



INTELLECTUAL OUTPUTS

O1/A3 y A4 (Formation of Survey for Authorities)

**INTERVIEW ON ACCESSIBILITY TO RURAL TOURISM
DESTINATIONS
OPINION FROM THE PUBLIC SECTOR**

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1. INTRODUCTION

This report shows the survey outcome, which studies the needs of local and regional authorities in rural areas to service the needs identified in **O1/A1 & A4** through their internal organisation and their ability to recruit young people. The analysis will also investigate the size of their market and the economic conditions of the area.

O1/A3 (Formation of Survey for Author The report of the first survey on the preferred PAS for the accessible travellers and the optimal system to implement Accessible Angels, produced in O1/A2 will be used in order to develop a second survey which will be conducted among local or regional authorities with direct interest in rural tourism. The survey will investigate the capacity and the internal organisation of the authorities to deliver and support the AA service, the general economic environment of the area, their potential to source youth for the needs of the AA service etc. This survey will also investigate the marketing strategy and sustainability measures intended to be taken by each authority.

The second interview of this research has been conducted on Local Administrations, who are a crucial part of responsibility in the development of the rural tourism in the destination. We have focused our questions on five main topics:

1. Economic and Touristic activity in their area.
2. Existence of an accessible tourism service.
3. Creation of a voluntary service to tourist with a disability
4. Marketing and Sustainability strategies
5. Two open questions so they can relate the strong and weak points of their organization for the development of a volunteer service that offer assistance to tourists with disabilities.

In addition, at the end of the questionnaire they have included their comments or personal aspects for this research.

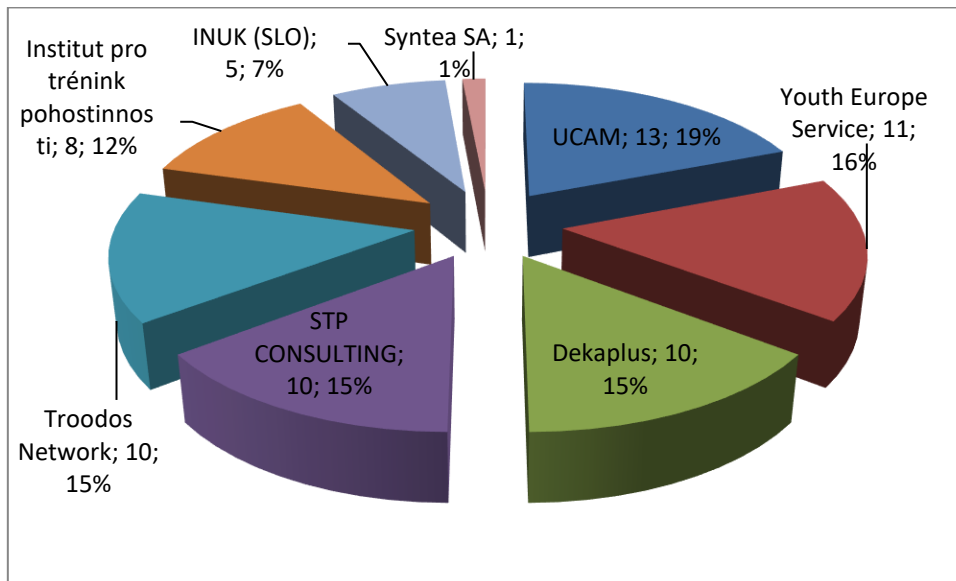
2. ON THE ECONOMIC TOURISM ACTIVITY AT YOUR LOCATION

We have gathered the results from 68 participants from a questionnaire that was filled out. The following table shows the number of answers collected for each partner.

Table 1 Questionnaires gathered for each partner.

	N	%
UCAM	13	19,12%
Youth Europe Service	11	16,18%
Dekaplus	10	14,71%
STP CONSULTING	10	14,71%
Troodos Network	10	14,71%
Institut pro trénink pohostinnosti	8	11,76%
INUK (SLO)	5	7,35%
Syntea SA	1	1,47%
	68	100,00%

Graphic 1 Questionnaires gathered for each partner.

