



TVER TRAVEL & TOURISM VOCATIONAL SCHOOL



SUSTAINABLE ADVENTURE TOURISM RESEARCH COMPETITION

ACCESIBLE ADVENTURE CYCLING TOUR

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INTRODUCTION

The **Tver** city is located on the bank of the Great Russian River Volga 150 kilometers northwest of Moscow. The city dates back to early 12th century and was founded earlier than the Russian capital Moscow.

After a devastating fire the city was rebuilt in the 18th century by famous Russian architects hired by the Russian Empress Catherine the Great who used to stop and rest in Tver traveling between Moscow and St. Petersburg.

Tver's location halfway between Moscow and St. Petersburg, Russia's two largest cities still makes our city a popular destination for visitors especially for weekend trips or a stopover along the railway line connecting Moscow and St. Petersburg.

Tver attracts visitors by its beautiful buildings from the 18th and 19th century still lining the main streets and riverbank, rich historic and cultural heritage and picturesque views. It seems that our ancient city is always open to all people. However many of Tver's natural, historical and cultural landmarks are not accessible to people with health limitations and disabilities.

Accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their health limitations, disabilities or age. Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments.

The concept of integration of people with health limitations and disabilities, complexities of accessible tourism and practical steps for its implementation in Tver are seriously considered by the city authorities and were featured at the recent expanded session of the Association of Tourism of the Tver area.

Students of our travel & tourism vocational school participating in GTTP Sustainable Adventure Tourism Innovative Ideas Contest and Research Competition in Russia have decided to explore the opportunities of providing accessible adventure tourism services in our city. Our research and project development was supported by GTTP Russia, our school administration and teachers, partners from publicly and privately owned tourist organizations and disability and social care sectors in Tver.



ACCESSIBLE ADVENTURE TOURISM

Accessible Adventure Tourism might seem a daring idea, since adventure tourism is usually associated with types of tourism involving exploration or travel with perceived (and possibly actual) risk and/or danger, and potentially requiring specialized skills and physical exertion. Adventure tourism is often characterized as stepping outside the comfort zones sometimes resulting from traveling to remote places and/or extreme conditions. Quite often adventure tourism is compared with extreme sports, because it may include such activities as mountaineering, trekking, bungee jumping, mountain biking, canoeing, rafting, kayaking, sand boarding, caving and rock climbing. Numerous definitions of adventure tourism also emphasize the mental and emotional impact characterized as rush or flow, satisfaction of overcoming difficulties and a bright sense of achievement.

According to the U.S. based Adventure Travel Trade Association (ATTA), adventure travel may be any tourist activity that includes two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature. Therefore adventure tourism is closely linked with natural and cultural resources that support it, and its own existence as an industry depends on conservation and sustainable development. The growth of industry and sustainable development are not only compatible, but necessary – one cannot exist without another.

Adventure tourism has grown in recent decades, and continues growing worldwide. It has a powerful incentive to be sustainable and huge potential to educate, convince and encourage adventure travelers to conserve the natural and cultural environment that provides the stage for so many adventure activities.

So what is the relationship between adventure tourism and accessible tourism? We think there is an obvious direct connection. Adventure tourism offers opportunities to explore and discover new things, places, people and customs in an exciting and simulating way providing strong feelings of satisfaction and achievement. In this context it is important that a large and diverse population of people with health limitations and disabilities are included and provided access to adventure tourism products and services widely popular and appreciated worldwide.

13 million people with disabilities currently reside in Russia - this is around 10 percent of the country's population. As of 2008, there were more than 50 million disabled persons in Europe, and more than 600 million around the world. In addition to the social benefits, availability of accessible adventure tourism represents important market opportunities for new investments new technologies, new products and new services. Open access benefits all – it's a competitive advantage, not just a social or legal responsibility.

Accessible adventure tourism in Tver city and region does not exist, so we are pioneering the idea and the research on which to develop the market segment and launch a unique tourism project – **Accessible Adventure Cycling Tours**.

