

The Ability Advisor - questionnaire for SMEs in the tourist sector

Dear colleagues and friends, TAD is a project funded by the European Union Erasmus+ programme under Key Action 2: Cooperation for innovation and the exchange of good practices, (KA202 Strategic Partnerships for Vocational Education and Training), addressing accessible tourism.

The project aims to contribute to making Europe a truly accessible destination for all visitors by training professionals in the tourism and hospitality sector through a work-based learning approach, looking at the issue from a new point of view.

TAD will prepare, test and introduce the professional profile of an "Ability Advisor" whose mission and acquired knowledge and skills will help Small and Medium-sized Enterprises (SMEs) in the tourism field to develop their business and improve their services to the accessible tourism market. To enhance access to training and qualifications for all, the project output will be released as an Open Educational Resource and will be widely disseminated among VET providers and other stakeholders, both at local, national and European levels.

With this survey we are kindly asking you to provide information about your experience in 2 important aspects of the provision of quality tourism: 1) your offer of tourism for people with specific access needs (people with disabilities, older people, families with children, etc.) and 2) the need of a professional role which we call the "Ability Advisor".

Keeping in mind that accessible tourism is a widespread but basic need of tourists and not the subject or objective of an holiday (we go to holiday because we are interested in sport, culture, nature, not because we are interested in accessibility), we would like to know from you what are your experiences and suggestions around the topic of the training needs of an "ability advisor", someone who could, as a private service provider or intermediary, or part of your staff, know and promote the quality of the tourism experience of people with disabilities and older people.

Survey Participants:

- Professionals from the tourism industry (e.g. SMEs providing tourism services)
- Tourist guides*

Participants may have awareness of accessible tourism but it is not obligatory.

Answers will be treated confidentially. We do not ask for your name and we will not publish results in a way that allows them to be traced to particular companies or agencies, etc.

You may anyway want to leave your email address for further communications and to receive our newsletter.

* Tourist guides can leave blank the answers which are not relevant to them.

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DEADLINE for answering this Survey is 7th March 2017.

Project "The Ability Advisor: improving the tourism for all market by VET"



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Survey Questions - about you/your organisation

1. 1. Type of organization / company (if any):

Check all that apply.

- Accommodation
- Catering
- Transport
- Service provider for tourists
- Service provider specialized for people with specific needs
- Sport and leisure
- Other: _____

2. 2. What is the size of your company, if any?

Mark only one oval.

- Single person organization
- Micro Company: up to 10 employees/ workers
- Small Scale Company: up to 50 employees/ workers
- Medium Scale Company: up to 250 employees/ workers
- More than 250 employees/workers

3. 3. Which is the turnover of your organization?

Mark only one oval.

- Up to 50 000 EURO
- Up to 100 000 EURO
- Up to 250 000 EURO
- Up to 500 000 EURO
- Up to 1 Million EURO
- Up to 2 Million EURO
- More than 2 Million Euro

4. 4. What is your profession or position?

Mark only one oval.

- Owner
- Employee
- Other: _____

5. How many years have you held this position?*Mark only one oval.*

- Less than 1 year
- Between 1 and 2 years
- 3 years or more

6. In which country is your service based?

Accessible tourism

Please answer all questions that apply to your business or organisation

7. Have you ever catered for people with disabilities or with specific needs ?*Mark only one oval.*

- Yes
- No

8. Do you often have clients with specific access requirements?*Mark only one oval.*

- Yes
- No
- Don't know

9.1 If yes, which clients do you cater for? Indicate all those that apply.*Check all that apply.*

- People with mobility impairments
- People with mental disabilities
- People with sensory impairments
- People with dietary needs
- Older people
- People with a long-term health condition, e.g. diabetes, asthma/allergies
- Other: _____

9. Which group(s) of visitors with access requirements do you find it difficult to cater for or adapt your facility/services in order to meet their needs?*Check all that apply.*

- People with mobility impairments
- People with mental disabilities
- People with sensory impairments
- People with dietary needs
- Older people
- People with a long-term health condition, e.g. diabetes, asthma/allergies
- Other: _____

11. 10. Is there something which discourages you from providing your services to people with disabilities?

Mark only one oval.

- Yes
- No

12. 11. If yes, what is discouraging you?

13. 12. What is your idea of accessible tourism? Tick the boxes you find appropriate.

Check all that apply.

