



ACTIVITY REPORT 2014

ENGLISH VERSION

ACTIVITY REPORT 2014
ASSOCIATION TOURISME ET HANDICAPS – ENGLISH VERSION

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EDITORIAL From the Association's President

2014: the year full of expectations...

We were all hoping for a positive leap when it came to accessibility... an initiative underway since 2005 and with a deadline of 1st January 2015.

But we have been aware for some time that things were stagnating, that some professions did not seem to be mobilised at all... as I reported in my editorial in the 2013 report.

This is a bitter realisation..

Because not only is the number of accredited sites smaller than in previous years, but it has become clear during follow-up visits that there is currently little motivation to do the work to make sites accessible for a minimum of 2 categories of disability (the mark's evolution since 2012), or even according to the regulations required by the 11 February 2005 law (the mark's evolution since 2013).

We were acutely aware that access to everything for everyone would not be achievable by 2015, but with people's mind sets and interests changing, we were hopeful nevertheless that we would see notable progress.

Today, we are putting our hopes into the launch of the Ad'Ap which should facilitate technical accessibility as well the "desire to welcome"...

We are counting on all of our members not only to spread the message but also to help us to communicate about good practice.

When it comes to Disability, it is obvious that communication is still, too often, negative.

Of course, it is essential that things that do not work should be criticized.

But now, more than ever, it is necessary to endorse any accomplishments – and their originators – that are good role models... Often facing limited resources, these professionals have managed to make their tourist sites accessible using lots of goodwill and creativity.

The new Association Tourisme & Handicaps website is a tool that we make available to publicise these "good practices" along with our desire to use every promotional method available to put them in the limelight: shows, awards, events etc... together with our vital team of volunteers.

We should also bear in mind that our efficiency comes from the capacity to "work together"...

Let us hold onto the unique nature of the Association Tourisme & Handicaps which – since the beginning – has involved disability associations, tourism professionals, various suppliers and experts in its work.

Unity creates strength!

We should preserve this cooperation, remain reliant on each other and resist all temptation to fragment or divide.

The Association Tourisme et Handicaps is a network, a place for sharing and of cooperation between the tourism sector and disabled service users.

Thank you everyone, loyal men and women who play a part in this organisation, one which must keep going with determination and strength.

Annette MASSON

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PART 1: INTRODUCTION TO THE ASSOCIATION TOURISME ET HANDICAPS (Tourism & Disability Association)

1. A brief reminder of its history

Created in 2001 with the aim of facilitating access to leisure and tourism activities for people with disabilities, the Association Tourisme & Handicaps has endowed itself with several goals:

awareness-building of tourism professionals via surveys, research, training, expert assessments, exhibitions, symposia, publications etc in relation to the problems faced by disabled clientele over access to holiday and leisure activities.

implementation and management of processes to facilitate the policy of access to holiday and leisure activities.

MAIN ACTIONS (amongst others):

Carrying out surveys, research and expert assessments;
Organisation of symposia;
Publication of documents;
Setting up of exhibitions;
Running training course;
Involvement in events that promote access to leisure and holiday activities...

Since its creation, the Association Tourisme et Handicaps has taken part in major strategic developments:

Definition of a mark for tourism products, providing disabled clients with a firm guarantee (achieved in May 2001)

Market survey undertaken by Afit which consists of a quantifiable assessment of the market in terms of flux, tourism practices and buying power together with an analysis of the expectations and behaviour of disabled tourists (published September 2001).

Publication of a guide entitled “Réussir l'accueil pour la mise en accessibilité des prestations touristiques” (“How to improve accessibility to tourism services”) written by ODIT France (June 2005).

Market research led by Atout France (November 2009) “Adapter l'offre touristique aux handicaps” (“Adapting tourism products for disabilities”).

Accompanying document to support the implementation from 1st January 2015 of the 11 February 2005 law applying to cafes, hotels, restaurants and discotheques : “réussir l'accessibilité – une qualité d'accueil au service de la modernisation” (“How to improve accessibility – improved welcome to help modernisation”) led by the Délégation Ministérielle à l'Accessibilité (Ministerial Delegation for Accessibility) (November 2011).

Clients with disabilities represent a genuine potential for the whole tourism industry. It is therefore important that the main stakeholders in the sector understand the specific expectations of this clientele in order to offer a comprehensive and innovative range of products that are suitable for as many people as possible.

This research provides all tourism professionals with elements that enable them to consider current operational processes with the aim of improving their range of products and creating new ones.

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A communication platform...

The association is made up of representatives from the tourist industry and from disability organisations. As such it forms a platform for discussion between tourism suppliers and representatives of disabled tourists. In 2001, the then Tourism Ministry made the association responsible for putting in place the Tourisme & Handicap mark, which then became one of its main priorities. Since September 2013, the Association Tourisme & Handicaps has also been responsible for the Destination pour Tous (Destination for All) mark in partnership with the Ministère des Affaires Sociales et de la Santé (Ministry of Social Affairs and Health) and the Ministère de l'Economie, de l'Industrie et du Numérique (Ministry of the Economy, Industry and Digital Technology).

2. Composition of the Board of Directors

Following the meeting on 12 November 2014, the Board of Directors is made up of

President

Annette MASSON (Term of office: 2013-2017)

Fédération Française des Techniciens et Scientifiques du Tourisme (F.F.T.S.T.)

Vice- Presidents

Joseph Louis BARBOSA (Term of office 2013-2017)

Association des Paralysés de France (A.P.F.)

Joël SOLARI (Term of office: 2013-2017)

Groupe pour l'Insertion des Personnes Handicapées Physiques (GIHP)

Treasurer

Christina GATTA (Term of office: 2010-2015)

Maison des Algues

General Secretary and Assistant General Secretary

Hugues BEESAU (Term of office: 2010-2015)

Rhône Alpes Tourisme

Pierre BOUDOT LAMOTTE (Term of office: 2010-2015)

Amaryllis

Members:

Patrick BRAULT (Term of office: 2013-2017)

UNAT

Véronique BRIZON (Term of office: 2010-2015)

RN2D 6 Réseau National des Destinations Départementales

Pierre CASADEVALL (Term of office: 2010-2015)

F.F.A.A.I.R

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Jacky LAPALUD (Term of office: 2010-2015)
Cap Horizon

Philippe LE BERRE (Term of office: 2013-2017)
Cartel Matic

Yves MORINEAUX (Term of office: 2010-2015)
AVH - Association Valentin Hauy

Dominique RABET (Term of office: 2013-2017)
DR Consultant

Murielle VANDECAPPELLE-SICLIS (Term of office: 2013-2017)
F.F.H - Fédération Française Handisport

Louis VILLARET (Term of office: 2013-2017)
Hérault Tourisme

In 2014 there were two meetings of the Board of Directors :

21 May 2014

12 November 2014

Members of the board organise telephone conferences approximately every six weeks and at other times whenever necessary for the smooth running of the association.

