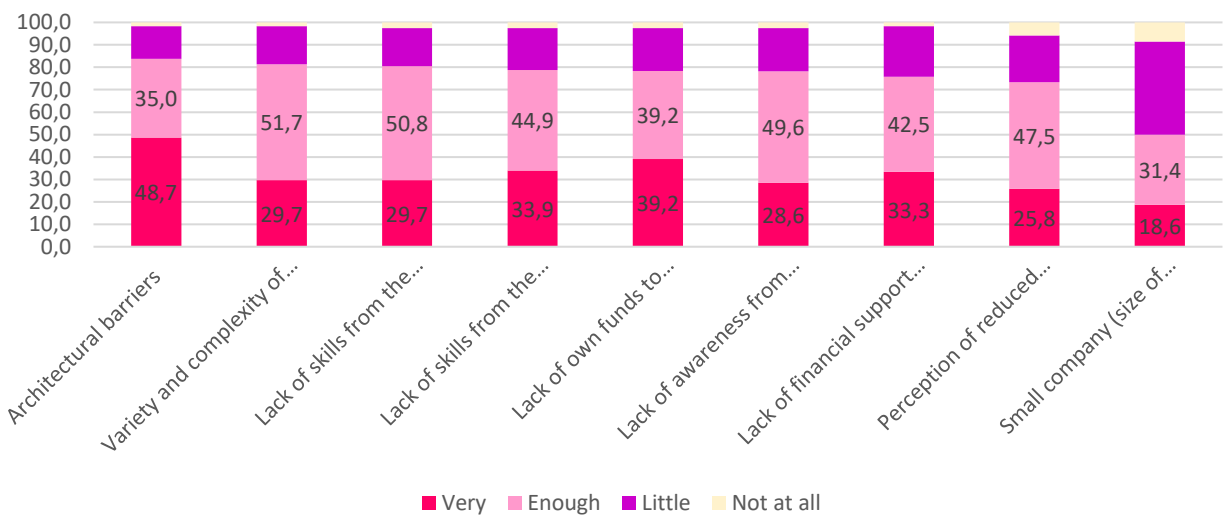
Very **Enough** **Little** **Not at all**

Can the following elements represent an obstacle in trying to deal with "accessible tourism" for tourism operators and organizations?

% of very + enough

General **Pilot site**

![Interreg Italy-Croatia TOURISM4ALL logo, European Union flag – EUROPEAN UNION]
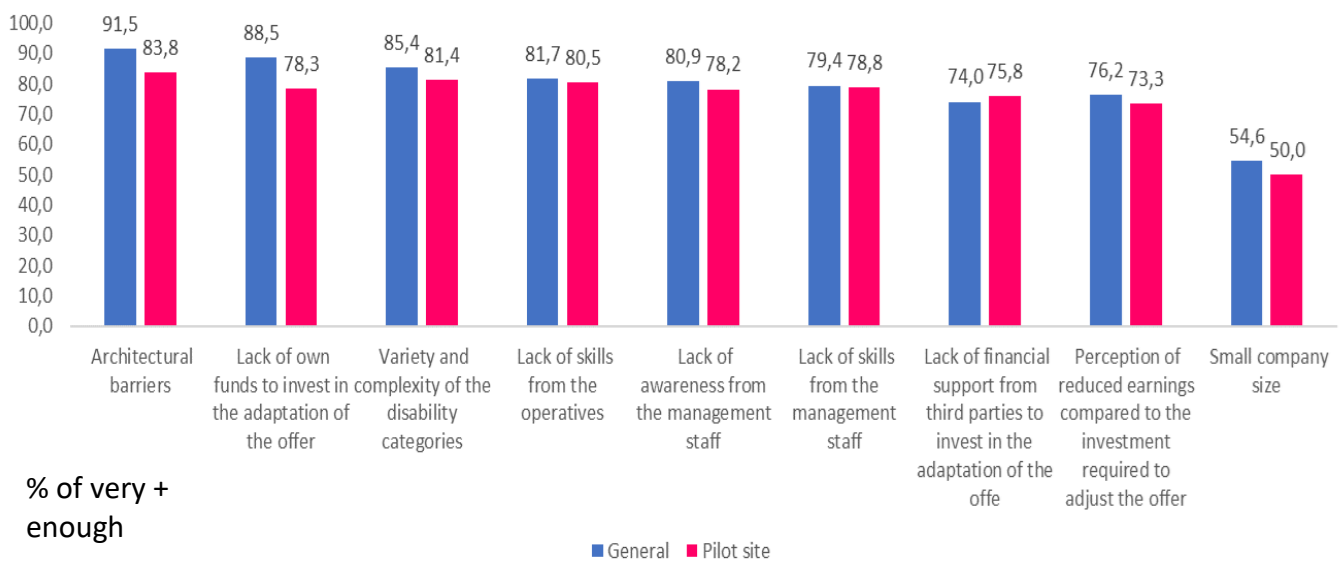
Training needs of local tourism operators