CONDITIONS FOR ACCESSIBLE TOURISM DEVELOPMENT IN TVER

According to European Network for Accessible Tourism (ENAT), Accessible Tourism includes

- **Barrier-free destinations:** infrastructure and facilities
- **Transport:** by air, land and sea, suitable for all users
- **High quality services:** delivered by trained staff
- **Activities, exhibits, attractions:** allowing participation in tourism by everyone
- **Marketing, booking systems, web sites & services:** information accessible to all

Since 2011 the city of Tver and Tver region have been involved in the Accessible Environment State Program. The program is being implemented in the regions of Russia with co-financing from the federal budget. The major goal of the program is to provide a barrier-free environment for persons with disabilities and health limitations and ensure equal rights and access to benefits to all people. The program is being implemented in eight sectors: health, education, social protection, employment, culture, sport, transport, information and communication.

Within the Accessible Environment program framework the public spaces, transport and related infrastructures, information and communication, and public facilities and services in Tver city and region are being upgraded and designed to meet the general needs of all the population so as to guarantee equal access and enjoyment of goods and services for all. Our city is much better prepared now to cater to all citizens and visitors who experience problems in getting around, due to

physical and communication barriers in transport, in buildings and attractions. And although many barriers must still be removed and well-designed services are needed to ensure better access in accommodation, attractions and public transport, important efforts have already been done towards accessible tourism facilities and services.

PROJECT DESIGN AND PLANNING STAGES

Available Resources and Experience

The Tver Vocational School of Travel & Tourism, has a wide experience of vocational training of young people for employability and careers in Travel & Tourism industry.

Our students can test and maintain the knowledge and skills they learned working under supervision of their teachers and industry partners at training facilitates including training tour agency, hotel, two caf  s, information centre, printing workshop, so students can gain important work experience, while they are still studying.

Our school signed agreements with several business and public organizations working in different sectors of travel & tourism industry in Tver and Tver region, and now industry representatives can provide students more opportunities in terms of training, coaching and internships, as well as support projects planned and implemented by students.

Our school, the participant of the Accessible Environment State Program, has developed conditions for inclusive education, vocational training and residing for students with health limitations and disability. 50 students from total 600 currently studying at our school have health limitations and disability.

Annually our school is hosting a **Youth Festival "We Open Wings"** designed so that ALL students are planning and participating in various activities. In 2014-15 academic year the festival for the first time included a cycling tour around the historic centre of Tver. Our schoolmates with disabilities participated and greatly enjoyed this experience along with other students.



Our school administration, teachers and students were enthusiastic to continue and expand this successful experience, and our participation in GTTP Russia's **Sustainable Adventure Innovative Ideas Contest and Research Competition** marked a new chapter in our exploration and design of new insights and trends in travel & tourism studies and projects.

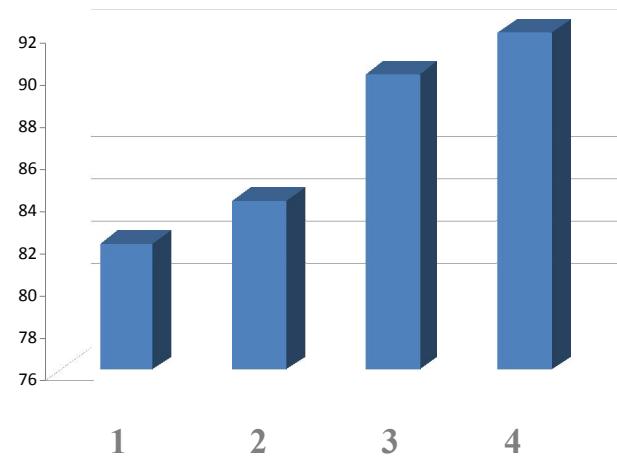
That was how our project of **Accessible Adventure Cycling Tour** started and evolved through surveys, market research, promotion, planning, development, implementation and evaluation, upgrade and preparation for the next stages of development, expansion and multiplication.



Survey and Research

Our survey was first of all targeted on our peers with health limitations and disability – we needed to know how they would feel about the adventure experience we intended to offer. We also needed to understand the perception and attitudes of people from disability and social care sector who are professionally involved with our target group. That is why we started with development of a database of educational institutions, disability and social care organizations and NGOs anticipating their valuable expertise and insight to help us approach our target group, conduct the survey, and better understand possible complications related to accessible cycling tours.

