

Accessibility within training and employment

Lilian Müller

Turism för alla i Sverige / Tourism for all in Sweden

The problem of accessibility

- Lack of knowledge
- Insufficient laws
- Individual needs are not (always) met by general solutions

Accessibility and competitiveness

- The population gets older
- 10-20 % of the population have disabilities

The target group for accessible tourism –

- Often travels on low-season
- Spends more money on their holiday
- Are accompanied by Family/Friends /Assistants

Accessibility within training

- Not a topic in tourism educations and trainings
- Accessibility is being discussed on individual initiatives (teachers/pupils)
- Knowledge of accessibility – a necessary part of the professional qualification!

Accessibility as job-creator

- Staff with knowledge of accessibility will be needed in all customer-related businesses and the public sector
- Job opportunity for people with disabilities
- A new job profile

Accessibility – a win-win concept

Businesses:

More customers- raised turn-over

Staff with new skills

Customers:

Freedom of choice and independence

Society:

Raised tax incomes

Reduced expenses to support people with disabilities