

# ACCESSIBLE TOURISM IN THE BALTIC SEA REGION

Yurmala 2017



Autonomous non-commercial organization the Development center of  
Social and Educational Projects «AURA»

## SVETLANA NIGMATULLINA

1. The first certified guide with a disability in Russia.
2. Expert on improving the level of service in the service industry.
3. The author of the methods «Increasing the competences of the service industry personnel in servicing clients with disabilities».
4. Director AN-CO «the Development center of Social and Educational Projects «AURA».
5. The author of the projects:  
«The dances on wheelchairs»,  
«The excursions for everyone»,  
«The city without barriers»,  
«The steps towards», «The journeys of the dream».
6. Member of the association:  
«Business Women of the regions».





# PERSONAL EXPERIENCE OF INDEPENDENT TRAVEL

- More than 20 countries
- More than 300 cities





# UNIQUENESS OF THE KALININGRAD REGION



- Natural resources
- historical heritage
- health-improving rest
- proximity to Europe

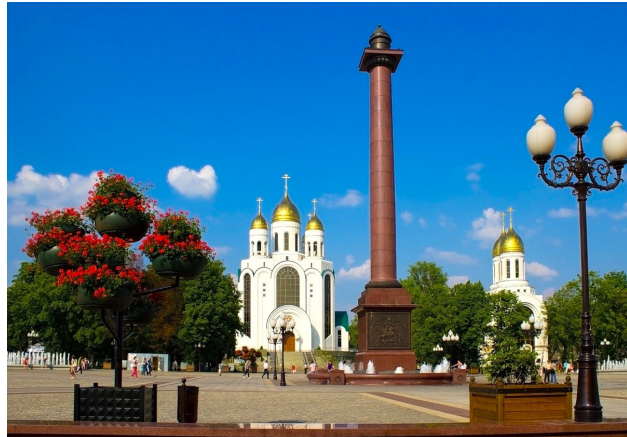




# FEATURES OF ACCESSIBLE TOURISM IN KALININGRAD

Available parks, embankments, squares

- Embankment of Admiral Tribuz
- Victory Square
- Fisher's village
- Park «Youth»
- Central park of rest and culture
- Upper-lake







## WELL-ADAPTATED CULTURAL OBJECTS- THEATRES AND MUSEUMS

- The Cathedral
- Museum of the World Ocean
- Museum of Amber
- House-museum of Hermann Brachert
- Kaliningrad Philharmonic
- Theater «Tilzit» in Sovetsk



# BEACHES

## ACCESSIBLE BEACHES OF KALININGRAD REGION








1. Zelenogradsk- the first adapted beach, opened in 2014
2. Pionerskiy-opened in 2014
3. Yantarny-opened in 2015, there is a lifting platform for lowering to the embankment







## PROBLEMS OF THE DEVELOPMENT OF ACCESSIBLE TOURISM IN THE KALININGRAD REGION

# 1

**Low level of urban  
infrastructure (curb,  
sidewalks, roads, stairs)**

# 2

**Number of hotels adapted for  
guests with disabilities are not  
enough**



3

**Absence of legislative base  
for operative passage of the  
border**

4  
5

**Absence of toilets for people  
with disabilities**

**There are not enough number  
of trained hospitality staff**



6

**There are not enough of  
affordable public transport  
and sightseeing buses for  
the carriage of guests with  
disabilities**



# EXCURSIONS FOR ALL

12 charitable  
excursions



AURA







**VICTORY  
SQUARE**



**AMBER  
MUSEUM**



**THE ROYAL  
GATES**



**CATHEDRAL**



**ZAKHEIM GATE**

# **BUS EXCURSION "IN THE HISTORY OF KOENIGSBERG AND KALININGRAD WITHOUT BARRIERS"**



# ON WHAT DOES THE SUCCESS OF THE EXCURSION DEPEND?



the identity  
of the guide



accessible of  
the transport



accessible of  
the tourist  
sites



the logical  
chain of the  
route of the  
excursion



the time  
interval of the  
excursion with  
the participation  
of people with  
disabilities



restroom





## PERSONNEL TRAINING IN A CULTURE OF INTERACTION WITH PEOPLE WITH DISABILITIES

- 30 trainings
- trained more than 500 people



# TRAVEL OF THE DREAM

SEE THE SEA.  
KALININGRAD.  
MAY 2017

57%

less to pay for the tour

11

people from different regions

7

days — the full tour

4

people with disabilities to work with



Experience for inviting side

AURA





## DEVELOPMENT OF SAILING

- adaptation of the sailing
- availability of yacht trips
- development of the sailing





# THE ECO-ROUTE «KOROLEVSKY BOR» — TO SEE AND SAVE

- Adaptation of the eco-route in the territory of the national park «Curonian Spit»
- Creation of an educational environment for conducting environmental activities with children, incl. with disabilities





# OUR VILLAGE

- Available houses with modern infrastructure
- Relaxing area
- Innovative kinds of sport
- Educational area
- Physical rehabilitation





# THANK YOU FOR ATTENTION

TEL.: +7(4012) 90-11-83

MOB.: +7921-102-47-40

EMAIL: [INFO@ANO39.RU](mailto:INFO@ANO39.RU)



Autonomous non-commercial organization  
the Development center of Social and Educational  
Projects «AURA»