At the next stages we worked on the questionnaires and facilitated the survey questioning totally 100 young people with disabilities and 70 people who work with these young people. Survey was conducted in face-to-face and online formats.



Our Survey revealed the following:

1. People with health limitations and disability are positive about cycling tours – **82 %**
2. Excessive attention to tourists with special needs prevents inclusion and integration - **84 %**
3. People are interested in tourism activities in the historic centre of Tver – **90 %**
4. Accessible tourism and inclusion into integrated settings are necessary – **92 %**

Our market research showed that while the conditions for supply of accessible tourism including transport, accommodation, and food and beverages venues in the city of Tver have been developed, and many environmental and historic sites, attractions and public places are equipped for accessible tourism, there is a general lack of information about accessible sites and infrastructure. Furthermore there is a gap of tourism products and services adapted to requirements of accessible inclusive tourism.

It was really great to learn how excited both young people and adults were about the opportunity to be part of a cycling adventure, how much they appreciated the idea. And if we had any doubts and concerns before we conducted the survey and our market research, we were quite convinced by the results that our peers with health limitations and disabilities are interested, and that only lack of information about accessible public places and available tourism services prevent them from taking part.

We also understood there is a clear need to change the way of thinking and attitudes, focus on opportunities and challenges and establishment of strong partnerships in order to develop a case which would prove that accessible tourism is needed and possible in our city. Our project is dedicated to this important goal.

Action plan

Our action plan included exploration of necessary resources, both available and yet to be acquired; identifying partners to be actively involved in the project to provide necessary resources, expertise, technical support and training; recruiting volunteers from among our schoolmates and teachers, as well as our school industry partners, disability and social care organizations and NGOs; organizing trainings in specific skills to meet requirements of accessible tourism service; development of the tour with consideration of accessibility, safety and comfort of included sites and activities; promotion and implementation strategy.

We were really lucky with enthusiastic response from the city administration, travel & tourism businesses, medical and social care institutions and NGOs who were eager to help us in our endeavors. We would not be able to proceed with implementation of our project without their thoughtful and active engagement and support in terms of training, professional advice, provision of necessary resources and equipment and more.

Students and teachers at different department of our school were all eager to participate and contribute to the overall success of the project. All training facilities have become involved. Our training Information Centre and IT students were responsible for design of promo materials and both online and offline promotion. Our training printing workshop produced informative materials for advertising and implementation of the adventure tours. Our training tour agency developed the route and managed communication and a variety of tasks related to organization of tours. Culinary and hospitality departments and training facilities as well as students studying finance, who calculated the costs and viability of the project and many other students and teachers were also actively involved at all stages of the project.

Students with health limitations and disabilities studying in our school were co-designers of the project and contributed to its success through assessment of the sites and activities included in the tour, spreading information, facilitation of riding sessions, production of craft souvenirs, IT support and guiding services.

With major human and finance resources, materials and equipment available at our school training facilities and/or provided by partnering business and public organizations our volunteer-driven project was innovative and viable.

IMPLEMENTATION OF ACCESSIBLE ADVENTURE CYCLING TOUR

Our training travel agency designed several one and two-day options for accessible adventure cycling tours, different in terms of duration, degree of accessibility of particular sites and physical activity, so each person can decide whether each option meets their needs. Participants of the tour with health limitations and disabilities are offered to use modified bicycles, or tricycles - three wheel bikes for adults, as well as wheelchairs. Our current capacity allows us to serve up to 10-15 riders per tour. The tour includes:

1. Pick up and transfer to the starting point of the tour.
2. Instruction, cycling lesson and a pilot ride.
3. A ride along the Stephan Razin's embankment with 10 stops for rest and exploration of landmarks.
4. A stop on the Volga river bank and teambuilding exercises «We open wings! »
5. Arrival to the Municipal Garden.
6. An Adventure discovery trail.
7. Lunch at the training café «Cyclists» facility and tasting Tver culinary brands.
8. Holographic show of the Tver Kremlin.
9. Theatre or concert visit.
10. Accommodation at the training hotel facility.
11. Visiting museums & art exhibition.