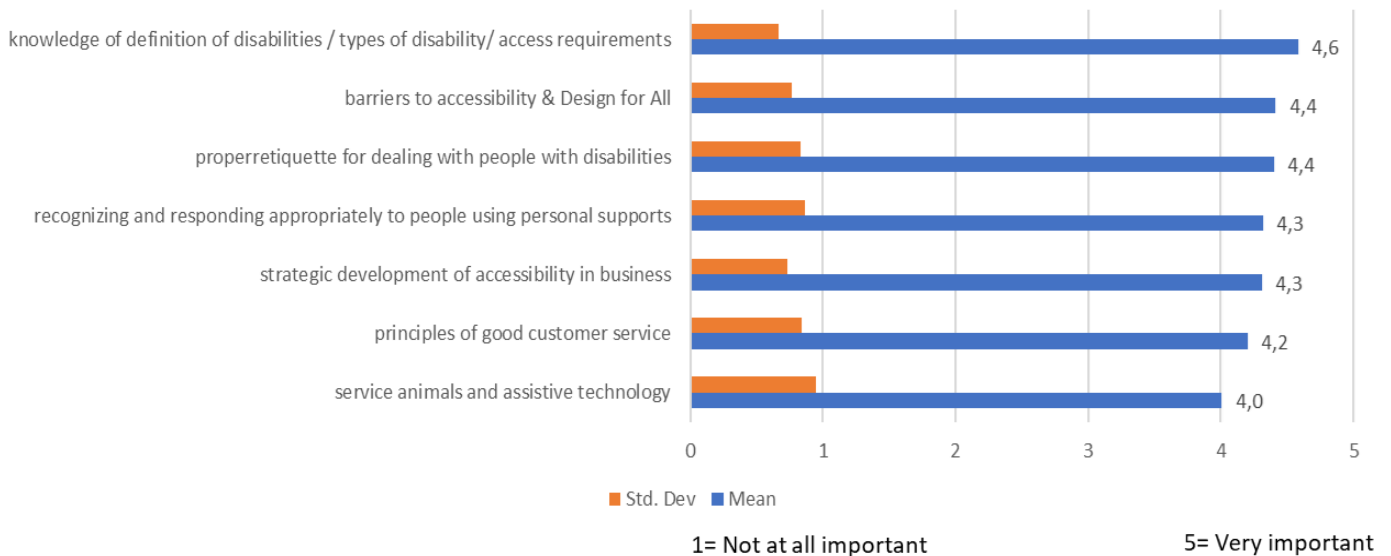**What is the level of importance of the following training topics for managers ?**

Training topic	Mean
knowledge of definition of disabilities / types of disability/ access requirements	4,6
barriers to accessibility & Design for All	4,4
properretiquette for dealing with people with disabilities	4,4
recognizing and responding appropriately to people using personal supports	4,3
strategic development of accessibility in business	4,3
principles of good customer service	4,2
service animals and assistive technology	4,0

