



**International Labour Organisation (ILO) – Ministry of Tourism – Red Sea
Governorate – Egyptian Hotel Association – European Network for
Accessible Tourism**

Accessible Tourism Competition 2016
“Tourism for All”

For the Red Sea, South Sinai, Cairo, Giza, and Alexandria governorates

Table of Contents

PART I. BACKGROUND	2
What is Accessible Tourism?	2
Who benefits from Accessible Tourism?	2
Why is Accessible Tourism good for business?	2
About the Award	2
Award Categories	3
Prizes	3
PART II. APPLICATION GUIDANCE NOTES	3
Applications	3
Who can enter?	4
Supporting Evidence	4
Terms and Conditions	5

Part I. Background

What is Accessible Tourism?

Accessible Tourism refers to making environments, venues, and services suitable for the widest range of customers. It applies to all parts of the tourism value chain, including marketing, information, booking, transportation, accommodation, attractions and activities during the visitors' journey.

Who benefits from Accessible Tourism?

Accessible Tourism benefits all visitors, including people with disabilities, seniors, families with young children and many more with specific access requirements. Specifically:

- Guests with mobility impairments (walking difficulties, wheelchair users).
- Guests with hearing impairments / deaf.
- Guests with vision impairments / blind.
- Guests with learning difficulties.
- Guests with allergies or asthma.
- Guests with dietary requirements.
- Seniors (older, frail people) with varying access requirements.
- Guests with temporary impairments (e.g. a broken limb).
- Families with young children (e.g. in pushchairs).

And/or any of the above who travel with a carer or personal assistant.

Why is Accessible Tourism good for business?

- It improves the quality of the experience for all customers.
- It improves safety and comfort for all customers.
- It widens market and employment opportunities.
- It contributes to improved sustainability of the business.
- It reflects the social responsibility of the business.

About the Award

This award is for hotels and tourism service providers (e.g., coach tours, diving centers, boat excursions, desert safaris, spas, etc.) operating in the Red Sea Governorate, and that are addressing the accessible tourism market by providing Tourism for All Visitors, particularly people with disabilities and others with specific access requirements, as mentioned above.

Being a shortlisted hotel/tourism service provider or winning the award will confirm the excellence of the work you have done to make your business accessible. It will add value to your reputation, making your offer more attractive to customers.

Through this competition, which is being held for the first time in Egypt, the International Labour Organisation (ILO), Ministry of Tourism, Red Sea Governorate, the Egyptian Hotel Association and the European Network for Accessible Tourism wish to recognise the outstanding efforts of tourism businesses to provide the warmest of welcomes and cater for all visitors, regardless of their access needs.

Award Categories

The competition is open to two types of tourism suppliers:

1. Hotels and Resorts (abbreviated throughout this document as “hotels”).
2. Tourism service providers (e.g., coach tours, diving centers, boat excursions, desert safaris, spas, etc.).

Prizes

Two 1st prize winners (one hotel and one tourism service provider):

- An Accessible Tourism Award Certificate.
- A study tour to a European Accessible Tourism Destination for one person from each winning establishment.
- Two years membership in the European Network for Accessible Tourism (ENAT). <http://www.accessibletourism.org/>

One second prize winner (either a hotel or a tourism service provider):

- An Accessible Tourism Award Certificate.
- A study tour to a European Accessible Tourism Destination for one person from the winning establishment.
- One year of ENAT Membership.

One third prize winner (either a hotel or a tourism service provider):

- An Accessible Tourism Award Certificate.
- One year of ENAT Membership.

Part II. Application Guidance Notes

Applications

Applicants must fill in the Application Form (available on the ILO and ENAT website) and submit additional “evidence” to support their application.

Applications for the award are welcome in English and Arabic. They must be submitted before Tuesday February 9th by email to: tourism.for.all@outlook.com.

You should refer to the relevant criteria for the particular award category you are entering, (Hotel / Tourism service providers) and tailor your answer to your own business.

Answer the questions with as much relevant information as possible and ensure that any evidence makes reference to the correct section.