Adventure Cycling Map

The map features low-traffic accessible adventure cycling route through some of the most scenic and historically significant sites in Tver. All included sites are safe and comfortable for people with special needs and accessible to tourists riding tricycles and wheelchairs



Detailed Tour Description

Participants of the tour are picked up at the places they informed organizers about, and are transferred to our school by two school buses specifically modified to accommodate people with disabilities and access difficulties.

Adapted bicycles, tricycles and/or wheelchairs are provided to tourists. Instruction, riding lesson and pilot ride for disabled cyclists conducted by the college sports teachers with appropriate certification and with assistance of specially trained students-volunteers takes place.

To the city historic centre where the tour starts the group and equipment are transferred by buses. Volunteers – the guides and those trained to provide necessary help and assistance accompany the group.

The tour begins near the monument to Michael – the Prince of Tver who lived in the 13th-14th century and was regarded as one of the most beloved medieval Russian rulers.

The tour continues along the right bank of the Volga River by the Stephan Razin's Embankment – one of the most attractive places in the city where tourists can observe many important landmarks of Tver and the magnificent views.

Of special interest are the Convent of St. Catherine built in 1774-1781 and the River Station on the left bank of the Volga River, close to the confluence with the river Tvertsa. During the summertime, pleasure boats ply up and down the Volga, with their base off the river station. The group of cyclists stops here and enjoys the picturesque view and inspiring atmosphere of the beautiful scenery and architecture. Here, in a liberating, relaxing and refreshing environment, specially trained volunteers conduct a series of teambuilding and creativity exercises, including making and running kites.



Further cyclists proceed by the Embankment along the linden alley towards the “new bridge” and have regular stops to listen about numerous landmarks as well as have necessary rest on the way. Reaching the bridge the group goes to the next destination – the Municipal Garden by the Embankment of Michael of Tver.

The Municipal Garden is situated in the protected architectural area of the Kremlin of Tver. The tour starts at the lookout point in the northern part of the garden on the bank of the Volga River where tourists stop to observe the wonderful view and listen to the story of the Kremlin and the garden and its major attractions.

The Kremlin or a fortified castle of Tver used to be the heart of the city since the 12th century until it was destroyed by fire in 1763. Visitors can still see the remains of the moat and an ancient tower however the entire area has changed when the Imperial Road Palace was built on the site of the burnt Kremlin. The palace construction was ordered by the Empress Catherine the Great. It was built in the classic style with some elements of the baroque style. The palace was intended to be the place of rest of the tsar family traveling between St. Petersburg and Moscow. In the 19th century members of the tsar family continued visiting and living there.

The Municipal Garden was started as the palace garden facing the Volga River; later on it was united with the Governor's Garden located to the east of the Palace Garden down the Volga River. Finally, in the 1870s the united park included the Public Garden. Since that time, the territory of the Municipal Garden has remained unchanged. However the garden was damaged during the World War Two and restored after the war.

Still at the lookout point the guide draws the group's attention to the monument of Afanasy Nikitin on the opposite bank of the Volga River. Afanasy Nikitin was the Tver merchant, according to some sources, born in 1433. He was one of the first Europeans who traveled to India and described his trip in a narrative known as the “The Journey beyond the Three Seas.”

At this point, to their delight tourists see a costumed Russian traveler and his entourage appearing on the sailboat docked at the pier. The group of costumed characters approaches and joins tourists. And here the big adventure begins with an interactive show where costumed Russian traveler and his entourage explain the settings and the rules of the discovery trail that follows.

The group is informed that somewhere in the Municipal Garden there is a hidden chest with secrets of the Imperial Road Palace history, and the group can find the chest following the route and tips prepared for the game step by step.

The group is divided into two or three teams, and each team selects a leader. Participants receive



game cards with maps, instructions and tips to follow in order to pick up clues that will lead them to the chest of secrets.