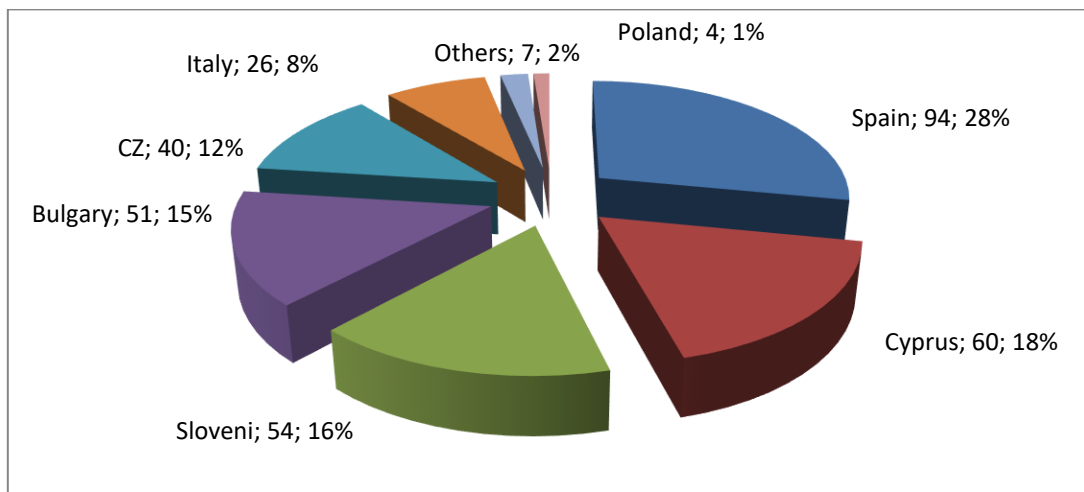


The majority of those surveyed come from Spain (33,82%) and Cyprus (29,41%), followed by Italy (16,18%), and Czech Republic (11,76%).

Table 2 Origin country

	N	%
Spain	23	33,82%
Cyprus	20	29,41%
Italy	11	16,18%
Czech Republic	8	11,76%
Slovenia	5	7,35%
Poland	1	1,47%
Total	68	100,00%

Graphic 2 Origin country



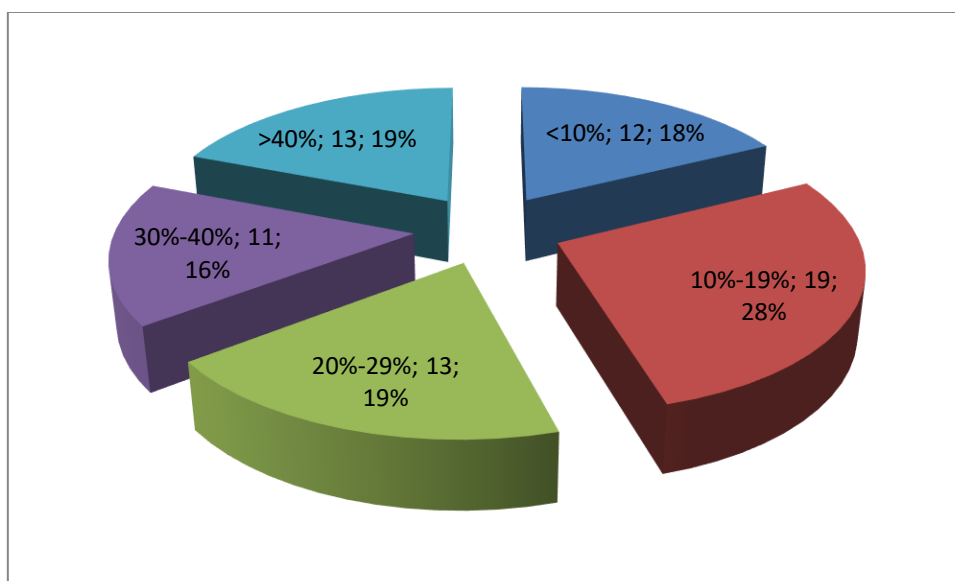
When we questioned them about the economic and touristic activity in their area, they consider that the main activities are based on the tertiary sector, indeed 32 of the interviewed have answered that tourism is the main activity, followed by agriculture and manufacturing industry.

