

# Detailed Evaluation Plan with clear terms of reference, initial benchmark of performance measures and a delivery profile

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**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:** 4

**Work Package Title:** Implementation of pilot actions improving the tourism destination accessibility

**Activity Number:** 4.4

**Activity Title:** Reporting on Pilot action results

**Partner in Charge:** Public institution RERA SD

**Partners involved:** All partners

**Status:** Final

**Distribution:** Public

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## 1. TOURISM4ALL project

The TOURISM4ALL project aims to develop and promote a wide cross-border network of accessible tourist destinations, including natural and cultural sites and urban spaces and beaches, in order to reduce tourist seasonality and promote social inclusion through the exchange of good practice, evaluation methods and joint services to promote tourism for the benefit of people with reduced mobility and people with special needs, such as people with disabilities and the elderly.

The project envisages action to improve accessibility in ten areas with natural or cultural heritage sites and in one demonstration activity involving campsite accommodation. This diverse range of areas is added value in terms of knowledge sharing and means outputs can be transferred to a wide variety of similar contexts; it will also mean that a crossborder brochure of accessible tourism featuring a host of destinations can be promoted more effectively.

The aim is to encourage other entities to replicate good examples and adopt policies that support and promote the development of affordable tourism. This will further valorise natural and cultural heritage, improve local management of tourism strategies and ensure the sustainability of implemented activities and more effectively promote tourism products and services in the area covered by cross-border cooperation (in cooperation with tourism service providers), with the goal of increasing tourist traffic.

It goes without saying that tourism is the main source of income for millions of people in Europe and the world. It is, however, much more than one of the economic branches because it connects people, 'erases' borders by strengthening understanding between people and cultures, and thus contributes to their unity. When talking about the sustainability of tourism, it means preserving and enriching cultural and natural heritage of our world community, strengthening the contribution of this dynamic industry to economic development and job creation, improving local development by investing in infrastructure for tourism development. For all these and many other reasons, tourism deserves care and attention, as well as political support. As can be seen in practice, tourism has taken a leading role in the

Currently, the prospects and needs of tourism in Europe and around the world are huge and challenging with increasing competition from outside, increasing consumer needs for more specialized tourism and the need for more successful practices that respect environmental issues.

Developing pilot and demonstration actions that improve the accessibility of tourism destinations, add value to natural and cultural heritage, and make skills and governance part of a system in each destination

is the focus of the WP4 of the project, and it will provide guidance on how to measure performance and the delivery profile of project partners implementing activities of the mentioned work package.

## 2. Preparation activities

Project partners, as policy makers or institutional stakeholders in the tourism industry, should capitalize project outputs within their operating strategies. The Pilot action which is the main focus of the WP4 will be taken with the involvement of local partners in order to ensure long-term governance for the management of accessible tourism.

Each of the project partners identified the specific pilot action to realize in WP4 with a cross-border complementarity approach based on concerted themes (coastal-seaside tourism, urban cultural tourism, nature tourism).

Through WP4, experimental and demonstration pilot actions will be implemented to improve the accessibility of specific tourist destinations through:

WP4.1: mapping the accessibility level, reconsidering the criticality and detailing of the interventions

WP4.2: Adoption of corrections to improve the usability of destinations by purchasing "soft" equipment (pedestrians and walkways, signposts, trolleys, remote communication devices, etc.);

WP4.3: development of services to improve the touristic experience of tourists with disabilities and stimulate accessible tourism (tourist information material for people with disabilities, remote assistance and relief services, tourist card etc.)

During the implementation of the pilot activities mentioned the partners need to clearly define the sites and pathways of the chosen pilot site, identify the barriers that could prevent from the implementation of the pilot action and prepare a risk-prevention plan stating activities which would help to bypass the possible occurrences.

## 3. Report methodology

Preparation of the Evaluation report represents the central part of the WP4 implementation. It should provide all of the necessary data collected during the implementation of pilot actions and clearly state the obstacles, findings and results achieved.

It is suggested for the report to have the following structure:

- Summary of the Evaluation report
- Project information
- Evaluation objectives
- Report methodology
- Findings
- Improvement areas with conclusions
- Recommendations for future reference

It should be explained to what extent and in what ways have the objectives of the project been met or exceeded through the implementation of the pilot action. Also, the data should show how effectively were the deliverables of the project achieved through the realisation of pilot activities and to what extent and in what way have the outputs contributed to appropriate outcomes.

The sources of data collection, sampling techniques used, methods of data collection (e.g. surveys, FGDs, key informant interviews, staff debriefing), data analysis and documentation should be mentioned and explained in detail in order to get the complete picture of the pilot action results. The impact of the community and the beneficiaries should be emphasized and the willingness of the local communities to participate in such actions.

The interventions which were realised in order to improve access to cultural and/or naturalistic sites/paths in a short paragraph about the amount and descriptions of devices/objects within the intervention and their technical characteristics should be explained and described. Whenever possible, the PPs should include benchmark of performance measures and a delivery profile.

Also, the sites and pathways where accessibility enhancements have been implemented and all barriers that hinder accessibility are expected and should be presented in the report. The PPS should attach photographs of the realized works done on the location of the intervention.

If the PPS have developed and provided services according to the previously proposed, they should be elaborated. Bearing in mind that most of the PPs are public institutions, they have all had to organize public procedures for the implementation of at least a part of the activities from this WP. The complete process of realization and implementation of the public procedure, steps and time frame for fulfilment should be presented. If any specific permits/authorizations are required for the installation of the equipment, their type should be indicated and elaborated.

After the completion of the proposed tasks, a review the process which was used, including stakeholder engagement and prioritization processes should be done. The following should be explained:

- are there areas to be improved
- were the resources accurately estimated
- has the timeline set correctly
- were the roadblocks assessed correctly, if yes have the appropriate measures been developed for their settlement.

It is also important to mention if any challenges and difficulties occurred while collecting and analysing the data, and advice if such existed, how to avoid them. After providing all of the mentioned necessary data, it is important to give the key points and a broad statement where the entire Evaluation report will be summarized. This will provide an overall assessment.

#### 4. Timetable of tasks

Activity name	Description of the action	Delivery date
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4.1 - Assessment of the destination accessibility	In order to initiate improvements to the accessibility of tourist destinations, 4.1 activities will provide for an initial analysis. The mapping which will be done will also cover accommodations that insist on destinations in order to create an integrated accessible tourist offer, involving operators who have participated.	June 2020
4.2 - Improvement of the destination accessibility	Interventions to facilitate the visit of people with motor or sensory-sensory disabilities with the adoption of equipment for the abatement of Barriers and/or for tourist assistance and information.	July 2020
4.3 - Development of services for the accessible tourism	Development of 11 interventions to improve access to cultural and/or naturalistic sites/paths to facilitate the visit of people with motor or sensory-sensory disabilities with the development of specific services for improving	August 2020

## 5. Recapitulation and recommendations

The assessment plan created to measure the performance of adaptation efforts in terms of relevance, effectiveness, efficiency, results and sustainability of the results will help the PPs to determine whether we have achieved objectives for the implementation of pilot actions and will show them whether the desired results have been realised. Care must be taken in designing the monitoring programs and in using the results to undertake the evaluation.



The recommendations/solutions about how future similar pilot actions could be improved and modernized should be stated and briefly elaborated. Also, the risks of failure of such similar actions and how they can be avoided whether a program should continue should also be referred to.