Adventurers are accompanied by the costumed characters from Afanasy Nikitin's entourage who take the teams through each step of the discovery trail and provide necessary support. On the way teams meet more costumed volunteers who entertain them and help searching and picking the clues. One of the clue is provided by "korobeiniki" – a Russian name for peddlers or street vendors who offer Tver region souvenirs of straw, clay, wood and birch bark hand-made by our school students at the crafts workshops, and traditional Tver pastry: small muffins, bagels, pretzels baked according to the popular local recipes by students at the culinary department of our school.

Depending on the type and severity of disability, medical condition and motivation, team members can also participate in elective activities assisted by instructors and specially trained student-volunteers. Such activities include horse riding, horseback or off, a panoramic ride on a Ferris wheel and a scenic passage by a suspension bridge.

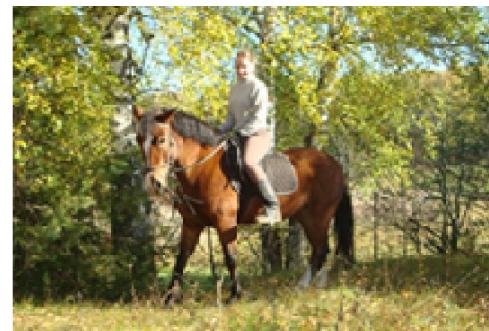
Step by step teams go through various stages of their discovery trail with assistance of costumed volunteers and collect all clues. Teams reach the final point of their trail - an ancient oak tree where they discover the hidden chests of secrets. Each team has only part of secrets, and so, to put together all pieces of the puzzle they read aloud information on the scrolls revealing the secrets of the Imperial Road Palace and present their findings to the costumed Catherine the Great and Afanasy Nikitin.

To celebrate success teams proceed to the near-by café "Cyclist" – our school food & beverages training facility located in the Municipal Garden. Here adventurers have well-deserved rest and lunch, share impressions and results achieved by each team. All participants are awarded with prizes and certificates of achievement.

"Cyclist" café is equipped with innovative tables specially designed for cyclists and people with special needs. The design and construction are simple and safe. Tables are made of the curved plastic in one piece with narrow opening(s) for the front wheel(s) in the lower support part. These tables designed by students of our school and manufactured by fellow students at the Tver Technical vocational school allow the facility to be more accessible to people with health limitations and disabilities. The "Cyclists" café has already gained popularity among the local riders and after special efforts were made to ensure access to people with reduced mobility, the café can serve ALL its guests.

Purpose-built facility and links with industry partners provide cooking and waiting students with hands-on training opportunities and experience in a work environment.

"Cyclists" café main culinary attractions developed and introduced by students of our school according to the local traditional recipes are the brands of "Ivan-chai" and "Kokorki."



“**Ivan-chai**” or “Ivan tea” made of kiprey (*Chamérion angustifolium*) – a Russian word for blooming sally, also known as Willow Herb, Fire Weed, has been a traditional Russian drink since the 12th century. In the 17th – 19th century, known as the “Russian Tea”, it has been exported to many countries. In the soviet period its production terminated. Now the brand is gaining popularity anew. “Ivan tea” is delicious and extremely good for health, and it is particularly popular among the “Cyclist” café visitors.

Another culinary brand is the «Tver Kokorki». Originally “kokorki” meant long lasting hard bread made of wheat and mainly used by “burlaki” - the barge haulers on the Volga River. Later on the recipe has changed and now kokorki are amazingly delicious flat crunchy potato cakes baked with milk, eggs and sour cream. “Tver kokorki” are served with “Ivan-chai” at our “Cyclist” café.

Recently two new culinary brands were added to the café menu: Tver Gingerbread baked with honey, coriander seeds, and clove, and Tver Sulchina – attractive open pies with steamed millet and butter.

The “Cyclist” café is located in the vicinity of the remains of the old Tver Kremlin of the 12th-13th century, and after lunch and award ceremony the group of adventurers is entertained with a 3D air-holographic show the «Tver Kremlin». Although the ancient Kremlin has not survived to our days, the remained images and detailed descriptions are used to display how the Kremlin looked with application of 3D volumetric air hologram ProVisor technology. In the daylight tourists can see the 3D hologram of the Kremlin wall and central Vladimir gate. In the evenings tourists can enjoy the 3D holographic display of the entire Tver Kremlin.