3. Members of the Association Tourisme et Handicaps (Tourism & Disability Association)

Active members

Tourism professionals

AFEST, Aflyht, ANVM, Assemblée Permanente des Chambres d'Agriculture (APCA), Conseil Régional Basse Normandie, Conseil Régional Provence Alpes Côte d'Azur, CDT Gard, Centre des Monuments Nationaux, Clévacances, Conseil Général des Hautes Alpes, Conseil Général Alpes de Haute Provence, CRDT Auvergne, CRT Provence Alpes Côte d'Azur, CRT Riviera, FFTST, Fédération Nationale des Gîtes de France ,FNHPA, Haute Alsace Tourisme, Hérault Tourisme, Ile de la Réunion Tourisme, Loire Atlantique Développement, Offices de Tourisme de France, Rhône Alpes Tourisme, RN2D, Snav, SNELAC, Synhorcat, UMIH, UNAPAREL, UNAT.

Associations representing the disability sector

APF, AVH, Cap Horizon, CCAS, CNLTA, CFPSAA, Coordination Handicap Normandie, Fédération des Aveugles de France, FFAAIR, F.F. Handisport, GIAA, GIHP Aquitaine, GIHP National, GIMC, Synergihp, Synergihp Bretagne, Unapei, UNISDA, Voir ensemble.

Suppliers - partners

Accèsmetrie, Anae, Aequios, Camping de Maubuisson, Amaryllis, Cartel Matic, Culture et Compagnie, Domaine Nature, DR Consultant, Frédéric Dumez Consultant, Handi Loisirs, Handibooking.com, Handibat Développement, IRM, Média Plus Communication, O'Hara, ONF, Qualiconsulting, Thierry Nézot, consultant in accessibility for all publics, Taxis G7, Maison des Algues, Sourdline Développement, Surdicité.

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Training bodies

Actif, BC Sud Formation, Cap Access, Célière Formation, Infa, EPH

Qualified expert

Cyrille-Robert Broux

Honourable members

Annie Bertholet, Edith Madet, Denis Mangado, Pierre Rousseau and Jean Yves Simon.

4. Partners

The Association Tourisme et Handicaps is supported in its work by the Ministère de l'Economie, de l'Industrie et du Numérique (Ministry of the Economy, Industry and Digital Technology), the Ministère de la Culture et de la Communication, the Ministère des Affaires Sociales et de la Santé (Ministry of Health and Social Affairs) and the Agence Nationale pour les Chèque-Vacances (ANCV). The Association Tourisme et Handicaps maintains the national unity of the mark, leading it to work in partnership with those regional bodies in France involved in setting up such labels.

The Association Tourisme et Handicaps works together with AFNOR, Atout France, the Conseil National du Tourisme (National Tourism Council), the Réseau Européen du Tourisme Accessible (ENAT), Kéroul, the Ministère de l'Ecologie, du Développement durable et de l'Energie (Ministry of the Environment, Sustainable Development and Energy), the Observatoire Interministériel de l'Accessibilité et de la Conception Universelle (OBIAÇU), the Organisation Internationale du Tourisme Social (OITS), and the Réseau National des Destinations Départementales (Rn2d).

5. The Association's regional correspondents

The correspondents of the Association Tourisme & Handicaps are volunteers from member associations who have agreed to represent our association in their region and who have been tasked with raising awareness and motivating tourism professionals by explaining the benefits of mobilising behind the Tourisme & Handicap and Destination pour Tous marks.

Regional correspondents include:

Alsace

Bernard PFISTER – GIHP Alsace

Aquitaine

Joël SOLARI – GIHP Aquitaine

Auvergne

Jacques RUIZ – APF Puy-de-Dôme

Céline COUDOUEL – CRDT Auvergne

Centre

Virginie POISSONNIER – Cemaforre

Champagne-Ardenne

Guy VENGUD – GIHP

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Haute-Normandie
Sophie PAPIN – Coordination Handicap Normandie

Paris - Ile-de-France
Dominique RABET – DR Consultant

Languedoc-Roussillon
Jacky LAPALUD – Cap Horizon

Limousin
Laëtitia LE MAO –UNAT Limousin

Lorraine
Romain LAUX - UNAT Lorraine

Midi Pyrénées
Sylvie MANACH – Cépière Formation

Nord Pas de Calais
Pierre VERSCHAEVE – Aequios

Pays de la Loire
Frédéric DUMEZ – Frédéric Dumez Consultant

Provence Alpes Côte d'Azur and Corisca
Jean Philippe CHOUIKA – Cap Access
Yves LEGLISE – FFTST

Rhône-Alpes
Dominique CHAMBEYRON – FFTST
Jacques MARTIN – ADAPEI Rhône

Île de la Réunion
Eric TURPIN –GIHP La Réunion

6. The team

The Association's secretariat consists of:

Marie France JONTE

Marine GIRAUDEAU

With the help of interns during 2014:

Housna BAMOUDOU - Lycée Paul Eluard – Saint Junien (87)

Emeline BILIONIERE – Lycée Grégor Mendel –Vincennes (94)

Laury CLECH – Icadémie – Toulon (83)

Sule KUCUCKLER – ENC – Paris (75)

Aurore MATHIEU – Lycée Hôtelier – Brunoy (91)

Aude MERTON – E.P.H – Paris (75)

Laurane SABATHIER – IUT Périgueux Bordeaux IV – Périgueux (24)

Taharima TOILIBOU- Ensemble Scolaire Isaac de l'Etoile – Poitiers (86)

Céline VESNOC – COS CRPF Nanteau – Nemours (77)

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PART 2: THE TOURISME ET HANDICAP MARK (THE TOURISM & DISABILITY MARK)

Free access to holiday, sports and leisure activities remains one of the most important factors in social integration and self-fulfilment for anyone with a disability or similar difficulty. Both they and their families dream of being able to lead an independent life. This means that their access to facilities and tourism activities represents both a social and an economic issue.

Currently, 40% of the French population is registered as disabled (motor, sensory and intellectual), that is to say 22 million people (including the elderly, people who are temporarily immobilised, people with heart, kidney or respiratory defects...).

By providing facilities that are adapted for people with disabilities, the Association Tourisme et Handicaps (the Tourism & Disability Association) and the Tourisme et Handicap mark (Tourism & Disability mark) are responding to their needs, enabling them to choose their own holidays, to improve their minds and entertain themselves, to go away on their own or with their friends and families, alongside other people and just like everyone else.

Tourisme & Handicap (Tourism & Disability) is a national mark created in 2001 by the then Tourism Ministry. Its aim is to provide reliable information that is both independent and objective in nature about the accessibility of tourism sites and facilities for every type of disability (hearing, intellectual, motor, visual). By promoting adapted tourism facilities, the mark facilitates the creation of tourism products and services that are genuinely open to everyone, guaranteeing maximum independence for each person.

The mark enhances the efforts of tourism professionals working on improving accessibility and facilities for certain clients. It is intended for anyone wanting to open their establishments or their sites to a wider clientele:

accommodation: hotels, holiday villages, bed & breakfasts, youth hostels, tourism residences, self-catering properties and gîtes, camp sites, wellbeing centres,...

catering: restaurants, bars, brasseries, farmhouse inns... ;

tourist sites : monuments, museums, exhibition halls, châteaux, sites of outstanding interest, gardens... ;

leisure sites : theme parks, venues, beaches, swimming pools and water facilities, leisure centres, fishing areas, footpaths, water sports (rowing, canoeing, sailing), horse-riding centres, ...

