



World Summit on Accessible Tourism

# Destinations for All

Brussels 1-2 October 2018

## Universal Accessibility in Azores and Madeira – Education and Policies

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# Highlights

- PhD project (not final results);
- Universal Accessibility in Tourism;
- Azores and Madeira (Portugal);
- Education in Professional Schools of Tourism / Universities;
- Policies in Tourism Strategic Plans.

# Azores and Madeira (PT)



# Azores and Madeira (cont.)

- Madeira have 2 islands (Madeira and Porto Santo);
- Azores have 9 islands (Santa Maria, São Miguel, Terceira, Graciosa, São Jorge, Pico, Faial, Flores e Corvo);
- They have their own regional government and legislative assembly.

# Literature Review - Expressions

- Accessible Tourism;
- Inclusive Tourism;
- Tourism for All;
- Social Tourism;
- Universal Tourism.

# Literature Review (cont.)

- Social and/or corporate responsibility;
- Human Right;
- Social sustainability and development (SDGs 2030);
- Economic aspect;
- Reduce seasonality;
- And others.

# Education and Policies - Intro

- Azores and Madeira:
  - Professional schools of tourism;
  - Universities;
  - Tourism board / Government;
  - Regional tourism plans.

# Education – Tourism Schools

- CNQ – National Catalogue of Qualifications;
- Each course have several UFCD (Formation Units);
- Each UFCD is composed by 25/50 hours of formation;
- Area 812 – Leisure and Tourism (9 courses):

Source: <http://www.catalogo.anqep.gov.pt/Home/CNQ/>



# Education – Tourism Schools (cont.)

- Technician of Travel and Transport Agencies;
- Tourist Information and Animation Technician;
- Environmental and Rural Tourism Technician;
- Technical / Specialist Tourism Management;
- Technical / Specialist in Outdoor Tourism;
- (...).

Source: <http://www.catalogo.anqep.gov.pt/Home/CNQ/>

# Education – Tourism Schools (cont.)

- Area 812 – 9 Courses – 362 UFCD – 8900 Hours;
- 2 UFCD – 50 Hours – About Accessible Tourism;
- 0,55% Total UFCD – 0,56% Total Hours;
- We're training without a education road for UAinT;
- We have and need to change it.

Source: <http://www.catalogo.anqep.gov.pt/Home/CNQ/>

# Education - University

- 106 Tourism Courses;
- 46 National Institutions:
  - 34 Superior Technical Course;
  - 37 Degree Level;
  - 31 Master's Degree Level;
  - 4 PhD Level.

Source: <http://www.dges.gov.pt/pt>

# Education – University (cont.)

- Curricular Plans of Azores and Madeira Universities:
  - Degree Level in Hotel Management by UMA;
  - Master's Degree in Ecotourism by UMA;
  - Degree Level in Tourism by UAC;
  - Master's Degree in International Tourism Management by UAC;
  - Under analysis.

Source: <http://www.uac.pt> ; <http://www.uma.pt>

# Policies – Tourism Plans

- In Azores – PEMTA – Azorean Strategic and Marketing Plan for Tourism;
- In Madeira – ETM – Madeira Tourism Strategy;
- Both Tourism Plans bought by Regional Government.

# Policies – Tourism Plans

- The terms/expressions of AT doesn't exist;
- Accessibility is present in this way:
  - “(...) the change of the new model of accessibility (...) air and sea between islands” (PEMTA);
  - “The markets with the least accessibility are Denmark and Sweden with only occasional connections” (PEMTA);