The one-day Tver accessible adventure cycling tour finishes at this point and participants are transferred by the school buses to the places they have indicated to the organizers of the tour. Participants of the two-day tour are invited to visit theatre or a concert according to their choice identified in advance, and after evening entertainment they are accommodated at the school training hotel -a fully licensed and operational facility accessible to people with health limitations and disabilities where students studying hospitality provide services under supervision of teachers and industry partners. Next day the two-day tour customers continue exploration of the Tver city heritage, art and culture resources visiting museums, art and crafts exhibitions and fairs.



PROJECT BENEFITS

Enjoying travel and tourism, and adventure tourism in particular, is not always accessible and easy for people with health difficulties and disabilities. Our Accessible Adventure Cycling Tour in the historic centre of Tver was designed in response to this problem.

Coming back to European Network for Accessible Tourism (ENAT) definition we can see, that our project complies the major points through provision of a tourism experience in accessible **infrastructure and facilities** and using specifically modified **transport** and vehicles. All volunteers involved in the project planning and implementation are trained in job-specific travel & tourism skills and gained additional training in skills necessary to provide **quality tourism services** to customers with special access needs. All **attractions, exhibits and activities** included in our cycling tour were thoughtfully and carefully explored and **assessed in terms of accessibility, safety and comfort** to customers with health limitations and disabilities. And we were pioneering in development of **marketing and information services to increase access and awareness** about accessible tourism services.



The project introduces accessible inclusive tourism in our city building on the efforts and achievements of the Accessible Environment State Program and stimulates to put even more effort, greater commitment and cooperation into catering to all local citizens and visitors who need good access.

The project allows taking better advantage of valuable assets developed by the Tver travel & tourism vocational school including its training facilities, as well as modifications and equipment applying accessibility principles and inclusive education.

Students have more opportunities for hands-on experiences in a work environment that increase both their qualification in relevant job-specific, soft and entrepreneurial skills, as well as their competitiveness on the labor market, employability or starting a business.

Unlike many other educational activities shaped as business games and role-plays, the project allows students to gain a real work experience and gives the benefit of knowing what it takes to run an innovative and responsible accessible travel & tourism business.

Furthermore, students and teachers are being trained by experienced certified experts in different sets of skills that help provide specifically adapted accessible tourism services comfortably and safely for customers with disabilities and other specific access needs.

The project brings together industry partners, educators, students, representatives of medical, social care and NGOs and strengthens existing or stimulates new partnerships and cooperation that allow each side to take an active part in supplying quality tourism services to customers with access needs.

Our project takes full advantage of existing infrastructure and resources, brings new topics to the agenda of Sustainable Environment and greater attention to the needs of people with health limitations and disabilities; puts in a new perspective for development and management of travel & tourism in our city with consideration of a very big potential target market and market niche addressing specific access needs; helps equip travel & tourism students with the types of skills and competences to become valuable assets for the industry; establishes strategy and partnerships needed to develop high-quality accessible tourism directories and services and demonstrates that sustainable development must be inclusive.

SUSTAINABILITY OF ACCESSIBLE ADVENTURE TOURISM

One could argue that any new experience is a bit of an adventure, so how do we know our project focused on accessibility of the tourism services really counts as true adventure tourism and what makes it sustainable?

In the framework of ATTA definition of adventure tourism priorities are given to interaction with nature, interaction with culture and physical activities. Our project includes all three components and provides customers with special accessibility needs completely new, both physically and emotionally stimulating activities; meaningful exercise in a safe, effective, and compassionate environment; a sense of adventure and achievement; discovery of new abilities and opportunities; increased self-esteem and trust, and enormous fun for all.

As accessible and adventure tourism are becoming more mainstream so is both trends' connection to sustainable tourism goals and criteria. Global Sustainable Tourism Council (GSTC) Criteria focus on social and environmental responsibility, socioeconomic, cultural and environmental impacts of tourism.

We believe GSTC criteria are applicable to Accessible Adventure Tourism in general and our Accessible Adventure Cycling Tours in particular.

The project gives people with particular accessibility needs more tourism and exploration opportunities and more options to choose from.

