

ACCESIBLE ADVENTURE CYCLING TOUR

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THANK YOU!

Thank you,
Global Travel & Tourism Partnership
for opportunity to have a great learning experience and gain
a set of relevant skills we could use throughout our lives.

Thank you, Global Partners,
for outstanding support that makes possible GTTP
International Student-Teacher Conference and our
attendance at this remarkable event in 2015.

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HRG



TVER, Russia



- A beautiful ancient city on the Volga river
- Convenient location halfway between Moscow and St. Petersburg



TVER, Russia

- A popular destination
- Easy access for visitors
- But not for ALL



В Псковской области.



Accessible Tourism

- Tourist destinations, products and services accessible to all people.
- Enables people with access requirements, to function independently and with equity and dignity.
- Delivery of universally designed tourism products, services and environments.



В Тамбовском.

Adventure Tourism

- Physical activity, cultural exchange or interaction, engagement with nature.
- Mental and emotional impact, satisfaction of overcoming difficulties and a sense of achievement
- Linked with natural and cultural resources.
- Depends on conservation and sustainable development
- Has grown and continues growing popular worldwide



В Тамбовском.

Accessible Adventure Tourism

✓ Access to adventure tourism to disabled population:

- Russia - 13 million
- Europe – 50 million
- Worldwide - 600 million



- ✓ Large potential market
- ✓ New investments, technologies, products & services
- ✓ Social responsibility
- ✓ Competitive advantage
- ✓ Open access benefits all

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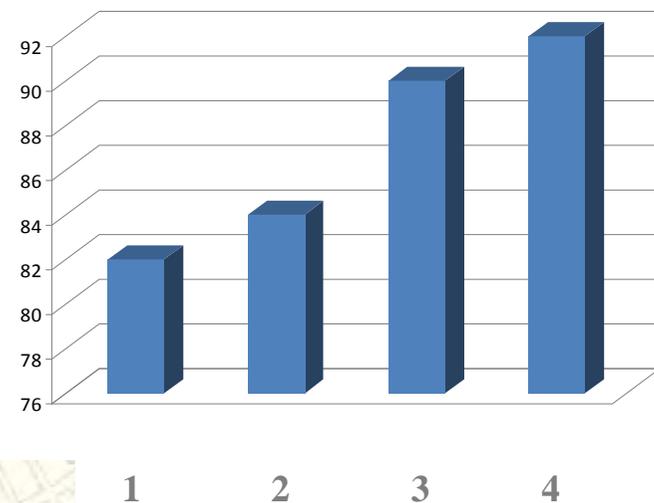
Resources and Skills

- Students trained for T&T careers
- Experienced teachers
- Training facilities and equipment
- T&T industry partners
- Inclusive education and disability sector partners
- Youth Festival “We Open Wings”



Survey & Research

- 100 disabled students and 70 disability sector representatives
 - Positive about accessible adventure – 82%
 - Interested in tourism activities – 90%
 - Accessible inclusive tourism is necessary – 92%
 - Lack information and tourism services – 98%



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Accessible Adventure Cycling Tour

- Several one and two-day options
- Different duration, degree of accessibility and physical activity
- Pick up and transfer by school buses adapted for access needs
- Modified bicycles, tricycles and wheelchairs
- Cycling lessons at the school premises
- 10-15 riders per tour



Cycling Route

- Low-traffic cycling route
- Most scenic and historically significant sites
- Safe and comfortable places and activities





Highlights of the Route

- Sightseeing
- Teambuilding exercises



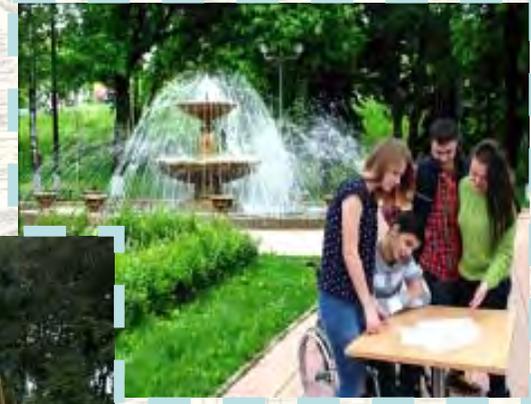
Из сочинения
Э.Пальмвиста.

Municipal Garden

The Garden

The Kremlin

The Road Palace



The Big Adventure Begins





Discovery Trail



- A quest game to find the chest of secrets of the Road Palace
- Communication with volunteers
- Meeting “Korobeyniki”



Lunch & Award Ceremony

- Café “Cyclists”



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Our Culinary Brands



The Tver Kremlin Show



В Палатинстве.