This is a voluntary approach for tourism professionals and service providers who want to ensure that they provide consistently good facilities for disabled clients.

The first step is to contact the regional body responsible for starting the dialogue and awarding the Tourisme & Handicap mark (Tourism & Disability mark). These were set up by the DIRECCTE (Directions régionales des entreprises, de la concurrence, de la consommation, du travail et de l'emploi). At the moment, all the French local authorities (*départements*, *régions* and overseas territories) are signed up to this, the latest additions being Corsica and Guyana, both of which also requested training for assessors in 2014.

In the first instance, every professional interested in the initiative receives a self-evaluation questionnaire which gauges the level of accessibility to facilities for each different type of disability (hearing, intellectual, motor, visual).

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If the outcome of the self-evaluation is positive, the professional can then begin a programme of adapting his or her facilities, possibly with the help of services and associations with specific expertise in disability issues or in the process of obtaining accreditation. In order to obtain the mark, the facilities have to be evaluated by assessors on behalf of tourism professionals and disability associations. They base their assessments on a detailed grid of criteria that are based on a national system of reference.

The aim of the accepted criteria is to decide whether those facilities made available to disabled tourists enable them to be as independent as possible and with regard for each different type of disability.

Once the analysis has been undertaken, the regional council examines the findings received from the assessors and makes a decision based on current regulation, good sense and a human approach.

The Association Tourisme & Handicaps (Tourism & Disability Association) then checks that the decision is consistent with the national guidelines after which the national council awards the mark. A charter agreement is sent to each individual being awarded the mark, which sets out the guarantees required to ensure that the site's facilities and accessibility are permanent. Accreditation is awarded for two, three or four disabilities (hearing, intellectual, motor, visual) all of which bear a specific symbol. The mark is valid for a maximum of five years and can be renewed once a review of the facilities and accessibility has been undertaken.

The Tourisme et Handicap mark (Tourism & Disability mark) is first and foremost a response to the needs of disabled people. It also responds to the desire of tourism professionals wanting to promote their products to a disabled clientele. Any professional who begins the process of acquiring accreditation does so with the express aim of providing their disabled clients with a good standard of welcome and of accessible facilities. This commitment also reflects an economic strategy within a market that is still largely untapped. Professionals benefit too from the fact that the mark offers competitiveness within in the European market.

1. Management of the Tourisme et Handicap mark (Tourism & Disability mark)

a/ National council 2014

A reminder that the national accreditation council for the mark is made up of:

One representative from the Ministère en charge du Tourisme (Tourism Ministry) - Luc Thulliez

One representative from the Ministère de la Culture et de la Communication (Culture & Communication Ministry) - Sandrine Sophys Veret

One representative from disabled persons' associations - Jacques Ruiz

One representative from tourism professionals - Annette Masson

ATH secretariat - Marine Giraudeau

b/ Processing of files :

Eleven national council meetings took place between 1st January and 31st December 2014 :

30 January

27 February

27 March

28 April

28 May

30 June

17 July

22 September

30 October

27 November and 18 December

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During the meetings, the national council processed 1051 files.
465 of them dealt with second visits, including 104 cultural sites and 455 files were cancelled or struck off.

It is worth noting that by 31st December 2014, 541 second visit files had not been sent to the national council by the local representative bodies.

STATISTICS AS OF 31ST DECEMBER 2014

These statistics were based on 5156 facilities having received a positive judgement from the Tourism et Handicap (Tourism & Disability) accreditation national council by 31st DECEMBER 2014

Sites accredited for the four disabilities:

The number of these sites has increased, with 1787 of them receiving the mark for the four categories of disability, representing 34.7% of accredited sites in total.

Comparison with 2013: 1711 (33%)

Development between 2008 and 2014 (%)

Distribution by category of accredited sites (%)

Distribution by disability of accredited sites (%)

Development by number of symbols:

(b/) Reminder: since 1st January 2012 rules regarding the use of the mark state that each site applying for accreditation (or renewal of existing accreditation) must apply for at least 2 symbols.

2. Development of the mark

In 2014, several comprehensive assessment programmes have been undertaken by the Association Tourisme et Handicaps and the network of local authorities and correspondents.

a/ Development of a new accreditation framework reflecting a devolved, paperless approach

Devolution: accreditation by a regional council

Paperless approach: setting up of a single software programme

The first working groups, led by the Board of Directors, met on 2 July, 11 September and 19 November 2014. On 5 September 2014, Rhône Alpes Tourisme demonstrated its own software in Lyon.

The DGE also took part in ATH's annual seminar on 16 December 2014 in order to introduce its plans for devolution and for becoming paperless.

Several ATH members are involved in the strategy: Coordination Handicap Normandie, DR Consultant, FFTST, Rhône Alpes Tourisme and Rn2d.

b/ Development of existing terms of reference

In 2014, illustrated guides (General Characteristics, Accommodation & catering) were produced and are currently in the final stages of publication in conjunction with the paperless project. The draft documents were distributed for proof reading at the annual meeting on 16 December 2014, when participants were asked for their comments.

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The studies set up to focus on campsites (in partnership with the FNHPA), Tourist Offices (in partnership with Offices de Tourisme de France) and swimming pools are a work in progress.

Museums and heritage sites have been the subject of a study, with the results being submitted to disabled people's associations. A summary table showing the range of mediation tools is still due to come from the Museums involved in the study. The next study will focus on Guided Tours/Animation.

b/ Creation of new specific terms of reference

In 2014 new terms of reference were established and distributed in relation to the accreditation of out-of-the-ordinary accommodation (tree houses, nests, floating bubbles, tepees and yurts) and non-ERP self-catering properties/Bed & Breakfasts.

Aerial sports have also been taken into account (hot-air ballooning, tandem parachuting and paragliding): the draft terms of reference have been validated by national associations for disabled people. They are currently being proof-read by the Board of Directors. Once agreed, an evaluation grid will be finalised and distributed.

c/ Reminder about the stages gone through in developing the terms of reference.

A study group made up of professionals from the different sectors concerned as well as associations of disabled people worked out the proposal.

The Association Tourisme & Handicaps (Tourism & Disability Association) sent out the proposals to its members and disabled people's national associations in order to obtain their recommendations and/or suggestions...

After agreement with the Board of Directors, the evaluation grids were completed and, if necessary, trialled in the regions (other than those already involved in the study group). After these visits have taken place, any corrections were made to the draft plan before the terms of reference and specification grid can be implemented officially and distributed throughout the network.

3. Information seminar

The annual Tourisme et Handicap meeting (Tourism & Disability meeting) took place on 16 December 2014.

The seminar's aim is to disseminate information about the mark to the whole network (association correspondents, mark correspondents, trainers...).

