

Mobilize, sensitize and train tourism actors about accessibility for all

Presentation abstract

For several years now, the Paris Region Tourist Board (CRT) has set up an extensive training courses program tailored to the needs of the tourist sector.

The quality of the welcome is the common denominator between tourism professionals (public transport, accommodation, leisure, tourist offices, restaurants, museums, monuments...).

Mix them during training courses encourages the exchange of experience and networking between Paris Region stakeholders. Hospitality, quality, knowledge of the markets, tourist experience user needs and requirements, suitable offers ... are the key words of the training program.

The quality of the welcome received and inclusive tourism are part of the scheme.

The key issue is to give them common skills about universal design, adapted services and offers tailored to the user needs. Those tools were set up not only for people who works daily about accessibility but for all the welcoming staff (security, information desks, shops, ticketing, cleaning staff...) in front or back office.

Different units are part of the work schedule in order to meet the tourism supply chain requirements (turn over, seasonality, job volatility....) :

- Thematic trainings (3h30) with internal or external experts (promotion, legal background, accessibility of websites, Alzheimer, signing, audio description...).
- On the job trainings through simulations (between 2h30 and 3h30). It deals with hospitality for all, customer experience (special needs and expectations), invisible impairment...
- A free online training tool "Réflexe Accessibilité" (45 minutes). The player embodies professional from different tourist trades: museums and monuments, tourist information, taxis, public transport, accommodation services, airport...

The goal is to offer the best level of welcome for all and to answer to the different customer needs.

Faced with this observation, the Paris Tourist Board provides different tools to help and support tourism professionals to implement suitable offerings.

This action is a great opportunity for us to share, meet and develop a common set of core skills.

It's not only a quality issue but also a competitive goal.

Our aim is to make Paris Region an inclusive worldwide destination especially with the challenge of the Olympic and Paralympic Games in 2024. The stakeholders have to be involved to provide to all the attendees the best quality of welcome. This event will be a great opportunity for us to improve and to better illustrate our commitment to quality and accessibility for all.

Lead speaker : Marie Yahiel

Organisation : Paris Region Tourist Board

City (Country) : Paris(France)

Biography : Marie is one of the two accessibility officers of The Paris Region Tourist Board (CRT). She puts in place the resources, aids, guidance and the network to enable professionals to develop and market an innovative and quality service that is tailored to the users' needs (promotion, local and international trade fairs and conferences, partnerships, workshops, tools, project guidance, trainings courses...). She has been working in the tourism sector for 10 years (Paris Convention and Visitors Bureau, Eiffel Tower, France electricity works council, Louvre Abu Dhabi...). Marie holds a Master's degree in Tourism Development from the University of La Sorbonne, she also studied political science and history. She attended as a speaker to the World Summit in Montreal in 2014.

2nd speaker : Charlotte Vella

Organisation : Paris Region Tourist Board

City (Country) : Paris (France)

Biography : Charlotte works for improving quality tourist services by supporting tourism stakeholders to enhance or create a tourism offer for all: field trips, individual support, practical sheets, training courses... Her mission is also to promote Paris Region towards visitors with special needs during trade fairs such as Autonomic, the main accessibility showcase in France about disability. She also deals with accessible offers online thanks to accessible.net Charlotte has been working in the tourism sector for 5 years. She studied urban planning, economic and regional tourist development.