- Accessible Tourism is not only about wheelchair users.
- Access improvements do not necessarily imply high costs for the benefit of just a few guests.
- The needs of disabled guests are very similar to those of the usual clientele.
- Nicely designed accessible rooms comfortably used also by non-disabled guests.
- Guests with access requirements do not demand extra effort from staff.
- The social end of tourism for all is compatible with company management.

14. 13. What does your organization provide regarding accessible tourism services? (If anything, please describe briefly your offer).

15. 14. Have you or your staff received training in disability awareness/accessibility? (Indicate Yes/ No and if yes, state briefly when, and what was included in the training)

16. 15. Do you think that self-learning material (online tools, apps) can be helpful to train you or your staff?

Mark only one oval.

- Yes
- No
- Don't know
- Other: _____

17. 16. Which barriers or difficulties do you consider the most important to address for making environments and services more accessible? (Tick all those which apply)

Check all that apply.

- Lack of available funds for investment.
- Lack of financial support.
- Lack of information about how to provide accessible services
- Lack of trained staff
- Company size
- Architectural barriers
- Lack of awareness or commitment from managers / owners
- Other: _____

18. 17. In your opinion, what would motivate Small and Medium sized tourism Enterprises (SMEs) to cater for visitors with access needs? For example... (Tick all those which apply)

Check all that apply.

- Disability awareness training
- Networking
- Business partnerships
- Study visits to other businesses, regions
- Standards or benchmarks for implementing accessibility
- Assistance from the Destination Management Organisation
- Better promotion of our accessible offers
- Growing demand from people with access needs
- Financial support
- Other: _____

The Ability Advisor

Here we ask about your possible experience in designing and/or providing specialised services for visitors/customers with specific access requirements.

19. 18. Does your organization have knowledge / information about the market demand for accessible tourism services?

Mark only one oval.

- Yes
- No

20. **19. Do you offer any specific service for people with disabilities ? (For specific service we mean any service which, beyond the average offer for all tourists, is tailored to the needs of people with a particular disability or need, helping them having a better tourism experience).**

Mark only one oval.

- Yes
- No
- Other: _____

21. **20. If yes, which kind of "specific" service do you provide?**

Check all that apply.

- Transport
- Information on tailored services in the area
- Mobility equipment (mobility service)
- Dedicated maps and guides
- Customized guiding (tourist guide or cultural guide)
- Health services
- Tools and/or services for assisted daily living activities
- Dietary service
- Other: _____

22. **21. If no, do you sub-contract or refer to a provider of specific services, a "disability advisor" or a "disability manager" in your geographical area?**

Mark only one oval.

- Yes
- No
- There is no such a service in my area
- Other: _____

23. **22. If you think of the area, the tourism destination in which you work, how would you evaluate the average offer in terms of accessibility?**

Mark only one oval.

- Poor
- Basic, meeting legal requirements
- Good
- Excellent
- Not applicable
- Other: _____

24. 23. Do you think that the area/ tourism destination in which you work can provide any quality services for tourists with specific needs?

Mark only one oval.

- Yes, there are many available services in the area.
- Yes, there are some available services.
- I don't know if there are available services.
- There are no available services.

25. 24. Do you think that a professional figure like an "ability advisor" could be of help to better cater for people with specific needs? (Tick all those statements that you agree with).

Check all that apply.

- Yes, an ability advisor role is needed generally, to bring more focus on accessibility in tourism and [travel.to](#) ensure adequate quality of service
- Yes, an ability advisor role is needed in our company/organisation, to ensure a better quality of service.
- Yes, an ability advisor role would ensure leadership within the organisation/company in this area..
- Yes, an ability advisor would give customers more confidence when choosing a tourism service/offer.
- I am not sure if the ability advisor is needed.
- No, there is no need for an ability advisor role in the tourism sector.

26. 25. In which part of the tourism chain do you think an "ability advisor" could be useful and at which level?

Check all that apply.

- In every tourism business
- As an independent tourism professional
- As a kind of market broker/agency: a collector and distributor of all custom service providers in the area (public or private)
- As a tourism destination "ability manager" at the level of local tourism organizations. A resource to refer to when needed.
- As a competence promoted in hospitality and tourism vocational training but not a specific role/profession
- Other: _____

27. 26. Do you know of any existing examples of an "ability advisor", or similar which we should know about and could contact for our research?

28. 27. Are there any final comments you would like to make about any of the questions above?

29. 28. Do you have a question? If so please write it here and give your email address, so we can contact you.

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