■ Std. Dev ■ Mean

1= Not at all important   5= Very important

Others training topics for managers

- Communication and marketing for accessible tourism

- European and national standards in terms of Web and Mobile accessibility

- Living together with other types of customers

- Safety and emergency planning, inclusive security
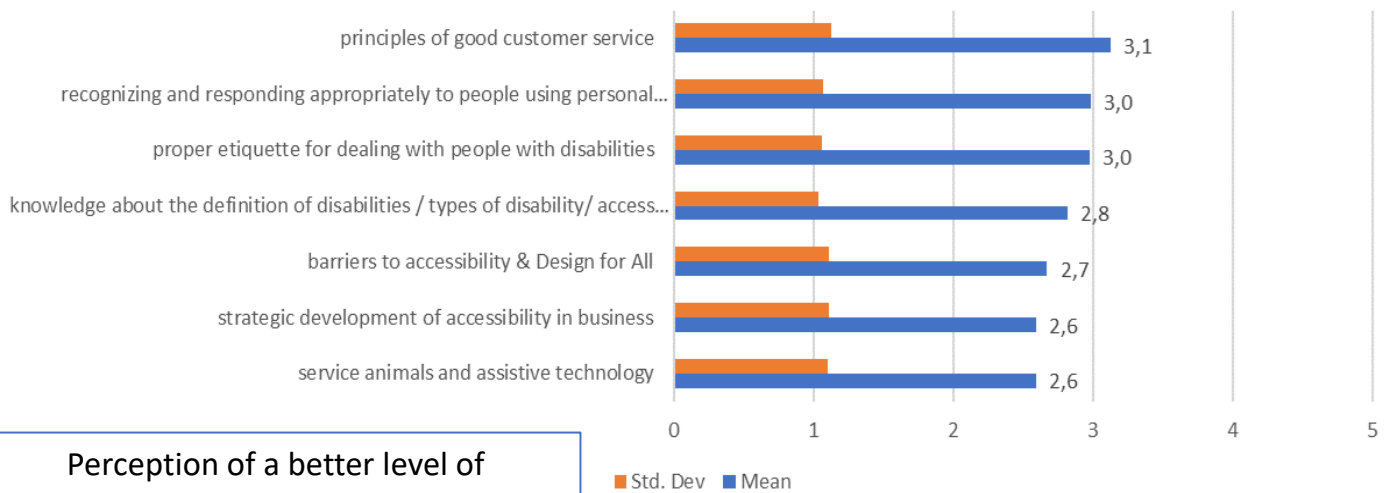
Others training topics for staff

- Reception techniques

- Interacting with mental-cognitive disabilities

What is the level of importance of the following training topics for operational staff?

Training topic	Mean
proper etiquette for dealing with people with disabilities	4,6
recognizing and responding appropriately to people using personal supports	4,6
knowledge of definition of disabilities / types of disability/ access requirements	4,4
principles of good customer service	4,4
service animals and assistive technology	4,2
barriers to accessibility & Design for All	4,1
strategic development of accessibility in business	3,4

■ Std. Dev   ■ Mean

1= Not at all important   5= Very important

Level of importance of training topics for managers and operational staff (1=not at all; 5=very important)

