

Tourism for all in Sweden

- started in 1995
- situated in Skåne – South Sweden
- works on behalf of both consumers (tourists with specific needs) and producers (tourism enterprises, tourism boards, regions e t c)

Tourism for all

- Offices in Helsingborg and Malmö
- 18 employees, 13 with disabilities
- Close cooperation with Region Skåne, regional tourism board Skåne, tourism companies in Sweden, University of Lund/ Service Management Institution, Associations for disabled, Labour Market office e t c

Services

- Accessibility audit of tourism facilities
- Accessibility certification programme
EQUALITY
- Counselling and training
(enterprises/employees)
- Information services for consumers: Accessibility
data base; printed guidebooks, telephone/e mail
- Training and integration on labour market
(persons with disabilities)

Accessibility information

- "Mainstreamed" information in regional tourist brochures
- Printed accessibility information
- EQUALITY: on-line detailed information

Swedish partner in transnational projects

Cooperation on transnational level

- Training
- Information systems
- Counselling
- Marketing
- Development of concepts e t c

Projects:

- EU FOR ME
- Abil mente
- ENAT
- DIADA

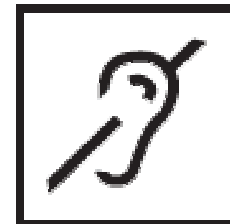
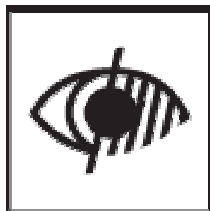
EQUALITY accessibility scheme

- Database of tourism facilities
(accommodation, activities, restaurants, museums e t c)
- Accessibility audits every year
- Training activities for management/staff
- Only controlled accessibility data are published
- The consumer makes the judgement !

Symbols



A



An innovation and competence centre of accessible tourism

- Research
- Marketing
- Services to enterprises
- Training
- Development of products
- Information for consumers