The agenda included :

establishment of the Ad'Ap

association's statement of accounts 2014

the Double D project (Déconcentration/ Dématérialisation – devolution/paperless)

On 16 December, there were 74 participants present from all areas in France.

Contributors were: Marie PROST COLETTA– DMA, Annette MASSON– ATH, Béatrice PINARD and Luc THULLIEZ – DGE.

It is worth noting that whilst there are constant internet exchanges between the various Tourisme et Handicap parties, participants nevertheless appreciate the chance to meet annually in order to share their experiences and have a dialogue with the Association Tourisme et Handicaps (Tourism & Disability Association).

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The annual seminar, which is generously funded by the Agence Nationale pour les Chèques Vacances, remains a highlight in the association's calendar and an important part of the TH mark.

4. Verification of support material

The purpose is to validate information given about the mark and accredited sites in order to avoid any confusion for disabled clientele.

47 checks, of which 35 have required a letter to be sent after anomalies were detected during the check.

5. Paperless files

The Association Tourisme et Handicaps (Tourism & Disability Association) continues to digitise the files on a daily basis with a backup sent every couple of months to the Board of Directors.

For the record: 53615 pages scanned in 2014, representing 49.7GB of storage space.

6. Analysis of questions asked....

The study consists of responding to the questions asked by local bodies and professionals applying for accreditation.

It is essential here to point out the amount of work put into this task – on average, throughout 2014, there were:

10 letters requiring a reply per month

80 to 100 emails to be dealt with per month

10 phone calls between 9.30 am and 12.30 pm (the telephone is manned only in the morning) meaning a total of 300 calls per month.

7. Arrangements for validating the mark

For the record, the Association Tourisme et Handicaps (Tourism & Disability Association) is a member of:

Conseil National du Tourisme (the Association Tourisme & Handicaps was appointed by a decree on 2 March 2012)

Enat

Keroul (Québec) - Organiser of the Sommet Mondial Destinations pour Tous held in Montreal – from 19 to 22 October 2014

OBIAlçU

OITS – Brussels

These partners mean that the mark can be validated on an international level.

The association also collaborates with:

Clévacances, Fédération des Gîtes de France, FNHPA, Ministère de l'Ecologie, du Développement durable et de l'Energie, Logis de France, Offices de Tourisme de France (information on the accredited sites is provided on their website), RN2D (collaboration with the newsletters - Forum Deptour on 13 and 14 January 2014 – Annual TH/Rn2d meeting on 26 June 2014), Fondation pour les Monuments Historiques, Vignerons Indépendants and Bouches du Rhône Tourisme (creation and distribution of an accessibility "kit" for wine tourism), FUAJ (with the aim of raising accessibility awareness throughout their youth network), Koddi – Korean delegation – help with developing accessibility in South Korea, Pages Jaunes.

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PART 3: TRAINING OF MARK ASSESSORS

In order to achieve accreditation, each site has to meet a certain number of criteria : general criteria on one side and criteria specific to its structure on the other.

The criteria correspond to the accessibility objectives that are defined in the terms of reference, then included and expanded in the evaluation grids. Some of the criteria are critical and therefore mandatory (marked in bold in the terms of reference).

The others form recommendations within the framework of a quality strategy.

In addition, these criteria are different according to the type of disability (hearing, intellectual, motor and visual). In the evaluation grids, each of the criteria is linked to the type of disability it refers to and is identified by a symbol printed in the margin.

Having returned the self-evaluation to the appropriate regional body, each site applying for accreditation will be visited by two trained specialist assessors who are responsible for evaluating, in the company of the owner, the site's accessibility for various disabilities. Using the terms of reference and the appropriate evaluation grid for each particular type of structure, the assessors check any work already done and/or planned to make the site accessible. Their evaluation takes into account not only the legal regulations but also the human approach and good sense (taking into account specific conditions in a given environment and also any alternative services and/or support); the aim of the mark is to guarantee disabled people maximum independence in their chosen leisure activity and holiday destination.

The assessors' conclusions are recorded in a report which is sent for checking to the regional body responsible for consultation and awarding the mark.

1. Choosing and training the assessors

A two-person team of assessors is selected on a regional level by the DIRECCTE, following consultation with the regional body responsible for consultation and awarding the mark. The team consists of one representative from tourism professionals and one representative from disabled people's associations. Training is provided based on the national reference material: the training programme is the same for all assessors, guaranteeing consistency in the accreditation process.

The training courses enable assessors to evaluate the different structures and to disseminate the information to help professionals complete the process

Training can be requested from the Association Tourisme & Handicaps (Tourism & Disability Association).

2. National training material

In order to ensure consistency throughout the accreditation process, the training process is based on the national reference material and is the same for all assessors.

Two aims:

Evaluate organisations

Disseminate the information to help professionals complete the process

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Aims of the training

On completion of the training course, assessors must:
demonstrate an understanding and experience of various disabilities and the tourism sector.
be able to offer the solutions that are part of the national strategy
test the process of completing the grid and validation of information

Who can become an assessor

Associates from the CRT, CDT or other official bodies
Associates or volunteers from user associations
Tourism professionals
Job seekers

Period and format of the training course

Group training (10-12 people)
3 days

Training content

tourism and leisure sector
different jobs/professions within the industry
sites and facilities : specifics – complementary

Different types of disability

deficiency, incapacity, disability : essential characteristics of visual, hearing, motor and intellectual deficiencies
disabling situations
overview of disabilities
understanding and recognition of disabled people's needs

Organisation of visits and links with the area councils

roles of each party
processes
essential issues for the decision-makers
responsibility towards visitors (concept of reliable information)

Accessibility and mark

Definition of accessibility

The mark, a dynamic strategy :

on behalf of the person responsible for a site or facility : analysis and evaluation of their expertise, information and resources

on behalf of the site or facility's clientele : helps to create descriptive material that is likely to respond to their needs.

Regulatory requirements

Provision of following support documents :

Terms of reference and grids for the Tourisme et Handicap mark (Tourism & Disability mark)

Atout France's market research

Réussir l'Accueil – guide Odit

Guides from the Ministère de Culture et de la Communication (Ministry of Culture & Communication)

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Various documents aimed at facilitating the understanding of disabilities and evaluation guidance
Evaluation of a site or venue's accessibility
Presentation and analysis of the questionnaire
technical vocabulary
on-site overview to assess its accessibility according to the questionnaire's criteria
implementation of expertise, suggestions.

Methods

Use of documents provided in the educational kit (leaflets on disability, regulation, guides etc)
Overview : wheelchairs, eye protection, glasses etc)
Overview of accessibility evaluation of a site (region where training takes place)
Group work

3. Review of training courses organised by the ATH

In 2014 the association organised eight assessor training courses:

Paris – 27, 28 and 29 January: 9 participants – basic assessor course
Colmar – 25 February : 9 participants – assessor upgrade (1)
Poitiers – 11 March : 16 participants - assessor upgrade (1)
Ajaccio – 13, 14 and 15 May : 6 participants – basic assessor course
Paris Rn2d – 23, 24 and 25 June : 12 participants – basic assessor course
Paris – 27, 28 and 29 October : 12 participants - basic assessor course
Paris – 03, 04 and 05 November : 8 participants - basic assessor course
Guyana – 02, 03 and 04 December : 10 participants - basic assessor course

Total of 56 new assessors trained and 25 assessors upgraded

(1) Implementation of new terms of reference in 2013 introduced a new package : upgrading of existing assessors.