There were 68 who responded when asked to rate the weight of tourism in their local economy (10%, 10-19%, 20-29%, 30-40%, 40%). Based on their answers, 12 gave tourism a rate of <10%, 19 an importance between 10-19%, 12 an importance of 20-29%, 11 an importance of 30-40% and 13 an importance of 40%.

Table 3 Weight of tourism in local economy

	N	%
<10%	12	17,65%
10%-19%	19	27,94%
20%-29%	13	19,12%
30%-40%	11	16,18%
>40%	13	19,12%
	68	100,00%

Graphic 3 Weight of tourism in local economy



The main tourist attractions considered by our respondents are cultural heritage and activities that occur surrounding it, followed by tourism in the city and old town. Some have given importance to natural heritage, along with the weather.

The actions carried out in their city to develop and support rural tourism in their area are also interesting to us in this research. With the answers given to us by the interviewees we have classified the main actions that they carried out to support rural tourism are based on promotion, festivals and projects.

3. ON THE EXISTENCE OF AN ACCESSIBLE TOURISM SERVICE

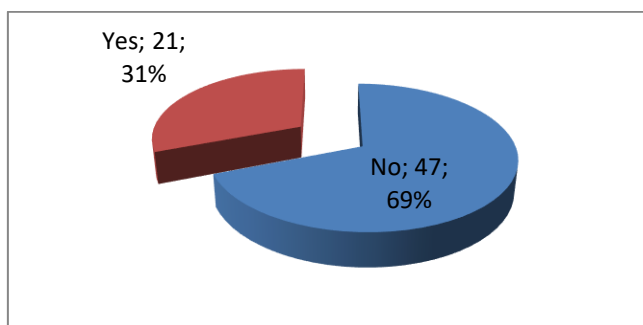
The respondents have also been asked about the existence of an accessible tourism service in their area. In relation to this section, we have first asked them about the offer of a specialized service to

help tourist with physical disabilities or reduced mobility. Considering the answer of the 68 respondents, 47 of them have said that they have not implemented a specialized offer for this target yet.

Table 4 Do you offer in your city a specialized service to help tourists with reduced mobility or other physical disabilities?

	N	%
No	47	69,12%
Yes	21	30,88%
	68	100,00%

Graphic 4 Do you offer in your city a specialized service to help tourists with reduced mobility or other physical disabilities?



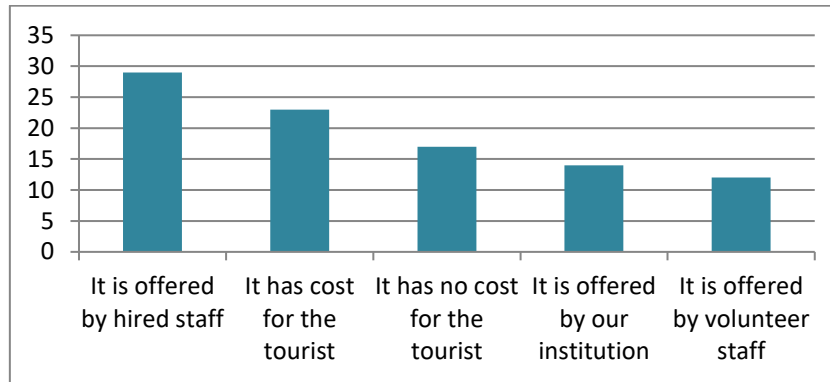
Furthermore, for those that have answered that they have already implemented the service we have made a classification of those who offer this service: hired staff, volunteers, the institution, the tourists themselves without a charge or if they have to pay for it. The most common answer was a hired staff offering the service and it usually meant a charge for the tourist.

