

ERNEST final conference - Florence, June 27th, 2012



ACCESSIBLE BEACH

BEST (BEaches accessibility and security improvemenT)

A-BEST (Accessibility_Beach Ecology Safety Technology)

EXCELLENCE (bEaCh EstabLishments accessibiLity, sEcurity and eNvironmental impaCts rEduction)

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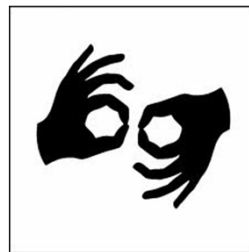
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Accessibility

Achieve the inclusion of challenged people at the beach.

- Physically Challenged
 - Long term (Wheelchair, Ageing)
 - Short term (Pregnancy, temporal injury)
- Visually Challenged
 - Total blind
 - visually impaired
- Deafness Challenged
 - Permanent
 - Temporary



Beach Accessibility

- All beach elements must be accessible
 - Sand and water
 - Toilets
 - Bar and other services
 - Showers
 - Etc.
- Not only the beach!
 - How to reach the place
 - How to reach the destination



The importance of Governance

- Actors involved
 - Citizens
 - Individuals
 - Associations
 - Tourism companies
 - Governments
 - Tourists
 - R+D+T centers
- Instruments
 - Surveys / records
 - Mediation
 - Forums
 - Interviews
 - Destination Accesibility Plan

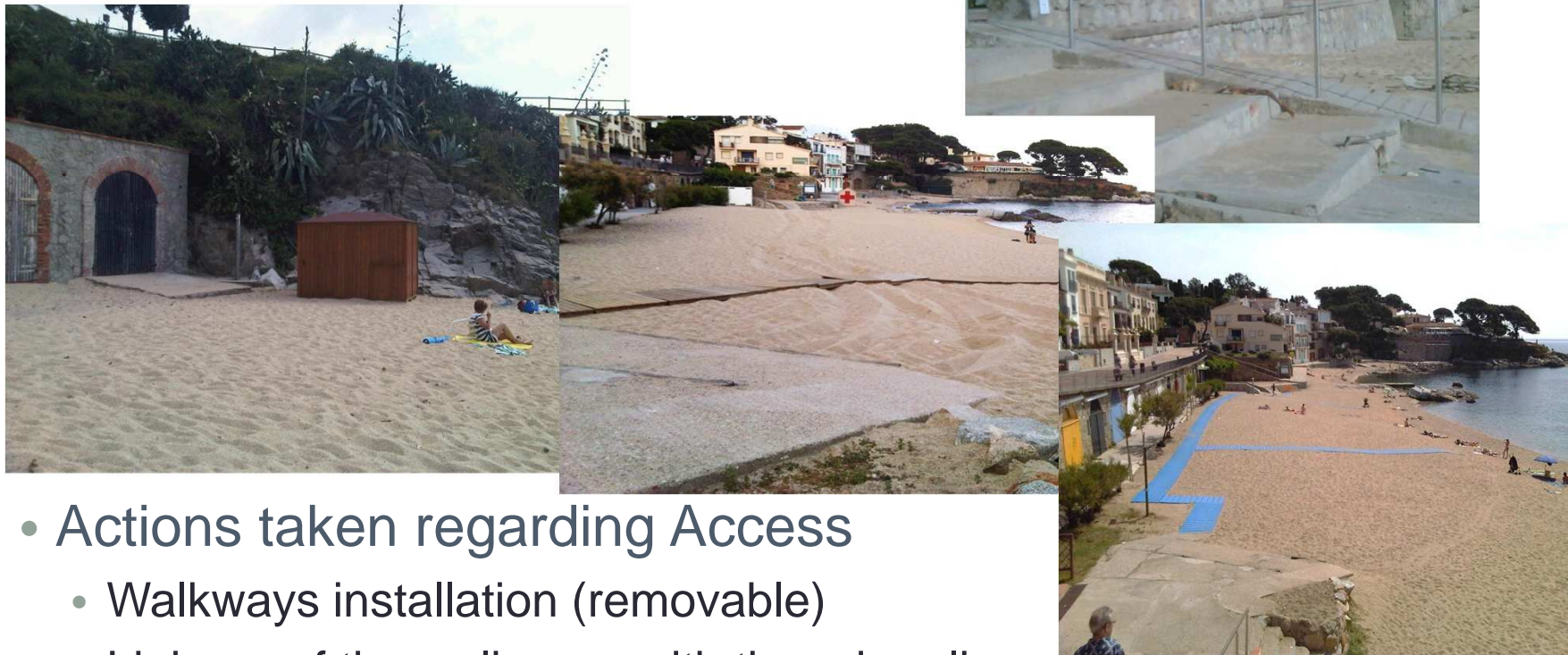


A-BEST Project Results (ELSA Integració)

- Accessibility manual
 - Concepts & definitions
 - Challenged tourism
 - Governance for accessible tourism destinations
 - Instruments for collaborative processes management
 - Beach accessibility European good practices
- Local government self check-in manual
 - Independent Autoevaluation of accessibility regarding
 - Physically Challenged Market Segment
 - Visually Challenged Market Segment
 - Deafness Challenged Market Segment

BEST Project Results (Palafrugell)

- Actions taken regarding Security
 - Safety bars
 - Safety & surveillance at the beach



- Actions taken regarding Access
 - Walkways installation (removable)
 - Linkage of the walkways with the urban line.

EXCELLENCE Project Results (L'Estartit)

- Actions taken regarding Security
 - Security fences and bars at kids garden
- Actions taken regarding Access
 - Walkways installation (removable)
- Actions taken Improvement of Beach Quality
 - Linkage of services (safety, kids, shower, etc)



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ERNEST PROJECT

A-BEST
BEST
EXCELLENCE

Thanks for your attention!



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SEVENTH FRAMEWORK
PROGRAMME