By 31st December 2014, 1342 assessors received evaluation training and 746 assessors are active (712 in 2013) of which 36% are volunteers from disability associations, 59% from the tourism sector and 5% other categories.

4. Access to assessor training courses

The Association Tourisme et Handicaps (Tourism & Disability Association) continues the 2012 strategy of involving access to assessor training courses by volunteers from disability associations who do not benefit from any support or funding to take part.

Responsible for organising the training itself, the Association Tourisme et Handicaps (Tourism & Disability Association) got in touch with the Agence Nationale pour les Chèques Vacances to request help with course logistics (transport, accommodation, room hire, catering and refreshments)

Eligible : representatives from disability associations, either volunteers or employees who have volunteered to train, are ready to follow the assessor training course and then carry out, free of charge, the evaluations in the areas where they live.

Amongst the new assessors trained in 2014, 20 are volunteers from disability associations, of which 12 were funded jointly by the Association Tourisme & Handicaps (Tourism & Disability Association) and the Agence Nationale pour les Chèques Vacances.

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PART 4: THE DESTINATION POUR TOUS MARK (DESTINATION FOR ALL MARK)

Launched as a joint project by the Disabilities Ministry and the Tourism Ministry in 2013, the Destination pour Tous mark (Destination for All mark) has the purpose of endorsing geographical areas that offer a broad coherent strategy for disabled people, incorporating accessibility to tourism sites and activities whilst also making access to daily living services easier and improving travel throughout the area concerned.

The packages available cover a wide price range meaning that genuine financial accessibility is also guaranteed.

This is therefore a project that is truly cross-territorial. The geographical area applying for accreditation commits to developing three essential features:

Tourist services: accommodation, places to eat, cultural activities and facilities, sporting and leisure activities and facilities, outdoor activities...

Daily living services : shops close by, care services including personal care and support, services open to the public.

Travel : transport options to, and within, the geographical area, accessibility to transport services and infrastructure, improve accessibility to the road network...

The area guarantees a range of tourism options that are both varied and good quality, accessible to disabled people (or with reduced mobility) within the categories of hearing, intellectual, motor or visual disabilities.

To obtain the Destination pour Tous mark, the area must work on at least two categories of disabilities. It must commit to broadening its range of tourism options to include other categories of disability and to create new tourism services.

The Destination pour Tous mark enables various public and private bodies to work together at a local level on a project that improves tourism facilities in the area for everyone.

Accreditation is awarded for a period of three years.

A second call for applications was made in 2014 and only one application was received : the town of Saint Jean de Luz.

The Disabilities Ministry and the Tourism Ministry take it in turn to preside over the commission.

In 2014, the commission met on 6 February, 5 March and 12 September 2014.

It is made up of four groups:

Group 1: Representatives of the governing bodies involved (voting rights):

- 1 representative from the Ministre chargé des Personnes Handicapées (Ministry for Disabled People),
- 1 representative from the Ministre chargé du Tourisme (Ministry for Tourism),
- 1 representative from the Ministre chargé de l'Accessibilité à la Cité (Ministry responsible for urban accessibility),
- 1 representative from the Ministre chargé de la Culture (Ministry for Culture),
- 1 representative from the Ministre chargé du Sport (Ministry for Sport),

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1 representative from the *Ministre chargé des Collectivités Locales* (Ministry responsible for Local Authorities).

Group 2: Representatives of disabled people (voting rights)

- 1 representative of the *Association des Paralysés de France* (APF)
- 1 representative of the *Union Nationale des Associations de Parents, de Personnes Handicapées Mentales et de leurs Amis* (UNAPEI)
- 1 representative of the *Union Nationale pour l'Insertion Sociale des Déficients Auditifs* (UNISDA)
- 1 representative of the *Confédération Française pour la Promotion Sociale des Aveugles et des Amblyopes* (CFPSAA)
- 1 representative of the *Union Nationale des Amis et Familles de Malades Psychiques* (UNAFAM)
- 1 representative of the *Comité National des Retraités et Personnes Agées* (CNRPA)

Group 3 : Representatives of geographical areas and economic bodies (voting rights)

- 1 representative from the *Association des Maires de France* (AMF)
- 1 representative from the *Offices de Tourisme de France*
- 1 representative from the *Réseau National des Destinations Départementales* (RN2D)
- 1 representative from the *Fédération Nationale des Comités Régionaux du Tourisme* (FNCRT)
- 1 representative from the *Assemblée des Chambres Françaises de Commerce et d'Industrie* (CCI France)
- 1 representative from the *Union des Métiers et des Industries de l'Hôtellerie* (UMIH)

Group 4 : Qualified individuals (advisory capacity)

- 1 representative from the *Fédération Française Handisport* (FFH)

Bordeaux, 1st area to be awarded the *Destination pour Tous* mark

The city of Bordeaux was awarded the *Destination pour Tous* mark for a period of three years (2014-2017) for its accessible facilities for people with intellectual or motor disabilities (2014 - 2017).

Bordeaux continues to foster initiatives which develop quality tourism services suitable for all publics and has for many years developed strategies aimed at improving access for people with disabilities. In 2011 it was designated the pilot area for the new *Destination pour Tous* mark.

Following this experimental phase, the *Destination pour Tous* mark was awarded to Bordeaux for its accessibility for people with intellectual or motor disabilities. It is currently the only French city to be accredited, enhancing the 44 sites throughout the Bordeaux area which have been awarded the *Tourisme et Handicap* label.

Bordeaux's *Destination pour Tous* mark has been awarded for a period of three years but during the accreditation process, the city committed itself to developing new accessible services in the future.

An event to celebrate the awarding of the first *Destination pour Tous* mark to the city of Bordeaux (for motor and intellectual disabilities) was held on 14 October 2014, in the presence of Annette MASSON - President of the *Association Tourisme et Handicaps*, Joël SOLARI – Deputy Mayor responsible for disabilities, Stéphane DELAUX - President de the *Bordeaux Tourist Office*, Isabelle RICHARD – Deputy Director of the DGE and Luc THUILLIEZ – Advisor on accessibility and security at the DGE.

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Following the success of Bordeaux's accreditation, the Direction Générale des Entreprises decided, together with the Association Tourisme et Handicaps, to relaunch the process during 2014 in order to increase significantly the number of applications during the next round of invitations to tender, with the hope of increasing the number of Destination pour Tous destinations.

With this in mind, the Association Tourisme et Handicaps and the Direction Générale des Entreprises were present at the Salon des Maires de France from 25 to 27 November, in order to promote and encourage the development of community tourism initiatives. Amongst other things, it was an opportunity to draw local politicians' attention to the importance of the Destination pour Tous mark in helping to improve and enhance their tourism facilities.

