



**Evropský sociální fond  
Praha & EU: Investujeme do vaší budoucnosti**



## **Project characteristics:**

The project „CA Bezbátour – social company" has got two principal aims:

The first aim is an **expansion of the accessible travelling** and to promote the approach „Design for all“, the idea of environment accessible for all people. Till now tourism and travelling in general of people with disabilities in the Czech Republic have been very limited, because even wheelchair symbol marking a hotel as „accessible“ is no guarantee of a real accessibility. Even the hotel managers often do not know that setting up a ramp to overcome stairs doesn't cover all adaptations necessary to make their hotels accessible.

The CA Bezbátour staff, who are themselves people with disabilities, visit in advance all accommodation facilities. They record their accessibility in detail (parking, entrance, assistant dog, guiding lines for blind people, door opening mode, space and operating of the lift, door size, washbasin height, space in the bathroom and toilet, bed height, possibility to put a hoist under the bed, restaurant accessibility, menu in Braille, gluten-free meals etc.). The whole accommodation facility is described and photographed.

At the visit of the accommodation facility the CA Bezbátour staff offer to its manager consultations regarding adaptation possibilities, training of the staff in communication with people with special needs or other ways of cooperation.

All the news are transferred to clients by internet or personally, so it is avoided an unpleasant surprise after arrival to a paid trip. The service of selling of trips friendly in the way of accessibility is quite unique in the Czech Republic.

The other aim is to **improve the good reputation of people with disabilities on the labour market**. These people often get a job both socially and financially under their abilities. There are more reasons for this. The most common ones, what this project intends to reduce, are at one side misgiving and prejudice from the employer, and on the other one a low self-confidence and productivity of the people with disabilities themselves.



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The CA Bezbátour project is from the idea to its realization a work of people with disabilities. They are creators of their social company themselves and this way they show to employers a high level of success and progress that they are able to achieve. So they motivate also another disadvantaged people to an active growing in the field of work, employment or entrepreneurship. We believe that our project will inspire foundings of more social companies in other branches not touched yet by this kind of activity.

We are aware that such a small company can not decrease unemployment of people with disabilities. In this way we take our project as motivating, activating, bringing new perception of people with disabilities on the labour market.

25 persons from the target group will receive direct support during the first 2 years of the project running (with the ESF support). These people will get work experience, working skills, knowledge etc. for all positions which are kept in standard travel agencies; from director and manager over web designer and seller to accountant.

Recently there are set 11 working positions for people with disabilities – some of them full time, others part -time, depending on the need and possibilities. An average duty is 0,6. Some positions are for training, limited to 6 months, after which the project worker helps to the person to find a new job.

The rest of employees will be working in the CA Bezbátour on a permanent basis.

One trainer and one assistant help to all employees with disabilities to perform their job. Both of them work half-time.

The administrative support in the project is provided by a project coordinator (director of the company) for 0,2 time job and a project manager (half-time job) who takes care of agenda concerning the ESF financial support.

The budget for 24 months is 5 780 000,- CZK. 70 % of the costs is meant for the wages of the target group – employees with disabilities.

Monthly labour costs are 155 000,- CZK in average for the target group (6,25 duty together), 50 000,- CZK for the support team (1,7 duty) and 23 000,- CZK about make hire, energy, phone and internet costs.



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250 000,- CZK about were used for adaptations of the office environment to make it accessible and for its equipment by furniture and electronics.

After finishing of the ESF project the travel agency will continue its work without some training positions and the project manager positions.

To get a concrete view about a usual working day in the CA Bezbátour we present job descriptions of selected positions, performed by employees with disabilities.

**Director, manager:** establishing of cooperation with accommodation facilities, official journeys to document these facilities in Prague as well as in the whole Czech Republic, consultations about adaptations of the environment, communications with travel companies abroad and companies engaged in accessible travelling, taking part at meetings and trade fairs, cooperation with compensating aid rental offices, marketing and publicity, cooperation with providers of barrierless adrenalin activities, leading of the target group staff team etc.

**Administrative staff:** communication with offices, preparing agreements, copying, scanning, delivery of office aids, work with invoices, data assembling for the accountant. In case of need work at the reception.

**IT specialist:** creating of web sites of the CA Bezbátour, including e-shop, arrangement and placing of photo documents, placing of text, development of the software for the CA Bezbátour (database), e-shop running, selection of new computers, office web operating, following of „accessible“ websites etc.

**Web designer:** websites of the CA Bezbátour, including e-shop, arrangement and placement of photo documents, graphics of the marketing materials of the CA Bezbátour. Creation of websites for accommodation facilities by obtained orders.

**Database manager:** preparation and completing of the database of the accommodation facilities, preparation of data about them for the management, searching the internet for news concerning travelling of people with disabilities and accessible tourism.

**Sellers:** Sale of tours personally in the office, via internet and phone, processing orders; communication with clients, accommodation facilities and travel companies.