

SECONDARY SCHOOL FOR TOURISM AND CATERING “ANTON ŠTIFANIČ” POREČ

Project: PROMOTION OF VOCATION
**ACCESSIBILITY
CONNECTS US**

Poreč, 2014.



THE PROJECT AIMS ARE:

- ✘ Encourage and develop entrepreneurial spirit and culture
- ✘ Educate with the aim to develop human potentials and creativity
- ✘ Teach students the project way of thinking
- ✘ Enable students to acquire - through practice in different fields of expertise - experience and skills needed to perform the executive tasks and related **communication**
- ✘ Motivate students for challenges of working in tourism industry
- ✘ Train students in destination approach to tourism development
- ✘ Acquire contemporary knowledge and skills adapted to the trends and requirements of tourism economy
- ✘ Develop students' team work activities
- ✘ Develop the sense for finding better innovative solutions
- ✘ **Present the possibility of developing business ideas**

ABOUT US

Secondary School for Tourism and Catering “Anton Štifanić,” Poreč

- ✘ Educational programmes in hospitality industry
- ✘ 1964 – the enrollment of the first generation of waiters and chefs
- ✘ Today we have 324 students who are educated through five vocational programmes: waiters, chefs, pastry chefs, hotel and tourism technician, tourism and hotel business administrator



Poreč-Parenzo - the city and the community on the west coast of Istria -
The County of Istria - Croatia

The leading tourist centre of the Istrian County and the Republic of
Croatia

THE CITY OF POREČ - PARENZO



POREČ - PARENZO

In 2013

The number of tourist **arrivals** - 430 759 (13,48%)
and the number of **overnight stays** - 2 882 615 ili 13,8%



Visitors with disabilities in 2013

- ✘ The City of Poreč-Parenzo – **489 people** (source: Poreč Tourist Board)
- ✘ Laguna Poreč Inc., - **12 081 overnight stays**
- ✘ Valamar Inc. - ???

CROATIAN TOURIST MARKET

Total numbers of visitors:

- ✘ tourist arrivals - **12,5 millions** (62,3% organized – 37,7% individual)
 - ✘ number of **overnight stays – 64,6 millions**
 - ✘ 5,2 days – average length of stay (statistics: www.mint.hr)
1. Germany 2. Slovenia 3. Italy

Database on arrivals of visitors with disabilities should be developed

INTERNATIONAL TOURIST MARKET

Potential visitors with disabilities together with friends and relatives

- ✘ **78 millions** of American and
- ✘ **75 millions** of European visitors.

Travelling and the numbers of overnight stays are increasing and revealing **valuable market** (Sheffield Hallam



TOURIST MARKET IN THE YEAR 2013.

POREČ – ACCESSIBLE TOURIST DESTINATION

High quality development of tourist destination has a feature of public resources

- ✘ All the participants on the destination tourist market benefit from **total quality** and **good image** of the destination because that attracts potential and keeps old guests

Create an added value for tourist destination



ACCESSIBLE TOURISM – WHAT DOES IT INCLUDE?

Extended product of a tourist destination includes a combination of:

- ✘ **accessibility on all levels**
- ✘ **ambience**
- ✘ **tourist's interaction with a destination**



ACCESSIBLE TOURISM

Tourism is accessible when the services, products and environment meet the recommended standards which in turn, enables disabled to access, use and enjoy them. Vilma čehić-Janjuš



UNIVERSAL ACCESSIBILITY IN HOSPITALITY INDUSTRY



INFORMATION

- ✘ On accessibility adapted to the needs of persons with disabilities



ACCESSIBILITY MAPS AND TOURIST GUIDES FOR DISABLED

- ✘ Showing the suggested ways of movement through the town



INFORMATION ON TOURIST ACCESSIBILITY OF THE CITY

HOTELS, RESTAURANTS, SPORT, ENTERTAINMENT



- ✘ Hotels
- ✘ Restaurants
- ✘ Historical and cultural monuments
- ✘ Beach
- ✘ Entertainment
- ✘ Public transportation

Accessibility enhancement is a true opportunity for many companies.