It strives to change the way of thinking and attitudes and destroy access and communication barriers.

It helps to open new possibilities not only for consumers with health limitations and disabilities, but also for suppliers who take notice and make accessibility friendly modifications to serve an important market to the tourism industry that should not be overlooked.

It improves disabled people, social inclusion and creates better employability and economic opportunities.

It helps promote the destination's image and attracts more tourists with special accessibility needs, their families and companions, and other relevant areas (conferences, meetings, exhibitions etc.).

It stimulates further efforts and investment in accessible infrastructure and resources to enhance sustainability and competitiveness of tourism services and businesses.

It provides better opportunities for travel & tourism students to acquire the relevant set of skills and prepare for the new modern types of jobs to increase their employability and companies' competitiveness.

It opens more opportunities for innovations, startups and small businesses applying accessibility principles through flexible and personal customer services.

It promotes exploration of natural and cultural resources and physical activities in an interactive, safe, comfortable and compassionate environment.

It is directed towards environmental and cultural heritage protection, the creation of safety and equal accessibility culture, and healthier inclusive society, where everyone have the access to travel, exploration and adventure should they choose it.

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.	<ul style="list-style-type: none">- Pressures on students' time needed for school engagement and volunteering

	<ul style="list-style-type: none"> - 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"> - Additional burden on teachers' time - Matching business volunteers' and external experts' schedules with project activities. - Limited resources for maintenance & expansion of the project
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.)

This analysis shows that, despite of quite serious weaknesses and threats, strengths and opportunities are quite promising an optimistic. Our project has competitive advantages and we have a reason to be confident in its growth and sustainability.

POTENTIAL FOR SUSTAINABLE GROWTH

We regard our project as a pilot, and in the near future we'd like to continue and further improve our accessible adventure cycling tour providing more and better quality services to more young people with health limitations and disabilities. We'd also like to offer our services to their families and adult people with special access needs.

We plan to continue exploration and assessment of accessible venues and attractions in Tver city and region in order to develop an online directory improving provision of much needed information making it much easier for people with limited accessibility to discover places to go and things to do – comfortably and safely.

In the short-term we still have a long way to go before we consider our current services to be good enough and extensive enough.

In the long-term there is a huge potential for development and expansion, which makes us excited but also aware of many additional efforts and resources needed to establish a sustainable and self-supportive business model to achieve our ambitious goals and plans.

We think that a social enterprise model will give us framework and tools to solve socioeconomic problems related to accessible tourism in responsible and sustainable way. We believe that starting and running a social enterprise will open new opportunities to come up with and use new methods and new solutions, focus on marketing, sales and sustainable revenue strategies, better engage and serve our target groups, work closer with our customers, partners and community and promote a positive message around our joint work.

CONCLUSION

Our participation in the GTTP Russia Sustainable Adventure Innovative Ideas Contest and Research Competition was hugely rewarding allowing us to come up with an idea, to develop the idea into a project and implement it taking a full advantage of gaining advanced opportunities to learn and acquire new competencies including entrepreneurial, green and soft skills that we could use throughout our lives in order to be better travel & tourism professionals and responsible citizens.

We are happy and proud to be the national winners and are honored and grateful to receive a great award that allows us to present our project at GTTP International Conference in Nice.

We think that the best way to conclude our Sustainable Adventure Tourism case is to share feedbacks from participants of our Accessible Cycling project.

"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, Student of the boarding school for disabled in Kuvshinovo settlement, Tver region.

"It was so interesting and unusual to ride along the Volga River. But still, my favorite activity was following the trail and picking the clues in order to find the hidden chest - it was cool!" Russian, Student of the school for the deaf children, Vyshniy Volochiok, Tver region

"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, Student of Zapadnodvinsky inclusive vocational school, Zapadnaya Dvina, Tver region

"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, Student of Zapadnodvinsky inclusive vocational school, Zapadnaya Dvina, Tver region

"Everyone in my team has become Sherlock Holmes. We were looking for tips and clues and followed the trial in order to reveal the secrets of the Imperial Palace. Make sure you don't miss this extraordinary pleasant and interesting experience." Ivan, Student of the Inclusive Technical Vocational School, Tver