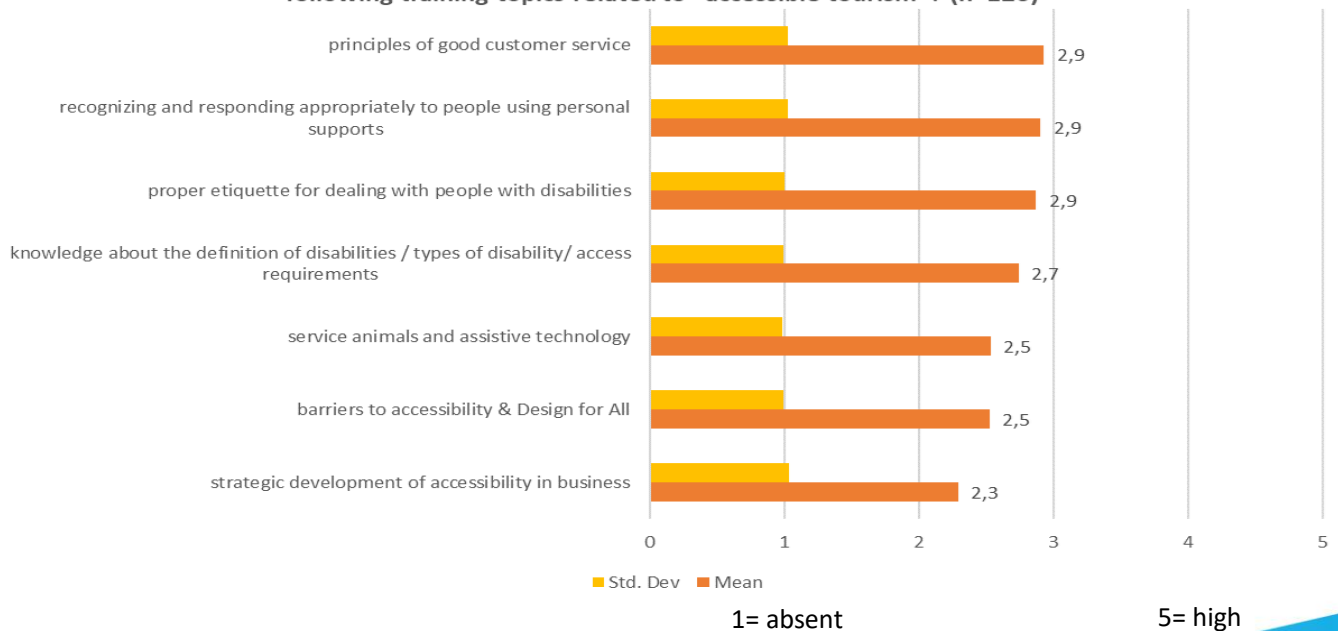──── Managers   ──── Operationals staff

Assessment of the current level of training of local tourism operators regarding "accessible tourism"

What is the current level of preparation of managers of local tourism operators on the following training topics related to "accessible tourism"? (n=126)
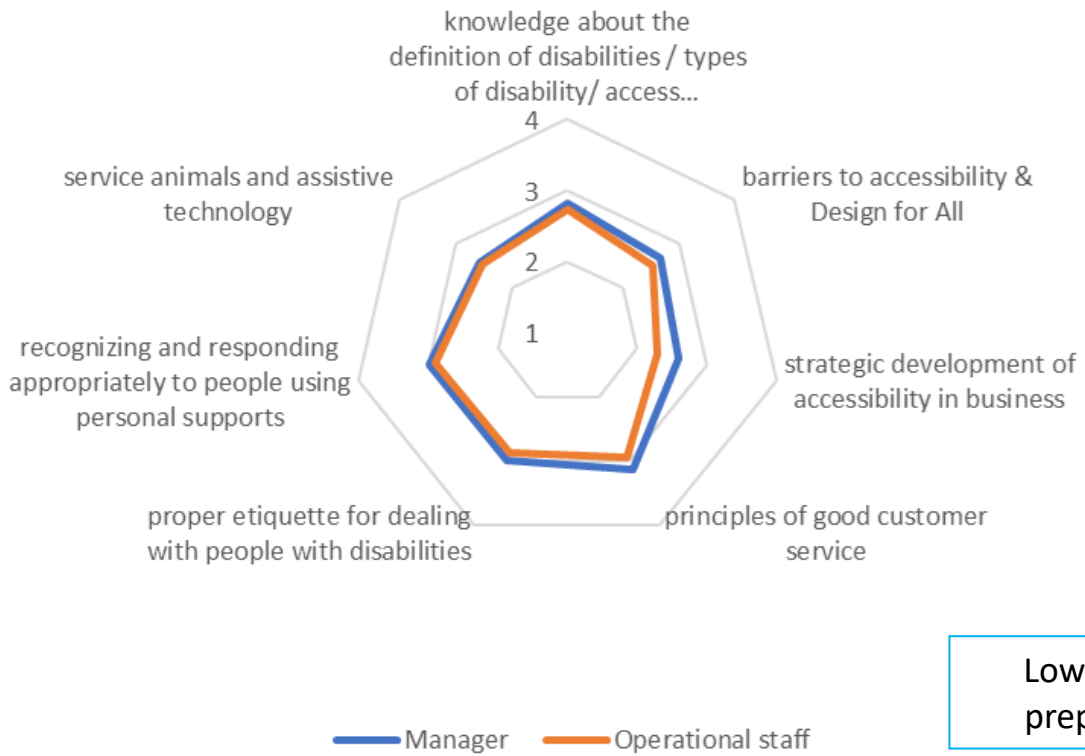
Topic	Mean
principles of good customer service	3,1
recognizing and responding appropriately to people using personal...	3,0
proper etiquette for dealing with people with disabilities	3,0
knowledge about the definition of disabilities / types of disability/ access...	2,8
barriers to accessibility & Design for All	2,7
strategic development of accessibility in business	2,6
service animals and assistive technology	2,6