The Direction Générale des Entreprises produced a leaflet for the event, explaining the Marques Nationales du Tourisme (national tourism marks).

1) Pool of possible Destination pour Tous applicants

An initial list of destinations likely to make up a pool of applicants was created per region.

The criteria for eligibility to this group of destinations included:

Knowledge of the Destination pour Tous mark (cities/destination having trialed or already applied)

Classification on the APF (Association des Paralysés de France) barometer of accessibility 2013 (towns/cities rated)

Deployment of the Tourisme et Handicap mark within the geographical areas (the Association Tourisme et Handicaps specified this information per category of site/venue and per category of disability)

Awareness of accessibility issues (trophy-winning city/town...);

After this it seemed useful to identify interested local bodies (mayors, tourist offices etc).

Bordeaux's success highlighted the fact that it is essential to have input from motivated local bodies.

2) Plan of action:

Where appropriate, complete the table with other interested areas or those having a suitable "profile"

Identify local bodies likely to submit an application

Open dialogue with local organisations and in particular, offer the support of government services (DGE-DIRECCTE)

Inform them of the presence at the Salon des Maires of the Direction Générale des Entreprises and invite them to meet the DGE there between 25 to 27 November 2014.

Give an update during the next Tourisme meeting (DGE/DIRECCTE) on 9 December 2014.

The aim is also to use all the available devices, in particular forums, meetings, shows etc to promote the Destination pour Tous mark, as a way of validating a geographic area offering tourist options for the disabled.

Three areas signed up in 2014 to the accreditation process:

- Town of Binic (Côtes d'Armor)
- Canal du Midi and of the Robine (ADT de l'Aude)
- Pays du Voironnais

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PART 5 : MARKETING

In order to maximise the profile of Tourisme et Handicap- accredited sites and to increase awareness of the mark, the Association Tourisme et Handicaps (Tourism & Disability Association) uses a whole range of marketing tools to reach audiences across the country.

Updating of the Contacts Utiles (useful contacts) leaflet – two editions per year : March and September (erratum) - 1500 copies and 500 erratum

The publication is aimed at professionals, activity managers and project leaders. It explains the different stages of the accreditation process and the contact details of local organisations responsible for awareness-building, support and follow-up of those professionals wanting to start the process.

It is distributed in two ways:

the print version is largely distributed during tradeshows or awareness events and the stock is made available to Tourisme et Handicap delegations according to demand.

the PDF version is distributed to Tourisme et Handicap delegations and to members, but it is also available to download from the association's website and on the Marques Nationales du Tourisme website.

Updating of the leaflet along with the websites (annually in March) : 5000 copies

This is targeted primarily at disabled people and their families during shows but also via the network of disability associations and the Maisons Départementales des Personnes Handicapées (MDPH) – a total of 15 out of 101 requested permission to upload the leaflet to their own website and we also sent out 1315 copies of the document. This also responds to the needs of professional tour operators and project leaders, providing information on what products are available in the sector.

This publication is distributed in two ways:

the print version is largely distributed during public shows or awareness events, and the stock is made available to Tourisme et Handicap delegations and to the general public, according to demand.

the PDF version is distributed to Tourisme et Handicap delegations and to members, but it is also available to download from the association's website and on the Marques Nationales du Tourisme website.

New presentation brochure for the mark - September 2014 – 5000 copies

This brochure is a proposal document, devised with the aim of promoting the two marks: Tourisme et Handicap and Destination pour Tous, as well as endorsing the Marques Nationales du Tourisme website. This is distributed in two ways:

the print version is largely distributed during public shows or awareness events, and the stock is made available to Tourisme et Handicap delegations and to the general public, according to demand.

the PDF version is distributed to Tourisme et Handicap delegations and to members, but it is also available to download from the association's website and on the Marques Nationales du Tourisme website.

Bookmarks introducing the Marques Nationales du Tourisme website – September 2014 – 3000 copies

This bookmark is a proposal document devised with the aim of promoting and endorsing the Marques Nationales du Tourisme website. It is largely distributed via shows open to the general public.

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Publication of newsletters

The active relationship with the Réseau National des Destinations Départementales (RN2D) resulted in a newsletter, published in April 2014 and sent to all members of the Association Tourisme et Handicaps and the Comités Départementaux du Tourisme. They then distributed the newsletter to those disability associations on their databases in order to publicise the examples of good practice linked to the Tourisme et Handicap mark.

New graphic charter for the mark

At the request of disability associations, this new version presents the symbols in alphabetical order. Several support tools (application, terms of reference, grids, fact sheet etc) have been updated accordingly and this will gradually be rolled out for all our marketing documents.

National Tourisme et Handicap Days

The days took place on 5 and 6 April 2014. The aim was to raise awareness of accredited sites and the efforts made by tourism professionals with disabled people and their families.

219 accredited sites (voluntary) participated in the 2014 campaign; an increase compared to 2013 (184 participating sites).

A communications kit has been provided to participating sites: a digital-version of the poster and banners that can be used on websites.

250 posters have been distributed and 60 supplementary posters have been personalised for the city of Bordeaux.

It is important to note that the association does not have an official budget line for marketing purposes and is therefore subject to budgetary constraints: this is why the association cannot organise a marketing campaign on a national scale.

Press relations

There is an agreement with the Association des Journalistes du Tourisme (AJT) which offers free advertising space in their year book.

New Association Tourisme et Handicaps website

The association has updated its website, making it easier for tourists to access information about the accredited sites and establishments. The new website went live at the beginning of September 2014, with a customer awareness event.

The website features five sections:

Welcome Section with all the latest news to do with the mark and/or with the association.

Association Section: introduction to the association, to its campaigns, its Board of Directors, its members.

Tourisme et Handicap Section: introduction to the mark, definition of disabilities, explanation of the accreditation process.

This section also includes listings of equipment suppliers according to type of disability, which are updated regularly, as well as all the mark's terms of reference, terms and conditions, promotional material and contact details for the Tourisme et Handicap representative offices.

Destination pour Tous Section: introduction to the mark, useful documents online.

Media Section: online version of the Press Pack, all the press releases and press articles about the various marks. The aim is to provide one central point of information so that it is easier for journalists to read about the subject.

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Video Section: interviews, testimonials regarding the Tourisme et Handicap mark
The website takes account of, where possible, issues over colour contrast, readability, interactivity.

It is also responsive (available on smart phones and tablets).

It has a direct link to the Marques Nationales du Tourisme website, enabling the general public to access quickly the search engine for accredited sites.

The website also offers translations into several foreign languages (English – German – Spanish – Dutch)

Marques Nationales du Tourisme website

The Ministre de l'Artisanat, du Commerce et du Tourisme announced on 24 June 2013 the launching of a portal for the Marques Nationales du Tourisme <http://www.entreprises.gouv.fr/marques-nationales-tourisme>. The website confirms the aim of the Government to endorse those establishments committed to Qualité Tourisme™ and Tourisme & Handicap schemes with the general public and professionals. These marks, which are owned by the Government, convey the aspiration of public authorities to guarantee the quality and accessibility of tourism facilities.