Only 12 (12, 63%) answerer offer a volunteer service

Table 5 Type of service offered

	N	%
It is offered by hired staff	29	30,53%
It has cost for the tourist	23	24,21%
It has no cost for the tourist	17	17,89%
It is offered by our institution	14	14,74%
It is offered by volunteer staff	12	12,63%
	95	100,00%

Graphic 5 Type of service offered

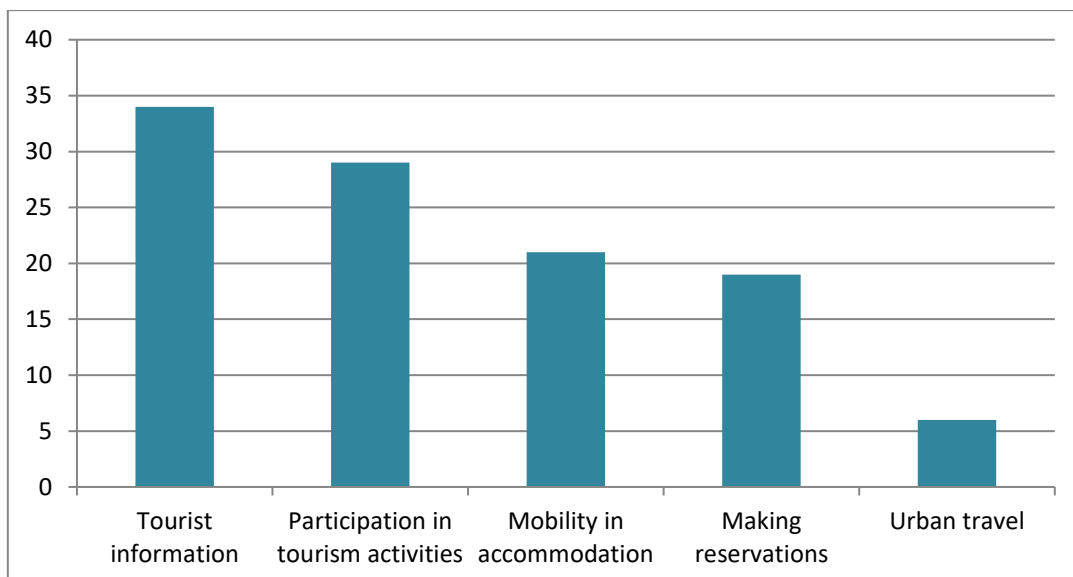


Once they answered if they were offered the service and to whom it is offered it is important to know in which part of the tourist process they have already implemented the service. Making reservations, urban travel, mobility in accommodation, tourist information, and participation in tourism activities is the classification that we have done. The fourth one, tourist information is the one that they most have implemented in the touristic process. This is followed by participation in tourism activities and mobility in accommodation.

Table 6 Phase of the tourism process offered

	N	%
Tourist information	34	31,19%
Participation in tourism activities	29	26,61%
Mobility in accommodation	21	19,27%
Making reservations	19	17,43%
Urban travel	6	5,50%
Total	109	100,00%

Graphic 6 Phase of the tourism process offered



Promotion and communication is the most common answer for the participants when they were asked about the services carried out in rural tourism for people with physical disabilities or reduced mobility.

4. ON THE CREATION OF A VOLUNTARY SERVICE TO THE TOURIST WITH DISABILITY

We would also like to evaluate the opinions of the local administration about the creation of a voluntary service to tourist with disabilities and their perspectives about this kind of tourism offered to a specific sector.

There were 52/68 respondents that answered that facilitating tourism for people with physical disabilities can significantly benefit their local tourism income.

Besides, 99% of the interviewees would support a volunteer service. Continuing with this question, we have linked it with the ability of the institution to promote and support the creation of a volunteer service, whose main objective is to help tourists with physical disabilities so they can have a satisfied experience in the rural area. There were 47/68 that answered that the institution could manage the creation of this service. On the other hand, 21/68 answered “no” to the ability of their institution to promote and support the creation of a volunteer service.

The role of young people in this type of service would be helpful. As a result, the administration should have the potential to find young people who respond to the project's needs to create such volunteer service. Not every institution interviewed has the potential to look for young people, only 29/68 of the respondents could do this labour. In fact, a great percentage think that the area of the organization that could manage such services would be youth and they have added to it tourism and social services.