■ Std. Dev ■ Mean

Perception of a better level of preparation by Italian stakeholders

What is the current level of preparation of the staff of local tourism operators on the following training topics related to "accessible tourism"? (n=126)

Topic	Mean
principles of good customer service	2,9
recognizing and responding appropriately to people using personal supports	2,9
proper etiquette for dealing with people with disabilities	2,9
knowledge about the definition of disabilities / types of disability/ access requirements	2,7
service animals and assistive technology	2,5
barriers to accessibility & Design for All	2,5
strategic development of accessibility in business	2,3

■ Std. Dev ■ Mean

1= absent   5= high

Level of preparation of managers and operational staff (1=absent; 5=high)
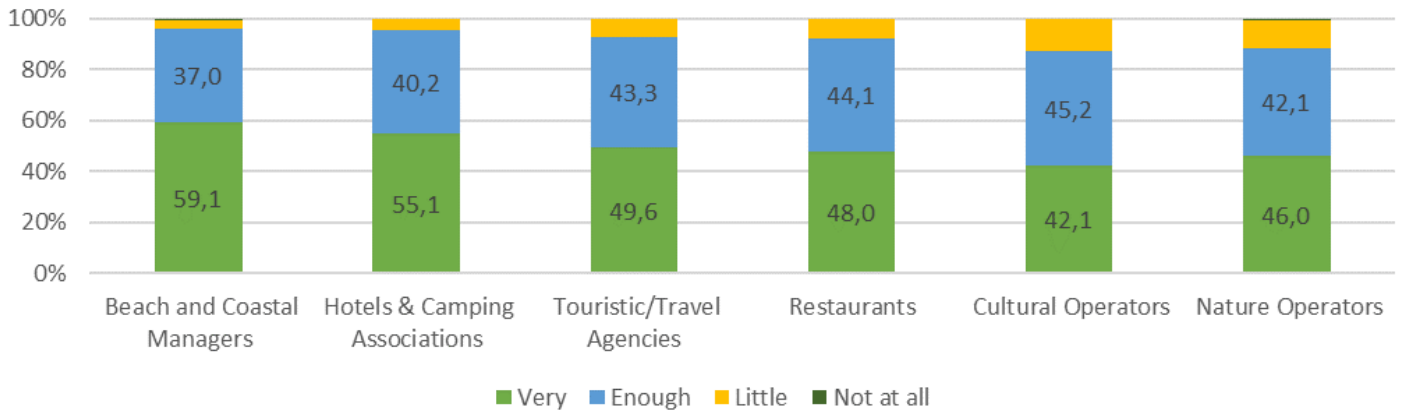
Low level of
preparation