The website categorises sites that are accredited as Qualité Tourisme™ and/or Tourisme et Handicap, using a practical search engine : by geographic area, by category of service, by level of accessibility. It introduces the main characteristics of these two marks (how they work, partners involved) and provides useful information for those professionals who may eventually wish to be part of the process.

The site is updated once a week with any new accredited sites and any that are no longer accredited, also providing updates on “Siret” numbers, according to the replies obtained by the Tourisme et Handicap representatives. The Association Tourisme et Handicaps has also encouraged its members to add a link on their own websites.

For the website update January to December 2014: 585 records created and 5540 modifications made.

By 31 December 2014, the Association Tourisme et Handicaps has also undertaken the task of obtaining 3571 photos to illustrate the marks' website.

Pantou.org website

The Association Tourisme et Handicap is a member of ENAT – the Réseau Européen du Tourisme Accessible (the European Network of Accessible Tourism). This organisation has put online a destination guide for travellers with specific needs in terms of accessibility : the website pantou.org, supported by the European Commission, offers businesses or tourism structures the chance to widen their reach to European and worldwide markets. Any businesses or tourism structures which provide tourism services can sign up free of charge to Pantou. All the structures featured on the website have their own profile page, making them more visible and enabling them to increase the number of visitors in need of accessible sites and services.

The Association Tourisme et Handicaps mobilised its network and accredited sites during the summer 2014 to get them to sign up. By 31st December 2014, 83 accredited sites were registered.

Accessibility kit for wine tourism

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As a result of a partnership between the Vignerons Indépendants and Bouches du Rhône Tourisme, it was possible to create and distribute an accessibility kit for wine tourism, enabling winegrowers to make their properties accessible to disabled people and start the accreditation process.

Facebook Pages

The association has created 3 public pages in order to disseminate a range of information:

One page for the Association Tourisme et Handicaps

One page for the Tourisme et Handicap mark

One page for the Destination pour Tous mark

Presence at tradeshows

Trade shows

Salon DITEX - Avignon – 3 to 4 April

Salon Loisirs Expo – Paris – 16 to 18 September

Salon IFTM – TOP RESA - Paris – 23 to 26 September

Salon MAP PRO – Paris – 25 to 26 September

Salon Atlantica - La Rochelle – 1st to 3 October

Salon SETT - Montpellier – 4 to 6 November

Salon des Maires Paris – 25 to 27 November

Shows for the general public

Salon Tourissima - Lille – 31st January to 2 February

Salon Mahana - Lyon – 7 to 9 February

Salon Mahana - Toulouse – 21 to 23 February

Salon Mondial du Tourisme – Paris – 20 to 23 March

Salon Autonomies - Liège – 24 to 26 April

Salon Autonomic - Paris – 11 to 13 June

Salon Autonomic - Marseille – 27 to 28 November

Which means that the association had a stand at 14 shows, with support from the show organisers and ATH branches depending on location.

Cost savings from stands being made available free of charge: 126247€

Cost savings from volunteers manning the stands: 12122€

Validation of accredited sites

The Association Tourisme et Handicaps participates in as many site-validation events as possible in the context of competitions and trophies :

Trophées de l'accessibilité (Conseil National Handicap) – May 2014

Prix OCIRP (Acteurs Economiques et Handicap) – June 2014

Prix Patrimoines pour Tous, Patrimoines pour chacun – September 2014

Various events

In 2014, the Association Tourisme et Handicaps was once again supported in its activity by the Ministère de l'Economie, l'Industrie, et du Numérique (Ministry of the Economy, Industry and Digital Technology), the Ministère de la Culture et de la Communication (Ministry of Culture and Communication), the Ministère de la Santé et des Affaires Sociales (Ministry of Social Affairs and Health) and by the Agence Nationale pour les Chèque-Vacances (ANCV).

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In 2014, the Association Tourisme et Handicaps continued to work in partnership with AFNOR, Atout France, the Conseil National du Tourisme, the Réseau Européen du Tourisme Accessible (ENAT), Kéroul, the Ministère de l'Ecologie, du Développement durable et de l'Energie, the Observatoire Interministériel de l'Accessibilité et de la Conception Universelle (OBIAÇU), the Organisation Internationale du Tourisme Social (OITS), and the Réseau National des Destinations Départementales (rn2d).

Sommet Mondial Destinations pour Tous – Montréal – 19 to 22 October

The participation of the Association Tourisme et Handicaps in the first Sommet Mondial Destinations pour Tous was a great success. The aim of the show was to develop and implement measures recognised throughout the world in order to create destinations that are accessible to everyone.

366 participants from 31 countries

148 conferences and six panels focused on three main themes : tourism, culture and transport for everyone

At the closure of the summit, the Declaration “One World for Everyone” was adopted, in the presence of representatives from the Organisation Internationale des Nations Unies (ONU), the Organisation Mondiale du Tourisme (OMT), the Organisation Internationale du Tourisme Social (OITS) and the European Network for Accessible Tourism (ENAT).

During the summit, the Association Tourisme et Handicaps proved its expertise and provided a few essential pointers to responding to this challenge of improving accessibility for everyone.

Annette MASSON – President – introduced the Destination pour Tous mark and Dominique RABET – member of the Board of Directors gave a presentation about the challenges faced in providing training to improve holiday accessibility.

The Association Tourisme et Handicaps Board of Directors signed the “One World for Everyone” Declaration.

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PART 6 : OUTLOOK FOR 2015

In 2015, the Association Tourisme et Handicaps should continue to be supported in its activity by the Ministère de l'Economie, l'Industrie, et du Numérique, the Ministère de la Culture et de la Communication, the Ministère de la Santé et des Affaires Sociales and by the Agence Nationale pour les Chèque-Vacances (ANCV).

1. Continuing management of the Tourisme et Handicap mark

At the request of the Direction Générale des Entreprises, the national commission plans to meet six times in 2015 in order to scrutinise the files passed to it (January, March, May, July, October and December).

The organisational practices of the national commission over the second half of the year will be defined as part of the devolution process of the mark.

a/ Evolution of current terms of reference

In 2015, the terms of reference for the Tourisme & Handicap mark will be reviewed following the publication of a decree on 8 December 2014.

Projects from new specific terms of reference

The work suggested by the Midi Pyrénées region concerning airborne activities (hot-air ballooning – tandem parachute jumping – paragliding) have been completed by disability associations. These will be sent to the Direction Générale des Entreprises so that they can be distributed officially.

The Offices de Tourisme (Tourist Offices) working party (in collaboration with Offices de Tourisme de France) explained the 21015 action plan during the meeting on 17 September 2014.

Suggestions from the Musées – Patrimoine (Museums – Heritage) working parties have been submitted to disability associations. A summary table of mediation tools is still awaited from those museums involved in the suggested projects.

The working party reviewing the terms of reference for Piscines (Swimming Pools), currently underway, will continue its work in 2015.

The working party reviewing terms of reference for Camping (Camp Sites) (in partnership with the FNHPA) is also underway.