Table 7 Do you believe that facilitating tourism for people with physical disabilities can significantly benefit your local tourism income?

	N	%
Yes	16	23,53%
No	52	76,47%
	68	100,00%

Graphic 7 Do you believe that facilitating tourism for people with physical disabilities can significantly benefit your local tourism income?

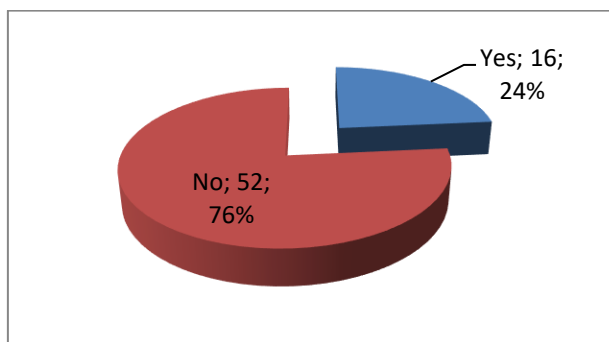


Table 8 Would you support a volunteer service that provides a service to tourists with physical disabilities?

	N	%
No	1	1,47%
Yes	67	98,53%
	68	100,00%

Graphic 8 Would you support a volunteer service that provides a service to tourists with physical disabilities?

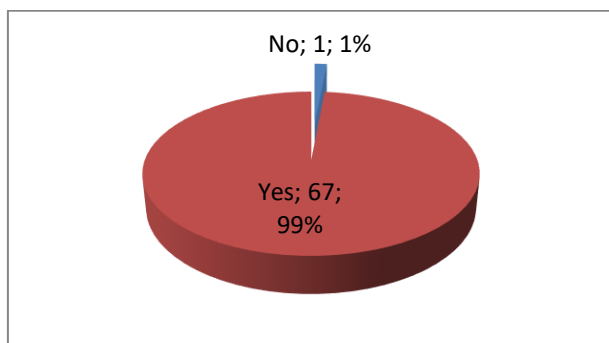


Table 9 Do you think that your institution is able to promote and support the creation of a volunteer service whose main objective is to help tourists with physical disabilities to have a satisfactory experience in the rural area?

	N	%
Yes	21	30,88%
No	47	69,12%
	68	100,00%

Graphic 9 Do you think your institution is able to promote and support the creation of a volunteer service whose main objective is to help tourists with physical disabilities to have a satisfactory experience in the rural area?

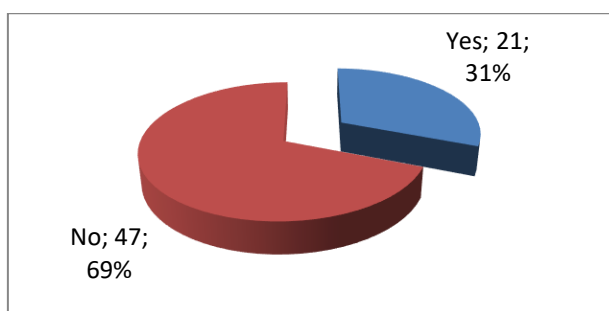
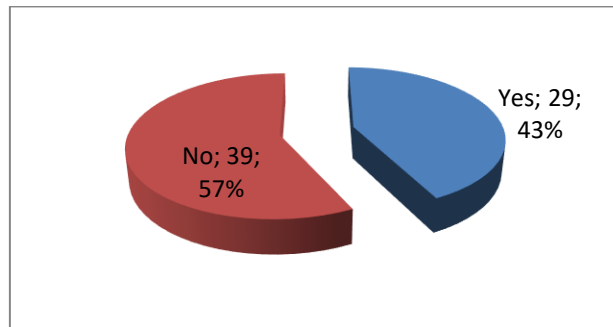


Table 10 Do you think your Administration has the potential to find young people who respond to the project's needs to create such volunteer services?

	N	%
Yes	29	42,65%
No	39	57,35%
	68	100,00%

Graphic 10 Do you think your Administration has the potential to find young people who respond to the project's needs to create such volunteer services?