Manager - Level of importance and preparation
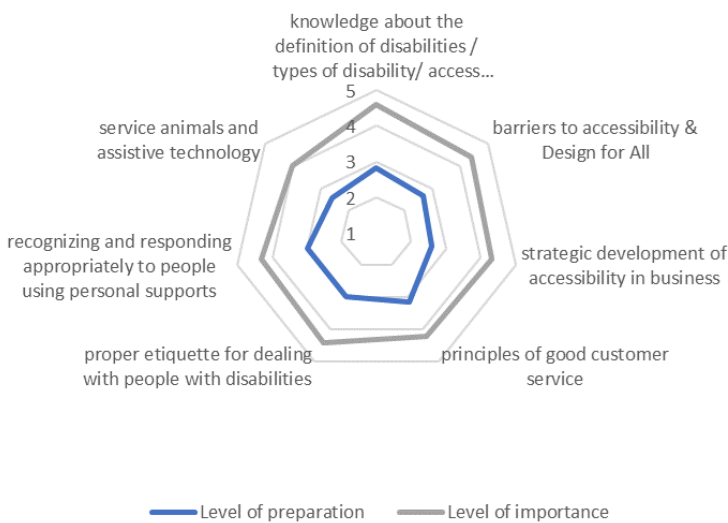
Staff - Level of importance and preparation
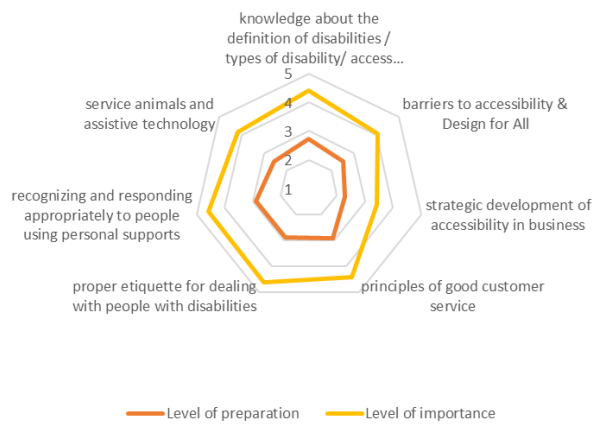
How urgent is the training of managers of the following organizations to increase the degree of tourist destination accessibility for the pilot site? (n=127)
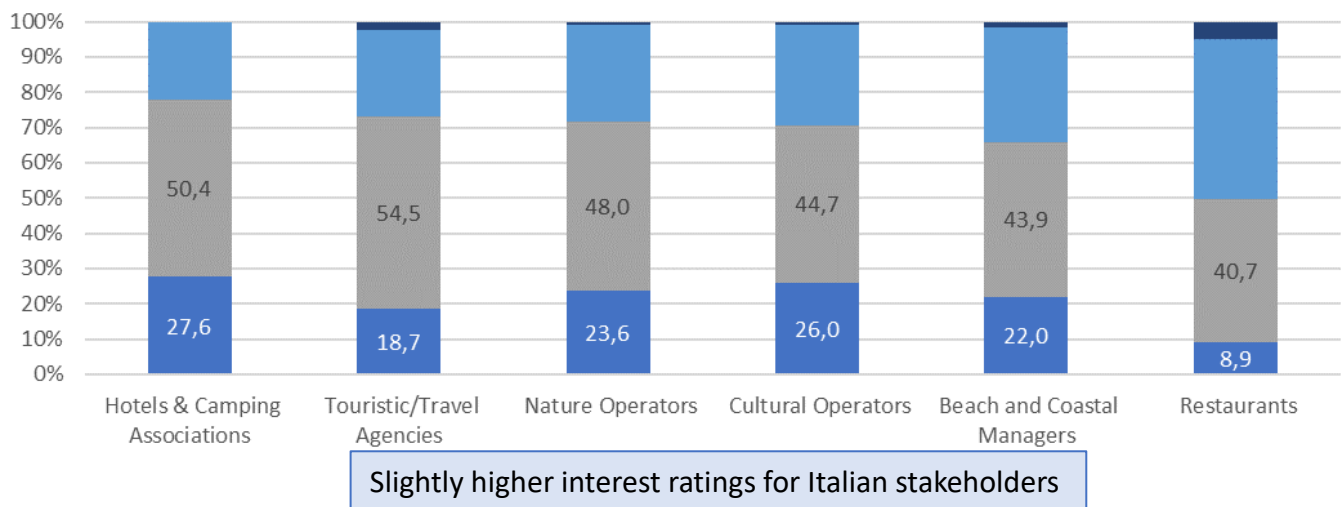

