



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

Application Form

Contact Details	
Contact Name:	
Name of Establishment:	
Business Type:	Hotel Tourism service providers
Address:	
Telephone:	
Mobile:	
Email:	
Website:	
Public Relations Contact Details: (if different from above)	
Name of representative to travel (in case you are awarded a study tour to Europe):	

Business Details	
How long has the business been operating? (years & months)	
Licence number:	
How many managers and staff do you employ?	Owners/Managers Staff Full time Part time

Give a brief history of your business/service (max 200 words)



Finalists will demonstrate exceptional commitment to excellence in accessibility, quality, customer care, and business practices in the following areas:

1: Commitment to Excellence in Accessibility (max 200 words)

Describe your commitment to excellence/best practice in accessibility, and tell us what you think puts you above the competition and at the top of your sector for accessibility.

Evidence for this question may include a mission statement, business plan, or reasons for your engagement in this market.

[illegible]

2: Establishing and Developing an Accessible Service (max 250 words)

Describe how you have established your accessible business/service. What resources / information did you use? E.g., official standards, disability group input?

Evidence for this question may include an accessibility action plan (with completion dates for individual actions), customer surveys/questionnaires.

3: Customer Service and Disability Awareness Training (max 300 words)

- A. Describe your approach to customer service and give specific examples in relation to people with specific access requirements. Give examples of how you handle enquiries, visitor welcome and arrival, the stay/visit itself, and departure. Also describe how you deal with complaints.
- B. How do you ensure that your managers and staff are access aware and have the key skills and knowledge to cater for people with access requirements? Give details of any training owners/managers/staff have completed.

Evidence for this question may include testimonials (scanned originals in PDF format) that are related to accessibility, training certificates (with dates). Focus on examples from the last 12 months or on-going activities.

4: Providing Accessible Facilities and Services for All (max 400 words)

What facilities and services does your business/service have in place to accommodate one or more of the following groups of people?

- 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.

Evidence for this question may include photographs or videos of key accessibility equipment, facilities, and services.

5: Information Provision and Promotion (max 300 words)

Please describe how you provide customers with accessibility information, and the channels used to promote your accessibility to the accessible tourism market, with specific regard to the following:

- Information about accessibility of the facilities and services.
- Your marketing materials, e.g., brochures, advertisements.
- Published information in alternative formats e.g. Braille, large print, and audio.
- Your website.
- Social media.
- Other channels.

You may also include scanned magazine adverts, brochure/leaflet, etc.

Please indicate your website URL, and whether the website is designed to be accessible for people with disabilities (e.g. WGAG 2.0 compliant, see: <http://www.w3.org/WAI/intro/wcag>).

6: Innovation and future plans for improving access (max 200 words)

A. Give details of any innovative ways you have used to enhance the experience of people with access requirements. This may be where innovation has been used to overcome the physical restriction of a building, but also includes innovative services provided for people with access requirements, e.g., information technologies.

B. Explain what you plan to do in the future to further improve the accessibility of your service.

7: Local impacts on the community (max 300 words)

Give examples of how your accessible services and/or facilities have an impact on the community, such as:

- Employing local youth, women, people with disabilities, etc.
- Local purchasing of accessibility equipment or contracting for infrastructure works, etc.
- Involvement of the local community (e.g. links with disability groups, charities, voluntary activities, etc.)
- Improvement of accessibility in the local community (e.g., making sidewalks in the city accessible).

Evidence for this question may include your written employment policy, number of people employed, community photographs, and videos.

Frequently Asked Questions

Does my application have to be completed electronically or are hard copies acceptable?

All applications and supporting information must be submitted electronically by email. Hard copy submissions will not be considered. If you are experiencing difficulties in sending emails or file attachments, please use the contact point below.

How long does it take to complete each application?

We estimate that it should take around two hours to complete each application, but this can obviously vary according to your evidence and how comprehensive you wish to make your application.

Should I send other supplementary information as well as my completed application form?

Yes. You must provide supporting material and evidence to help the judges understand and assess your application. Please make a list of all your documentary evidence.

All supplementary information must be attached using common file formats: PDFs for text and image documents, JPEG for photos and file formats: AVI, MOV or MPEG for videos. Each filename should include the name of the business and the title of the image (what is shown).

You may provide a list of image titles and names of photographers in a separate text document. 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.

What happens when you receive my application?

The closing date for receipt of applications is 5 pm on Monday Feb 29th 2016. Finalists will be notified in March 2016.

Is the information I send to you kept private and confidential?

Yes. Only the organisers and judging panel will have access to your application form and any supporting documentation.

How is the evaluation of applications carried out?

1. The First Stage of Judging will be based on your written application. This stage may also take into account online customer reviews, where these are available.

The judges will consider:

- a) Content of your application form, especially evidence to demonstrate commitment to accessibility, customer service, and satisfaction and business success.
- b) Online reviews, where available, and a review of the applicant's own website and any other online marketing that can be found.

A shortlist of entrants will then be selected for Category 1 (Hotels) and Category 2 (Tourism service providers, e.g., coach tours, diving centers, boat excursions, desert safaris, spas, etc.).

2. In the Second Stage of Judging, the shortlisted applicants will be reviewed by the competition assessment team by telephone, email, or on-site visits. In case of visits to your premises or business, members of the assessment team will make an appointment with the management about one week in advance of the visit.

Following the Second Stage of Judging, the most highly rated entrants from the shortlist will be confirmed as finalists with an award recommendation. All finalists will be invited to attend the Awards Ceremony of the Accessible Tourism Competition 2016, to be held in March 2016.

When are the winners announced?

The finalists and award winners will be published immediately following the Awards Ceremony.

Contact: the International Labor Organization - Accessible Tourism Competition 2016 Team

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