# Policies – Tourism Plans (cont.)

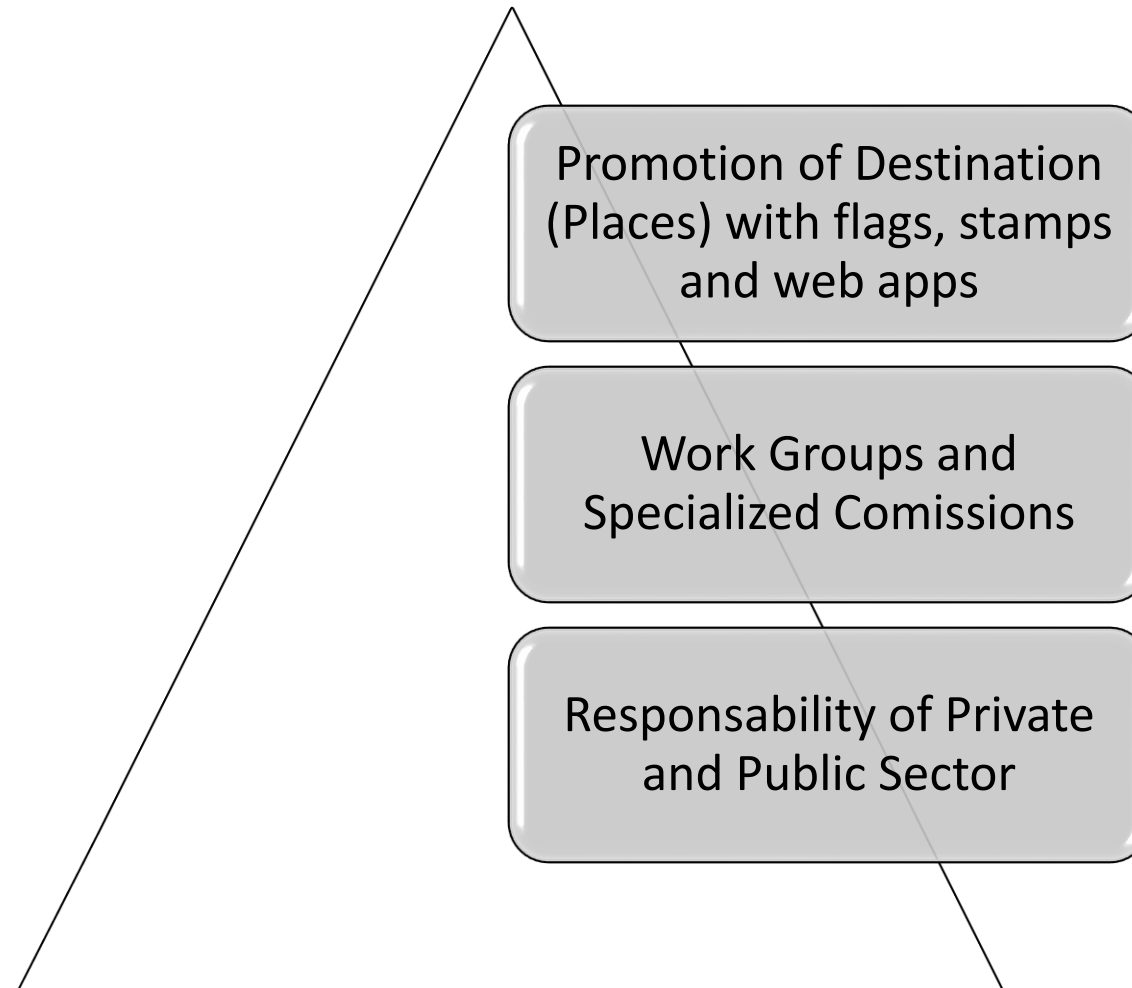
- “(...) most of the tourist agents considered the accessibility between the islands insufficient” (PEMTA);
- “ Accessibilities for Madeira (...)” (ETM);
- “(...) improve / increase accessibility to the destination” (ETM);
- “Accessibilities for the Region is vital for the competitiveness of the destination” (ETM).