"A cycling tour through the historic centre of the city was an enjoyable adventure. I was excited and happy. I felt like jumping up and flying through the air. I will certainly participate again and will recommend my friends and schoolmates to join." Anna, Student of the Inclusive Education Travel & Tourism Vocational School, Tver

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4. The Federal Law of 24.11.1996 № 132-FZ "About bases of tourist activity in the Russian Federation";
5. The Law of the Tver region of 26.03.1998 № 4-OZ-2 "On tourist activity in the Tver region."
6. Order of the Government of the Russian Federation of 27.12.2012 № 2567-r "On approval of the state program of the Russian Federation" Development of Culture and Tourism "for 2013-2020."
7. Methodical recommendations «How to create a case to participants of competition «Create the brand»; Inter-regional public organization «Achievements young »; the Commission on progress of small and average business of Public chamber of the Russian Federation, 2015.
8. The federal law from 24.11.1996 132-ФЗ «About bases of tourist activity in the Russian Federation »;
9. The law of the Tver area from 26.03.1998 4-O3-2 «About tourist activity in the Tver area».

Educational Resources

1. GTTP Passport to the World Curriculum
2. JA Russia Social Enterprise Program
3. How to Develop a Case GTTP Recommendations

Internet resources

1. Ministry of economic development of the Tver region <http://economy.tver.ru/>
2. Ministry of Education of the Tver region <http://www.edu-tver.ru>
3. European Network for Accessible Tourism <http://www.accessibletourism.org/>
4. Adventure Travel Trade Association <http://www.adventuretravel.biz/>
5. Global Sustainable Tourism Council <https://www.gstcouncil.org/en/>
6. Wikipedia <https://en.wikipedia.org/wiki>

TEACHER'S NOTES

The students' project Accessible Adventure Cycling Tour was designed and implemented by 30 students of the Tver Travel & Tourism Vocational School in 2014-15 academic year with active involvement and support of the school administration, teachers, over 100 more volunteering students and partners from the travel & tourism businesses, disability and social care sectors and NGOs.

The idea of the project was inspired by the festival «We open wings!» hosted by our vocational school for students with disabilities who study in our school and other inclusive education or special institutions for disabled students of the Tver city and region.

The project got a new perspective and incentives thanks to students' participation in GTTP Russia Sustainable Adventure Innovative Idea Contest in May 2015 where the idea of the project won the first place in the online competition. At the next stage – GTTP Research Competition - students were working on development of the idea into a case study following GTTP Russia's guidelines and recommendations, and expertise and advice provided by the project partners in Tver.

Participation in the project gave students opportunities to maintain knowledge and skills related to their professional training, as well as learn and acquire valuable competencies thanks to Lean by Doing approach and practical experience in different areas related to design and implementation of a travel & tourism project. Additionally students gained training in skills necessary to provide services to customers with special accessibility needs.

Students were highly motivated, enthusiastic and active at all stages of the project design and implementation. They worked in a creative and enterprising atmosphere and perfected such competencies as teamwork, resourcefulness, self-confidence, decision making, problem solving, goal roundedness, time management and many other.

Students were active and pro-active conducting survey and research, making plans and creating the tour, and certainly they enjoyed the process of implementation of their project and were proud of the results.

Students gained better understanding and awareness of travel & tourism business operations and learned a lot from industry partners actively engaged in the project. They demonstrated much better motivation and eagerness to take full advantage of our school training facilities, including food and beverage, culinary and hotel facilities.

They created ownership for the project and were proud with achieved results.

Winning at the national Research Competition was a fantastic reward for their efforts, and participation in the GTTP International Conference will undoubtedly provide more opportunities to learn and excel in future studies and careers.

I would willingly recommend to teachers and students participation in GTTP Innovative Ideas Contest and Research Competition – these activities provide additional incentives for students to learn and the benefits to demonstrate and be recognized for their studies and achievements.

Experience and materials developed throughout the project can be used in the teaching/learning process providing advanced approach, well-designed resources and innovative tools to better prepare students for their future lives beyond the school walls.

Lilia Besolova, Teacher