5. ON MARKETING AND SUSTAINABILITY STRATEGIES

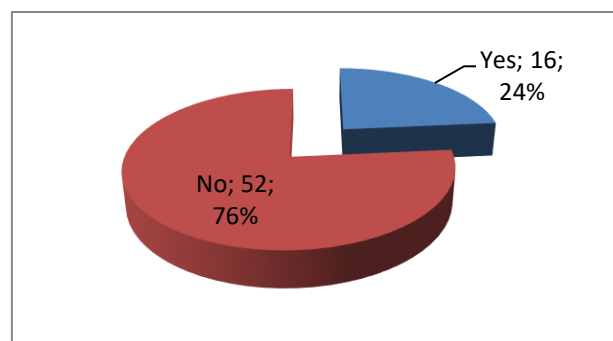
Following with marketing strategies and sustainability 52 of the administrations interviewed have not implemented any marketing action yet. For those who have answered “yes” to this question (16 in total):

- Five think that it would be interesting to establish new projects
- Two think that it is better to focus on third age groups
- One thinks that by creating events
- Three answered that tours are the best option
- Four think that promotion is the key point
- Two think they can make places more accessible

Table 11 Do you already implement marketing actions aimed at attracting tourists with physical disabilities?

	N	%
Yes	16	23,53%
No	52	76,47%
	68	100,00%

Graphic 11 Do you already implement marketing actions aimed at attracting tourists with physical disabilities?



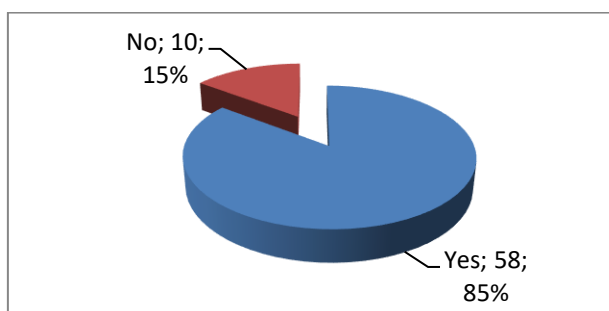
Only 10, answered “no” to the question “Do you think it may be interesting to target this segment as a marketing strategy? “. Therefore, we can evaluate that it actually is an interesting segment to target and they would launch promotions to get them to the destination.

When we asked the institution what are the marketing strategies that they have already implemented, they mentioned again promotion and communication as a key factor in the marketing strategy oriented to this segment.

Table 12 Do you think it may be interesting to target this segment as a marketing strategy?

	N	%
Yes	58	85,29%
No	10	14,71%
	68	100,00%

Graphic 12 Do you think it may be interesting to target this segment as a marketing strategy?

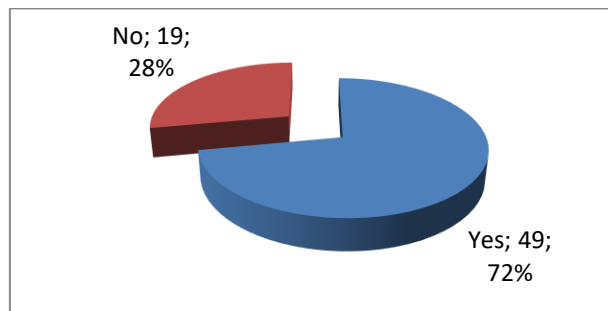


To conclude with this point, 49 consider this type of tourism a strategic target market for their institution from the field of social, environmental and economic sustainability to become a strategic target market for their institution.

Table 13 From the field of social, environmental and economic sustainability, could this type of tourism become a strategic target market for your institution?

	N	%
Yes	49	72,06%
No	19	27,94%
	68	100,00%

Graphic 13 From the field of social, environmental and economic sustainability, could this type of tourism become a strategic target market for your institution?