How urgent is the training of operational staff of the following organizations to increase the degree of tourist destination accessibility for the pilot site? (n=123)
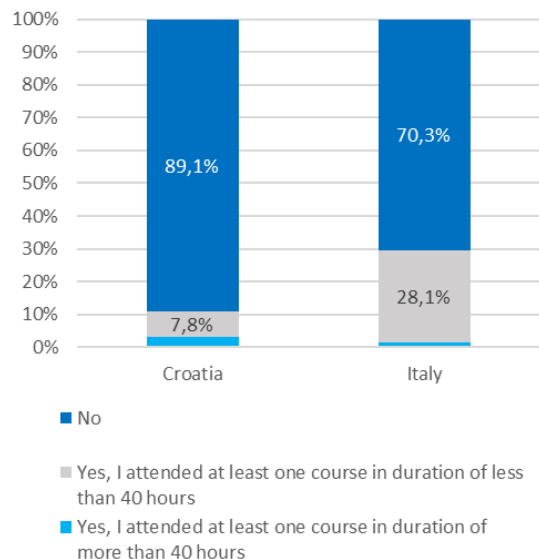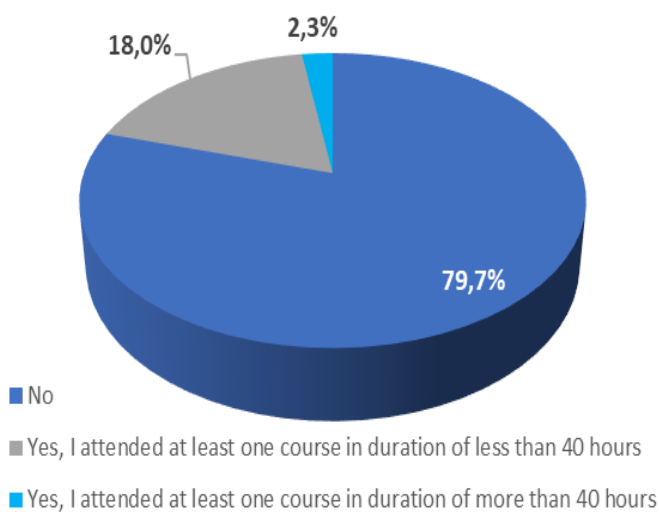
![Interreg Italy-Croatia TOURISM4ALL logo, European Union logo]
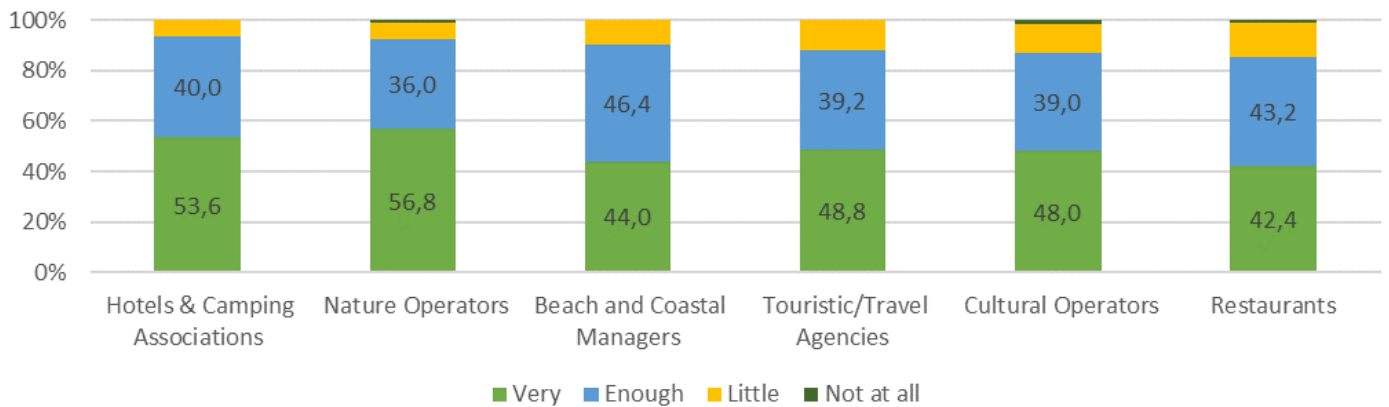
Interest in participating in training activities on accessible tourism

How much each of the following tourist operators in the pilot area could be interested in participating in training activities on accessible tourism? (n=123)
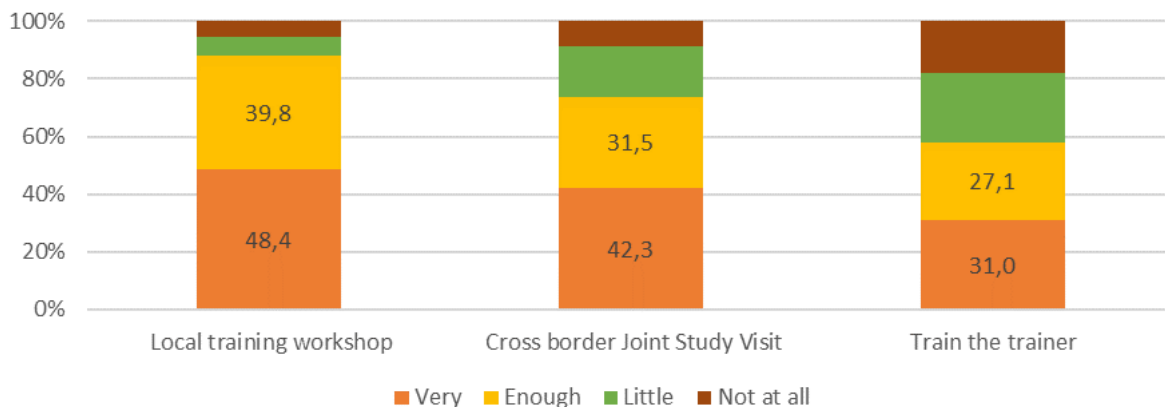