The Golf working party will be set up by the Auvergne DIRECCTE in the first quarter of 2015.

b/ Illustrated criteria guide for the Tourisme & Handicap mark

A project to provide an illustrated guide for the terms of reference for Caractéristiques Générales, Hébergement et Restauration (General Characteristics, Accommodation & Catering) – support tools for assessors and project leaders – was distributed during the annual meeting on 16 December 2014 and validation is pending before it can be included in the devolution project led by the Direction Générale des Entreprises.

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2. Development of a new accreditation framework within the devolution and paperless process

The first meetings for the working party led by the Direction Générale des Entreprises took place on 2 July, 11 September and 19 November 2014.

The DGE also took part in the annual meeting of ATH on 16 December 2014 in order to present the devolution and paperless projects.

Several ATH members are involved in the process: Coordination Handicap Normandie, DR Consultant, FFTST, Rhône Alpes Tourisme and Rn2d and the representatives of our Auvergne and Poitou Charentes association branches.

Six regions will be trialled from 1st January 2015 : Centre, Haute Normandie, Languedoc Roussillon, Midi Pyrénées, Poitou Charentes and Rhône Alpes.

The devolution/paperless process should be applied throughout the whole geographic area during the second half of 2015.

3. Verification of promotional material

In 2015, this action will carry on during the first half of the year in order to highlight any errors that are identified in the graphics chart and in relation to the provenance of disability symbols attributed to accredited sites, depending on the information held by the Association.

4 Assessor training

Five assessor training courses, organised by the association, are planned for 2015 with expenses for potential assessors (volunteers from disability associations) paid for with help from the Agence Nationale pour les Chèques Vacances.

5. Paperless projects for the Tourisme & Handicap mark

The process of making accredited sites' hard files into paperless versions means that there will be a digital back up which then facilitates the creation of a digital archive as part of the online process.

6. Continued marketing activities

a/ Marques Nationales du Tourisme website

In order to ensure that this Government mark continues to be visible, the association will continue to update the website (at least once a week).

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b/ Presence at shows

The Association Tourisme & Handicaps plans to be present at the following shows (pending confirmation from the shows' organisers and the availability of volunteers to man the stands):

January	23 to 25	TOURISSIMA	General Public (Tourism)	Lille
February/March	27 to 1	MAHANA	General Public (Tourism)	Lyon
March	6 to 8	MAHANA	General Public (Tourism)	Toulouse
March	19 to 22	SALON MONDIAL DU TOURISME	General Public (Tourism)	Paris
June	3 to 5	HANDICA	General Public (Tourism)	Lyon
September	15 to 17	Loisirs Expo - CE	Trade (Elus CE)	Paris
	29 and 30	Map Pro	Tradel (Incoming agents France)	Paris
October	1 and 2	AUTONOMIC	General Public (Disability)	Rennes
	6 to 8	Atlantica	Trade (Camping)	La Rochelle
November	3 to 5	SETT	Trade (Camping)	Montpellier
	17 to 19	Salon des Maires	Trade	Paris
December	3 and 4	AUTONOMIC	General Public (Disability)	Lille

c/ Documents / publications

Updating of Contacts Utiles (Useful Contacts) : creation of electronic sheets by region which will be uploaded on our website.

National Tourisme et Handicap Days

Planned for 28 and 29 March 2015. The aim is to inform disabled people and their families about accredited sites and the efforts of tourism professionals. These Days provide the opportunity for a weekend with a party atmosphere, showing the vision and commitment of professionals in welcoming disabled guests: entertainment, promotional offers, tastings of local produce, walks, sign language training etc. Everything is planned to entertain, distract and, above all, inform visitors who are able to appreciate the comfort offered by an accessible holiday.

d/ Validation activities

Participation in validation events, such as competitions and awards, for accredited sites:

Accessibility Trophies – regional prize-giving during the Mondial du Tourisme show in March 2015 (availability of a complimentary stand for the nominated sites) and national prize-giving ceremony in May 2015

ATH Trophies - Trophy awards ceremonies throughout 2015

Press relations

Renewal in 2015 of the partnership with the Association des Journalistes du Tourisme (AJT) which provides free advertising space in their year book.

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7. Destination pour Tous

The Association is continuing the process of mobilising decision makers and politicians towards becoming accessible tourist areas and will continue to organise meetings of the national commissions in response to instructions from the Direction Générale des Entreprises and the Direction Générale de la Cohésion Sociale and the type of applications received.

8. Search for partnerships

In 2015, the Association Tourisme & Handicaps will continue to work in partnership with AFNOR, Atout France, the Conseil National du Tourisme, the Réseau Européen du Tourisme Accessible (ENAT), Kéroul, the Ministère de l'Ecologie, du Développement durable et de l'Energie, the Observatoire Interministériel de l'Accessibilité et de la Conception Universelle (OBIAÇU), the Organisation Internationale du Tourisme Social (OITS), and the Réseau National des Destinations Départementales (Rn2d).

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TRIBUTE

Open letter to Edith MADET (April 1938 – March 2015)

My very dear Edith,

Searching on the internet, I learn that your first name is made up of Germanic elements *ead-* and *-gydh* which form the old name of Eadgydh meaning “treasure” and “battle”...
That totally sums you up!
You were determined and continued to fight until your last breath...

Throughout your career as Director of a Tourism school (EPH) you looked after your students and helped them to achieve their potential, teaching them moral, ethical values which, sadly, seem to be disappearing these days...

Respect, courtesy and a sense of mutual support together with a smile were the basis of your teaching, all of which is still followed closely by your educational team.

Unfailing supporter of the FFTST (Fédération Française des Techniciens et scientifiques du Tourisme), you never hesitated to encourage and support our actions :

25 years' ago, when we were involved in the struggle against child sexual exploitation within the tourism industry;
15 years' ago at the beginning of our struggle to make tourism sites more accessible;

In both cases, you made the decision to involve your establishment in the campaigns and to become involved yourself.

It is said that Ediths “*know what they want and, whilst knowing how to live life to the full, remain intolerant of laziness and idleness because they need to be constantly on the go and cannot keep still...*”

It would be an understatement to say that we remember your active presence by our side, not only as a member of our Association's Board of Directors but also – and above all – in the shadows, with the day-to-day tasks, when the Secretariat needed help at shows, finding venues...

Basically all those invisible tasks which are a crucial part of us achieving our objectives.

We will remember forever your shining smile, the constant movement of your frail frame, as strong as a reed.

A few days before you left us, I managed to make you smile, despite your suffering, when I told you that our landlord had asked after you and told me he remembered your smile, your kindness... and your determination!

Staying true to your principles, you gave your all and you made every effort to give up your time and your energy to help the Association Tourisme & Handicaps develop.

We will never forget your capacity to empower members, partners, volunteers and even interns!

In southern France, where you moved in order to make the most of your much deserved retirement in the sunshine, alongside your husband, Dominique, who was always so discreet and who we will never forget... you continued to “support” the accessibility cause with your messages and encouragement...

We simply say: THANK YOU !

Annette MASSON