6. STRONG AND WEAKS POINTS OF YOUR ORGANIZATION FOR THE DEVELOPMENT OF A VOLUNTEER SERVICE THAT OFFER ASSISTANCE TO TOURISTS WITH DISABILITIES

We have asked institutions about the strong and weak points they have for development of a volunteer service. The following tables show the summary of these questions:

Table 14 STRONG points of your organization for the development of a volunteer service that offer assistance to tourists with disabilities

N	STRONG POINTS
22	Tourism resources and environment conditions for disability tourism (Recourses, accommodation, infrastructure, etc.)
14	There are several tourism stakeholders (publics and privats)) willing to cooperate in this service.
12	They are able to do for many reasons: contact network; professional skill; tourism, expertise, disability or volunteer expertise; promotional recourses, flexibility and adaptation capacity, economic resources.
6	Awareness and residents open attitude
5	There are young people for this volunteer service
3	Institution interest

Table 15 WEAK points of your organization for the development of a volunteer service that offer assistance to tourists with disabilities

N	WEAK POINTS
16	Lack of tourism resources and environment conditions for disability tourism (Recourses, accommodation, infrastructure, etc.)
15	Lack of personal, money or time. But mostly, lack of personal.
10	Aged population
6	Political problems: bureaucracy, other priorities, no competency, divided administration, lack of appropriate policy, lack of coordination
3	Non volunteer awareness
2	Non tourism destination

OTHER COMENTS

Many of the answers highlights their interest in this project for its economic profit, but also for an ethical and moral attitude. They encourage us to follow-up with it, but they assume that it is difficult.

7. CONCLUSIONS

- The majority of those surveyed come from Spain (33,82%) and Cyprus (29,41%), followed by Italy (16,18%), and Czech Republic (11,76%).
- They have considered that the main activities are based on the tertiary sector, indeed 32 of the interviewed have answered that tourism is the main activity followed by agriculture and manufacturing industry.
- Tourism activity represents more than 19% of the economy for nearly 55% of the respondents.
- The main tourists attractions are cultural heritage and activities that occur surrounding it, followed by tourism of the city and old town. Some have given importance to natural heritage, along with the weather.
- The actions carried out support rural tourism are based on promotion, festivals and projects.
- 69,12 % have said that they have not implemented a specialized accessible tourism service in their area to help tourist with physical disabilities or reduced mobility.
- For those that have answered that they have already implemented the service.
 - The most common answer was a hired staff offering the service and it usually meant a charge for the tourist.
Only 12 (12, 63%) answerer offer volunteer services
 - The part of the tourist process they have already implemented is tourist information followed by participation in tourism activities and mobility in accommodation.
- There were 52/68 respondents that answered that facilitating tourism for people with physical disabilities can significantly benefit their local tourism income.
- Besides, 99% of the interviewees would support a volunteer service.
- There were 47/68 that answered that the institution could manage the creation of this service
- Not every institution interviewed has the potential to look for young people, only 29/68 of the respondents could do this labour
- 52 of the administrations interviewed have not implemented any marketing action yet.
- Just 10 answered “no” to the question “Do you think it may be interesting to target this segment as a marketing strategy? “.
- When we asked institutions what are the marketing strategies that they have already implemented, they mentioned again promotion and communication as a key factor in the marketing strategy oriented to this segment.

- **49/68 consider this type of tourism a strategic target market for their institution from the field of social, environmental and economic sustainability to become a strategic target market for their institution.**
- **Strongest points mentioned**
 1. **Tourism resources and environment conditions for disability tourism (Recourses, accommodation, infrastructure, etc.)**
 2. **There are several tourism stakeholders (publics and privates) willing to cooperate in this service.**
 3. **They are able to do for many reasons: contact network; professional skill; tourism, expertise, disability or volunteer expertise; promotional recourses, flexibility and adaptation capacity, economic resources.**
- **Weakest points mentioned**
 1. **Lack of tourism resources and environment conditions for disability tourism (Recourses, accommodation, infrastructure, etc.)**
 2. **Lack of personal, money or time. But mostly, lack of personal.**
 3. **Aged population**
- **Many of the answerer highlights their interest in this project for its economic profit, but also for an ethical and moral attitude. They encourage us to follow with it, but they assume that it is difficult.**