Hotels & Camping Associations	Touristic/Travel Agencies	Nature Operators	Cultural Operators	Beach and Coastal Managers	Restaurants
50,4	54,5	48,0	44,7	43,9	40,7
27,6	18,7	23,6	26,0	22,0	8,9

Slightly higher interest ratings for Italian stakeholders

In the last 5 years, have you participated in educational activities on the subject of accessible tourism? (n=128)

2,3%
18,0%
79,7%

■ No

■ Yes, I attended at least one course in duration of less than 40 hours

■ Yes, I attended at least one course in duration of more than 40 hours

	Croatia	Italy
No	89,1%	70,3%
less than 40 hours	7,8%	28,1%

■ No

■ Yes, I attended at least one course in duration of less than 40 hours

■ Yes, I attended at least one course in duration of more than 40 hours

Some of the training experiences attended

- *Training courses held by Village4all for single structure and for tourist location, specific analysis on accessibility for single structures or locations*

- *Studies and in-depth studies on the matter, organized lectures and dissemination actions in favor of operators and institutions*

- *Thiene (VI) 12/13/17 November 2015 "Saper accogliere" (Knowing how to receive) Basic training on accessible tourism aimed to tour operators at various levels*

- *Accessible tourism meeting, accessible guided tours*

- *Interreg PAST4FUTURE project*

- *Puglia for all, self-training, AIGAE Puglia Course Lessons*

- *Online course: https://www.tecnoacademy.it/catalogo/corso-il-turismo-accessibile-a-tutti/*

The "Tourism4All" project will organize some training activities on the issues of accessible tourism. We ask you to indicate your personal interest in participating in the following activities
(n=128)

	Local training workshop	Cross border Joint Study Visit	Train the trainer
Enough	39,8	31,5	27,1
Very	48,4	42,3	31,0

Legend: Very, Enough, Little, Not at all

More interest in training opportunities from Italian stakeholders and private stakeholders

Main results (In general & Pilot site):

✓ Accessible tourism is still perceived as a cost rather than an opportunity.

✓ There is no complete and homogeneous view of all of the potential targets of accessible tourism: the idea of accessible tourism is still mostly linked to «physical disability».

✓ Referring to the tourist journey, main problems are:
  - Experiencing the destination
  - Travelling to the destination and travelling back

✓ General sharing of the opportunity that accessible tourism can represent for organizations and tour operators even if the judgments are more critical than the possibility of increasing earnings.

✓ Presence of many obstacles (mainly architectural barriers) in the attempt to adopt "accessible" tourist solutions from tourism organizations and operators.

✓ The opinions of Italian stakeholders are generally more positive (perhaps due to greater experience on the topic).

Main results (Pilot site):

✓ Percentage of stakeholders declaring to have made experiences on the theme of accessible tourism over the last 5 years is higher in the Italian context.

✓ Mostly people with physical disability and elderly people.

✓ Less than 10% of respondents believe that the pilot site is properly prepared to manage accessible tourism targets.

✓ The pilot site current level of preparation with respect to the management of the reference categories of "accessible tourism" is lower for:
   - People with sensory disabilities: Blind /Visually Impaired
   - People with sensory disabilities: Deaf / Hearing impaired
   - People with psycho-cognitive disabilities

✓ All training topics are important both for managers and local tourism operators and for operational staff of local tourism operators (with, obviously, the only exception of "Strategic development of accessibility in business").

✓ The current level of training of tourism operators regarding "accessible tourism" is low, especially for Croatian stakeholders.

✓ There are no significant differences between managers and staff in the level of preparation on accessible tourism subject.

✓ Big gap between the current level of preparation and the importance given to the various training topics related to accessible tourism for both managers and staff.

✓ Italian stakeholders declare more previous training experiences on the accessible tourism subject

✓ Fair interest in participating in T4A project training opportunities