# However...

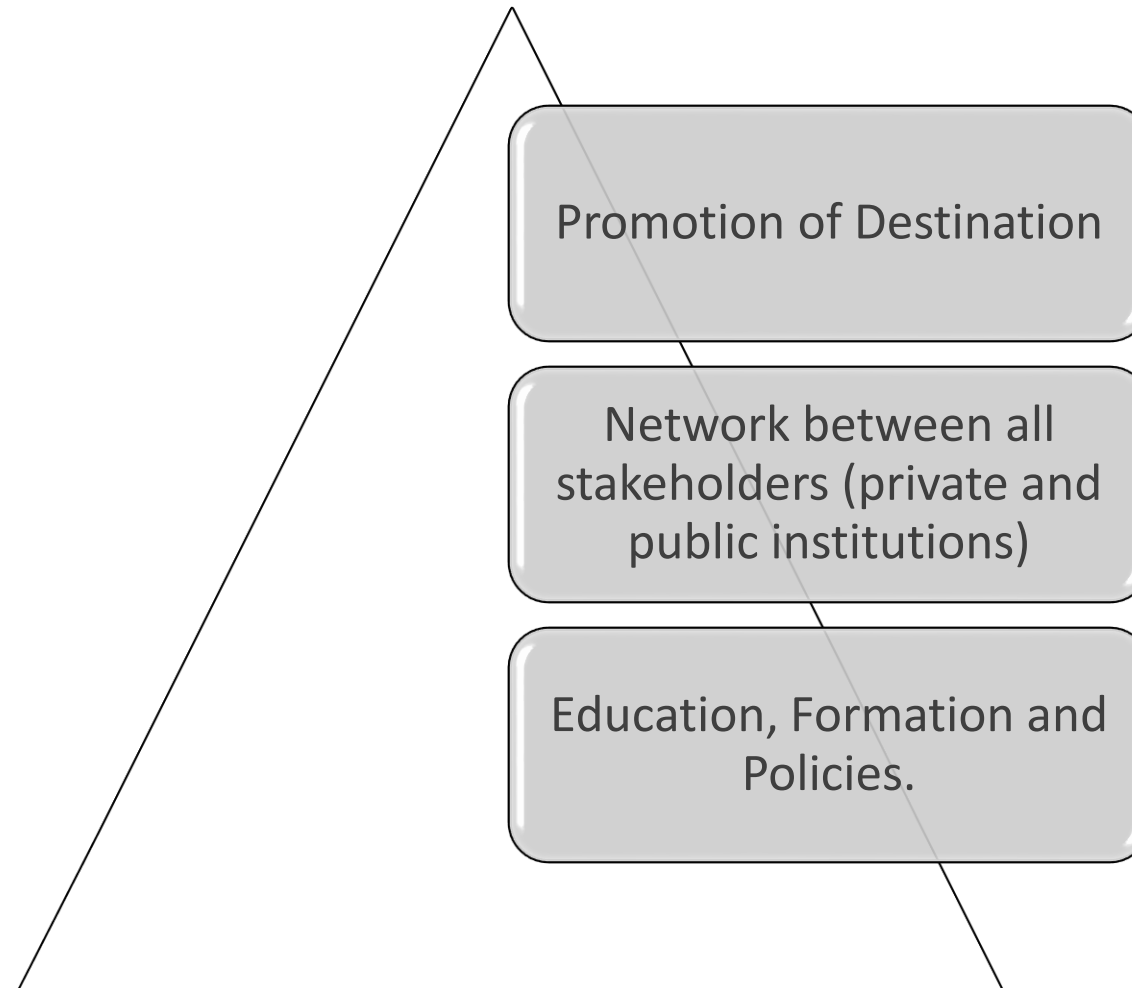
- Exist good-practices in both territories;
- There're present several institutions working AT;
- There're several financial support and programs for AT;
- Madeira and Azores can become a pilot-project for a UAinT:
  - Creating/adapting the courses (education and training);
  - No fees/taxes for who work in UA (and other policies);
  - Design a long term plan for a UAinT.



# UAinT – Past & Present



# UAinT – Future



Thank You

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