You will need to give the judges a clear picture of your business or activity and what you provide. You must keep to the stated word limit.

The first stage of judging is based on the written applications. Do not hesitate to say what you have achieved but be factual and honest, and remember that any claims you make must be supported by appropriate evidence. Do not assume that the judges know your business.

Who can enter?

Hotels and tourism service providers operating in the Governorates of Red Sea, South Sinai, Cairo, Giza, and Alexandria. Entries will demonstrate good customer service to all, be distinctive, and stand out.

There should be evidence of:

1. Your commitment to excellence in accessibility.
2. Establishing and developing an accessible service.
3. Customer service and disability awareness training.
4. Providing accessible facilities and services for all.
5. Information provision and promotion.
6. Innovation and future plans for improving access.
7. Local impacts on the community, including employment of persons with disabilities.

Evaluation of Applications

- The first stage of judging is based on evaluations of the written applications and evidence, which must be submitted by email before Monday February 29th 2016.
- A shortlist of entrants will be selected from the written applications, who may then receive a visit from the judges.
- Applicants will be notified in March 2016 if they are finalists.
- Judges will be looking for evidence of excellence and best practice with respect to accessibility.
- The judging panel will have representation from the ILO, Ministry of Tourism, Red Sea Governorate, Egyptian Hotel Association, European Network for Accessible Tourism, and experts with experience and knowledge of accessibility in the tourism industry.

Supporting Evidence

- Supporting evidence must be submitted to help the judges fully understand and assess the applications.
- All applications and supporting material should be sent before 5 pm on Monday February 29th 2016 to: tourism.for.all@outlook.com.
- Large file attachments should be submitted via the file transfer service: www.wetransfer.com, using the same email address as indicated above.
- Evidence must be clearly referenced to the appropriate question. Evidence that is poorly presented or not clearly referenced will not be considered.
- Relevant supporting evidence may include, for example:
 - **Written Accessibility Strategy** and/or **Accessibility Action Plan** (in PDF format).
 - **For Hotels:** Photographs or short video clips showing the following areas, facilities and services: entrance(s), reception area, guest rooms and bathrooms and common use toilets,

restaurant(s) (breakfast and dining area), elevator, transfer vehicles, leisure facilities, outdoor areas. Also transportation for disabled customers, large print or pictorial menus, evacuation procedures and allergy policies regarding maintenance of air conditioning systems, cleaning material, non smoking rooms, bedding material, where applicable.

- **For tourism service providers:** Photographs or short video clips showing access equipment, services, organised activities, transportation vehicles, etc.
- **Extracts of marketing initiatives,** brochures, training plans and award certificates, press cuttings, examples of customer feedback forms, staff newsletters, access/sustainability policies, etc. (must be in PDF format).
- **Scanned copies of customers' letters** (received before 15th December 2015) with compliments on accessibility of services or facilities (in PDF format).
- **Links to website(s)** where accessible services or facilities are described.

Do not provide general marketing DVDs, CDs, videos, etc. Only send material that helps to show the accessibility features of your facilities and/or services, or guest experiences.

Draft your application and send it together with supporting evidence no later than 5pm on Monday February 29th 2016 to: tourism.for.all@outlook.com.

Terms and Conditions

By submitting an entry to the Accessible Tourism Competition 2016 "Tourism for All", you agree to be bound by the following terms and conditions:

- Entities can enter more than one category (Hotels / Tourism service providers), but separate entry forms and supplementary information must be completed for each application.
- The judges' decisions are final. There will not be a discussion about the shortlisting process, choice of finalists, or choice of winners.
- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the Awards, the decision of the ILO shall be final and no correspondence or discussion shall be entered into.
- Prizes are non-negotiable and non-transferable. They may not be substituted by cash payment or any other alternatives.
- Participants who win a place on the European Familiarisation Tour must have a valid passport and Schengen Visa for travel within March - April 2016. Please include name of representative to travel in the application form.
- The ILO will be allowed to make use of the materials submitted by applicants for purposes of communication and publication. The sources of the materials will be referenced by ILO.