CULTURAL AND HISTORICAL MONUMENTS OF POREČ

- ✘ The 6th century Euphrasian Basilica a UNESCO World's Heritage Site since 1997.
- ✘ The Decumanus and Cardo Maximus streets
- ✘ The Roman square of Marafor and the temples – 1st ct.
- ✘ Romanesque House – 13th ct.
- ✘ The Istrian Parliament – 13th ct.
- ✘ The town walls and fortresses – 15th ct.
- ✘ The Sinčić Palace – 18th ct.
- ✘ Churches: Lady of Angel, St. Eleutherius
- ✘ Town Hall, Town Theatre, the Isabella Castle on the island of St. Nicholas.....



Raising consciousness of the public and the service providers in hospitality industry for persons with disabilities and tourism in general

Encourage the public to consider the development of an **added value** in the sense of the tourism accessible to everyone

OUR IDEA



AIM:

Accessible tourism in the City of Poreč designed for the persons with disabilities



TOURIST GUIDE FOR VISITORS WITH DISABILITIES



- ✘ Create a **tourist guide and tourist E-GUIDE** for visitors with disabilities
- ✘ Available at the **website**; can be used as a simple personal guide
- ✘ Showing accessibility and possibilities of movement through the town, at beach, in catering facilities and other tourist attractions in destination of Poreč

OUR WORK PROGRAMME:

1. Gathering information
2. Research
3. Synthesis and evaluation of the existing conditions
4. Making of E-GUIDE
5. Project presentation
6. Promotion



1. GATHERING INFORMATION



- ✘ Internet, websites
- ✘ Telephone and e-mail communication
- ✘ Observing surrounding area; sightseeing in the city of Poreč



2. RESEARCH

Establish the actual level of accessibility quality in Poreč:

- ✘ Town area
- ✘ Restaurants and other similar facilities
- ✘ Hotels, private accommodation
- ✘ Town beach
- ✘ Entertainment
- ✘ Sport
- ✘ Cultural and historical monuments
- ✘ Banks, health care institutions etc.



3. SYNTHESIS & EVALUATION OF ACTUAL ACCESSIBILITY LEVEL IN TOURISM OF POREČ - PARENZO



- ✘ Synthesis with the purpose of making the **tourist ACCESSIBILITY E-GUIDE**
- ✘ Planning the making of **the tourist guide for persons with disabilities**

4. IZRADA E-VODIČA ZA OSOBE S INVALIDITETOM I SMANJENE POKRETLJIVOSTI

- ✘ In print
- ✘ In e-form - tourist E-GUIDE
- ✘ Available on the Internet

<http://www.webis.hr/e-vodic>

“ACCESSSIBILITY CONNECTS U

Slogan and logo:

”Poreč disabilities friendly“



5. PRESENTATION OF THE PROJECT:

- ✘ 12th June 2014
- ✘ at 1 p.m.
- ✘ hotel “Palazzo” Poreč

Why?



6. PROMOTION



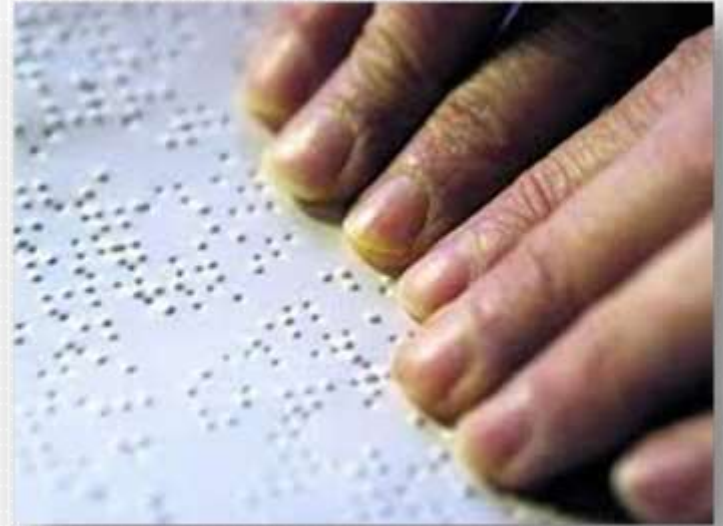
- ✘ An article in the newspapers „Glas Istre” 12/06/2014
- ✘ An article on the webpage www.parentium.com
- ✘ TV feature on TV NOVA Istra 12/06/2014 at 20:05
- ✘ Show on Radio Centar Studio Poreč 13/06/2014 at 13:00

