



Final conference SUMMARY

"Walk in our shoes inclusive city adventure" international project
supported by the International Visegrad Fund
27. September 2024. 10.00-12.00, online

Dear participants,

thank you very much for attending more than 40 people from many countries at the final conference of our "Walk in our shoes inclusive city adventure" project. We hope it was useful and interesting for you. And we hope even more that you will **join the project** and together we will further develop accessible tourism.

To do this, we would like to bring to your attention the interactive **Platform** of the project. Here you can get involved, read about the project and its partners. You can read about Best Practices and we also invite you to share your own experiences so that we can learn from each other. It is possible to connect here with each other, to initiate joint projects on the topic.

The project Platform is **available here**: <https://hiddencity.eu/>

A brief explanation of **how to use it**: most of the Platform menus are accessible without logging in. However, to interact you must register to access the Forum and the Training Material sections. If you have any questions about registration, please contact us here: info@peoplefirst.hu

We would like to **briefly summarize the conference**:

Our aim was to raise awareness of accessible tourism, to generate ideas and thus to start joint action - either through the Platform or by building relationships. Our aim was also to show that the current project is **a unique way of promoting accessible tourism**. The Hidden City Tor-Tour is a fun and playful way to raise awareness about the importance of accessibility. It also shows and makes people feel/experience the issue, rather than just talking about it.

Our **project partners** are:

the Hungarian People First Association (<https://www.facebook.com/PeopleFirstHun>), as the inventor of the Hidden City Tor-Tour, the applicant and coordinator of the project.

The Polish Fundacja Sowelo (<https://www.facebook.com/fundacjasowelo>)

and the Czech EYCB (<https://www.facebook.com/EYCBreclay>),

as the developers of the Hidden City Tor-Tour own, national Methodology and further users of the project.

Presentations showed that **accessible tourism is by no means another tourism sector**. It is the same as the general tourism sector and its target group is the same. However, **certain target groups require special attention**.

Platform: <https://hiddencity.eu/>



Accessible - or, as we like to call it, **inclusive tourism** - will **explode in the near future**, and tourism operators need to take advantage of it. The reason for this development is that we all live in an aging society, but older people are active. People with disabilities and families with young children also want to travel, participate in all festivals and events. **No other subject has such a wide target group!**

We also need to recognise the **business value** of this. It is important that we help to do this. This should be done in such a way that **the entire service chain is barrier-free**, not only physical accessibility make happen.

The **Hidden City Tor-Tour** helps by focusing on the positive. It exploits a **niche in tourism**: a fun downtown walk led by people with disabilities, where participants can (should) try out the tools of the disabled people and where participants don't even realize they are being sensitized.

This is a **learning, empowerment, and job opportunity for people with disabilities** leading tours. The Hidden City Tor-Tour is not free of charge, so it is a great source of income and independent **fundraising for NGOs**. Great **networking** opportunity with local organizations, decision makers and excellent marketing.

Project structure: the Hungarian partner provided online training to the Czech and Polish partners. This was followed by the development of their own Hidden City Tor-Tour Methodologies in the Czech Republic and Poland. Then we organized study tours to exchange ideas and learn from each other. The final conference will be followed by monitoring, further development, evaluation, possible follow-up projects and networking.

Our target groups are the inhabitants of the cities of the project partners, disabled and able-bodied people, as well as multipliers (tourism organizations, municipalities, local actors, press). It is recommended to sign a cooperation contract with local actors.

Marketing is very important in this project. Since we want to achieve social sensitization, the project, the Hidden City Tor-Tours, the importance of accessibility and its target groups must be **visible**. To do this, we need to win over partners, allies.

We see the following opportunities for the **development of the project**:

It is essential to work with local decision-makers and tourism stakeholders to **strengthen local accessibility**.

Partnerships should be established (preferably in contractual form) to raise awareness and educate about social inclusion and inclusive tourism.

The Hidden City Tor-Tour is a great opportunity to uncover **local accessibility issues** and report them to decision makers. Moreover, an accessible city database can be created. A good example of this is the People First Association's Barrier-free Pécs Database:

[\(https://peoplefirst.hu/en/barrier-free-pecs/](https://peoplefirst.hu/en/barrier-free-pecs/)

Generate as much **feedback** as possible from participants. On the one hand, about the Hidden City Tor-Tour so that we can develop it. On the other hand, empowerment, that is, doing something for themselves. Draw attention to opportunities where accessibility announcements can be made and cooperation can be achieved.

Create an **international network** from the current project, involving new partners.

PPTs presented at the conference can be found in the Training Material menu of the Platform.