Accommodation



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Project Benefits

- Better advantage of assets and training facilities
- Hands-on experience in a real work environment
- Increased awareness about T&T and work readiness
- Big target market and new market niche



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Sustainability Features

- Global Sustainable Tourism Council (GSTC) Criteria
 - More tourism opportunities and more options to choose from
 - Changes the way of thinking and attitudes
 - Social inclusion, better employability and economic opportunities
 - Important market to the tourism industry
 - Investments in infrastructure and improved destination image
 - More new types of jobs, innovation, startups and small businesses
 - Environmental and cultural heritage protection
 - Equal accessibility culture, and healthier inclusive society



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SWOT Analysis

Internal	Strengths	Weaknesses
	<ul style="list-style-type: none">– Strong partnerships with travel & tourism industry, disability and care sector, educational institutions and NGOs.– Experienced teachers, certified trainers and business volunteers.– Over 100 students-volunteers actively engaged in the project.– School training facilities and activities (tour agency, hotel, food & beverage venues, information centre, printing & crafts workshops.)– Facilities and transport means adapted for special accessibility needs, tricycles and wheelchairs.– More opportunities for hands-on learning and experience in real work environment.	<ul style="list-style-type: none">– Pressures on students' time needed for school engagement and volunteering– Additional burden on teachers' time– Matching business volunteers' and external experts' schedules with project activities.– Limited resources for maintenance & expansion of the project

SWOT Analysis

External	Possibilities	Threats
	<ul style="list-style-type: none">– Better tourism opportunities and options for people with accessibility needs.– Improved inclusion, employability and socioeconomic prospects for disabled youth.– Introduction of new topics and incentives for Sustainable Environment development.– New accessible adventure tourism market niche.– More innovations, jobs and increased competitiveness.– Better transition from education to employment or starting a business.	<ul style="list-style-type: none">– Weather and seasonality impact.– Competition from experienced and mature businesses and other sectors.– Possible drop in customers' interest and motivations (due to health, inertia, attitudinal barriers.)

Potential for Sustainable Growth

Short/Medium Term Goals

- More and better quality services for
 - Disabled young people
 - Their families
 - Disabled adults
- Online directory of accessible venues, public places and services



Potential for Sustainable Growth

Long Term Goals

- Social Enterprise
 - Sustainable and self-supportive business model
 - Innovative, responsible, sustainable solutions
 - Focus on marketing, sales and sustainable revenue strategies
 - Better engagement of our target groups
 - Closer work with customers, partners and community

Our Project Team, Volunteers and Supporters



Conclusion



"The Adventure Tour in Tver was such fun! I shall keep wonderful memories about this great experience. It truly made me happy and convinced me in possibility of bright moments and events in my life." **Elena**



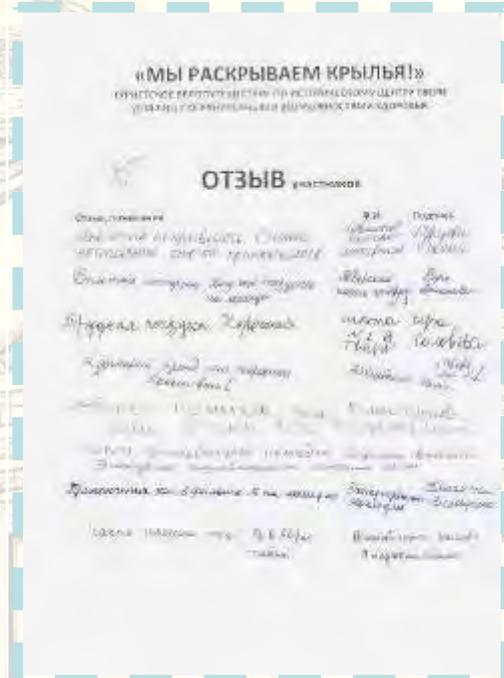
"It was like getting into a fairy tale with plenty of wonders in a company of good and kind friends. I met our famous traveler Afanasy Nikitin, and he helped me getting the clues to find the secret chest. I would like to participate again and enjoy meeting my new friends." **Olga**



"I enjoyed the tour so much! I have long wanted to ride a white horse. And my dream came true! Thank you! It was a great experience!" **Nickolay**



"Everyone in my team have become Sherlocks Holmes. We were looking for tips and clues and followed the trail in order to reveal the secrets of the Imperial Palace. Make sure you don't miss this extraordinary pleasant and interesting experience." **Ivan**



Accessible Adventure Cycling Tour

Sustainable Adventure Tourism

MUST
be inclusive

Thank you for your Attention



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