PROPOSITIONS TO THE CITY OF POREČ:

- ✘ Add an accessibility city map to the already existing city map
- ✘ Build a city miniature model for visually impaired (example: Pula)



- ✘ Print a tourist guide and the city map in a Braille alphabet
- ✘ Print a tourist guide and the city map for physically disabled



IN PRACTICE - WE SUGGEST:

Project could encourage the community to make:

- ✘ **Databases** on social tourism in Poreč
- ✘ **City maps and guides** for accessible tourism in Poreč
- ✘ Maps of the accessible natural attractions in Poreč area
- ✘ Guide on the best and most accessible types of tourist accommodation
- ✘ Accessible Restaurants Guide
- ✘ Accessible Sites/Museums Guide
- ✘ Digital e - guide for accessible tourism in Poreč for all groups of persons with disabilities
- ✘ Website (at TB of the City of Poreč) for persons with disabilities (segmented into aimed groups) ciljnim skupinama)
- ✘ Specilized receptive tourist agencies
- ✘ Specialized tourist guides for guiding the groups with disabilities

BUSINESS OPPORTUNITY FOR:



- ✘ City Tourist Boards and County Tourist Boards in Croatia in general
- ✘ Croatia Tourist Board
- ✘ Various catering and tourism organizations
- ✘ Specialized travel agencies, transport providers, and others

Small changes can create
GREATER OPPORTUNITIES
and win this VALUABLE
market!

IN CROATIAN TOURISM

- ✘ Improve accessibility on all levels
- ✘ Ascertain and provide **information** adapted to their needs
- ✘ Welcome and take care for all the needs of persons with disabilities respecting the EU standards

Tourism strategy till 2020.



EXAMPLES FROM THE WORLD:



“Accessible restaurants and pubs which provide excellent customer service will attract disabled people, their friends and family.

- ✘ 18% of disabled customers visit restaurants at least once a week and 22% visit at least two or three times a month.” **Pizza Express**

“All investments in greater accessibility have repaid themselves within one or two years.

- ✘ And the recent update of access information on our website repaid itself in three months.” Magnus Bergland - **Scandic hotels**



EXAMPLES: ADVANTAGES

Tourism businesses that have improved their accessibility often report that people with access needs are very **loyal customers**:

- ✘ “They tend to come back regularly. They are a very loyal market.” Elm Farm Cottages

Accessible tourism is very much in demand, for example, the demand for accessible accommodation outstrips the current supply:

- ✘ „ We enjoyed occupancy levels rising to 97%, compared with a Northumberland average of 55% **“The Hyatt Hotel”**



IN THE FUTURE:



- × Demand for accessibility is growing
- × We need to develop inclusive tourism policies.
- × We need to follow the best examples in this field
- × We need to provide the tourism market with the relevant **information**

Small changes CREATE A GREAT OPPORTUNITY

OUR THANKS GO TO:

- ✘ Jasmina Vinkerlić Petrović
- the Head of the
Administrative Department
of Municipal Services of
the City of Poreč - Parenzo
- ✘ Ivana - Poreč Association
of Persons with Disabilities
- ✘ Hotel Palazzo
- ✘ Caffe „Baccus”
- ✘ “Webis” firm



THE PROJECT TEAM:

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the principal



„SMALL CHANGES CREATE A GREAT OPPORTUNITY”

THANK YOU FOR YOUR ATTENTION



REFERENCES:

- × www.ddi.hr
- × www.to-porec.com
- × www.istra.hr
- × www.mint.hr
- × The County of Istria Guide for disabled – Guida per i disabili della regione istriana – città di Parenzo
- × The Regulations on the access to buildings and sites for persons with disabilities
- × Poreč – Parenzo city map

